

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

35th YEAR—NUMBER 19.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 16, 1935.

Five Cents Per Copy.

Rural School Grads to Hold Final Service

35 IN CLASS WILL HEAR WILLETT TONIGHT AT HIGH SCHOOL

Final exercises for 35 graduates of seventh grade in the rural schools of the county will be held Thursday evening at the high school auditorium. Rev. T. C. Willett, Methodist pastor, will deliver the commencement address. Thirty-five will be presented by Judge C. W. Humble, ex-officio county superintendent. The graduates are Billy Garrett and Lester Wagner, Higgins school; Luella Higgins, Progressive; Ray Landers, Arleta Burgess, Westway; Rose Lee Deaver, Daniel; Marguerite Frances Caldwell, Heilsman; Bonnie Morris, Morris Fortenberry, Paul Lyons, Blains; Armella Reinhart, Edna Hoffman, L. C. Hewitt and E. C. Hewitt, Wyche. Ruth Austa Short, Thornley L. Fanning, Esther Elizabeth Jordan, Raymond A. Fanning and Martin Buswell, Messenger; Charles Galley, William Harris, Tommy Conklin, Ella Smith, Anna, Conklin, Ethelene Smith, Dawn; Alan Morris and Junior Lee, Thomas. Everett Story, Stanley White, Alberta Ross, Birdie Lee Jones, Ruth Atchley, Christine Merrill, James Neal Young and Hubert Thomas, Summerfield. Starting at 8:15 the program will be opened with the invocation by Rev. E. R. McWilliams. Cups and trophies for athletic and literary achievements in the county meet will be presented to Westway school by B. H. Hopkins with a student from the school accepting them. Paul Collins will ask the benediction.

Pioneer Celebration Here Last Friday Is Pronounced Success

BIGGEST CROWD IN YEARS PACKS CITY ALL DAY AS OLD TIMERS STAGE PARADE AND PUT ON PROGRAM; TO BE ANNUAL EVENT HERE

A knock out! The best celebration Hereford ever had. That was the verdict on every hand as the city's first pioneer party and old settlers' round-up was held here last Friday. Several thousand people were in town all day for the event. They viewed the parade in the afternoon and most of them stayed for the evening program at the sales pavilion. They also put in the forenoon and early afternoon looking at the exhibits of relics and photographs in the show windows of downtown stores. It was the parade that started the ball rolling in a big way. Scheduled for 4 o'clock, the procession started at 4 o'clock, and that was a pleasant surprise, according to experienced opinion. **Chuck Wagon Leads.** Near the head of the procession came an XIT chuck wagon with full equipment, piloted by Phil Arthur, old time cook. Uncle Walk Brady was with him. Then came two real old covered wagons with the immigrants carrying all household goods and their families. There were three spring wagons and any number of buggies. Frank Vetter got a lot of laughs with a little rig full of prairie fuel and working a couple of donkeys. Forty top cowhands, mounted and in full rigging made a spectacle. Rat Jowell led his pack horse. Mr. and Mrs. A. H. Elliston rode double. Several women were in the mounted section. Two 1908 Fords, running like 1933 Rolls-Royces, surprised everyone. Hereford's first fire department with Troy Womble in the chief's regalia, pulled their hose cart. And then several fair ladies clad in tight shirtwaists, big hats and flowing split skirts, pedaled by on bicycles. **300 In Parade.** Following the old timers were all the newest automobiles and trucks, placed in the parade by the dealers here. Altogether there were more than 300 persons in the parade. An estimated crowd of 5,000 saw the procession. They lined Main Street solidly from Fourth Street to First. Talks, songs, old-time dancing and general visiting featured the evening program. Judge Henry S. Bishop, former district attorney for the area including Deaf Smith and now a resident of Amarillo, told briefly of his early day experiences here. Horace Russell, also of Amarillo and a teacher in Hereford Christian College back in 1905, told several tales and complimented the spirit of the pioneers who have made a go of it through good times and bad. Gene Howe, "Old (Continued on page four)

Seniors Will Hear Griffin Sunday Night

PRESBYTERIAN PASTOR IS SCHEDULED FOR BACCALAUREATE

Forty-four students who will be graduated by Hereford High School this year will hear Rev. W. M. Griffin preach the Baccalaureate sermon next Sunday evening at the high school auditorium. Griffin was selected by the class. This has been the custom for the past several years. The service is held in the evening to avoid conflict with regular church programs. It will start at 8:15. In the graduating class are 23 girls and 21 boys. They are Geneva Sue Benton, Rita Beizer, Virginia Bobber, Allene Caraway, Lillie Cobb, Gladys Czerner, Christine Fincher, Stella Fortenberry, Mary Frances Holder, Florence Hunter, Doris Lady, Beatrice Lawrence, Ruth Love, Lorraine Massey, Avis Mathews, Gene Morgan, Adeline Schumacher, Lillie Moy Sikes, Elizabeth Spradley, Ruth Smith, Evelyn Van Swearingen, Sue Vaughn and Lucretia Wilson. Don Atherton, Richard Baker, H. D. Blythe, L. W. Carlyle, J. T. Carroll, J. C. Cummins, Wayne Evans, Edward Fullwood, Forrest Hill, Edgar Horton, Clyde Hussey, Clinton Jackson, George Jones, Jim Kirby, Bill McLean, Arlice Mobley, Carl Dean Mountz, Billie Robertson, L. B. Russell, Morris Sowell and Louie Wedel. The complete baccalaureate program is as follows: Processional, Edgar Pickett; Invocation, Rev. E. R. McWilliams; "Unfold Ye Portals Everlasting," from The Redemption by Gounod; Civic Chorus; Scripture Lesson, Rev. T. C. Willett; Announcements; "Gloria," from Mozart's Twelfth Mass, by Ladies' Chorus; Sermon, Rev. W. M. Griffin; "Now the Day is Over," Choir; Benediction.

Irrigation Is Theme At Annual Chamber Fete Tuesday Night

Campbell Has Right Bait For Ducks

Duck hunters in these parts have been using the wrong bait all these years, Charlie Campbell found out yesterday morning what should be used. It is a river runt—little celluloid plug, supposed to be a bass lure. But take it from Charlie, the river runt will get the ducks. It got one for Charlie. He was casting for bass in the Tierra Blanca east of town when he looked up and saw a flock of ducks coming up the stream, flying low. Charlie made one of his best casts and hooked a duck! The hook lodged in the bird's upper lip—or maybe the top half of his bill—or whatever it is ducks have. Anyhow, the duck started flying in circles at the end of the taut line, Charlie playing him for all he was worth. Finding he was fighting a losing battle, the duck made a forced landing in the water and dived, sounding as a whale would and pulling harder than any bass. Charlie finally landed his bird and brought it to town just to prove his yarn, then turned it loose. There are a number of wild ducks nesting on the creek.

FEDERAL ENGINEER IS FOR PROJECT; CARL GILLILLAND SPEAKS

"Irrigation is the biggest thing that could happen to this area," declared H. F. Mathews of Amarillo at the chamber of commerce annual banquet Tuesday evening at the Christian church. Mr. Mathews is a federal project engineer and an irrigation expert. Addressing 177 members and their wives and guests, Mathews championed the rural electrification idea now being pushed by Congressman Marvin Jones. Mathews is originator of the plan to build huge power plants in the gas fields, utilizing the gas that is now being wasted. It is his plan to produce the electric current and distribute it to rural areas throughout West Texas at a low price so that it can be used in agricultural development. In the Hereford area its principal use would be pumping of water for irrigation works. Mathews has taken up the plan in person with Jones, Senator Tom Connally, Governor James Allred and Secretary Ickes. He also gave endorsement to the project being sought here by the chamber of commerce for the development of four big tracts as fully improved irrigation farms with government financing. **Thompson Presides.** Alex Thompson presided at the banquet. Entertainment features included music by the string quartet of Ralph Smith, John Biggs, Bill Kucker and Errol Young; vocal duet by Mrs. Carl Mountz and Mrs. Alex Thompson and a bass solo by Grant Fuller. Judge Carl Gilliland spoke on his experiences here since 1903 with dry farming and with irrigation. He gave the history of irrigation and technical information on the water supply. He was taking the place of D. L. McDonald, irrigation authority, who was unable to get here from Amarillo because of an automobile accident. "Irrigation is our salvation," Gilliland said. "We might as well admit that dry farming on a large scale as we have been doing it is a failure. Every bushel of wheat we have raised has cost us money and I see no point in continuing to farm this way. Says Irrigation Pays. "On the other hand an irrigated farm will make a profit year in and year out whether it rains or not. But it will take work, 12 months of it, each year, and intelligent planning." B. H. Hopkins, president of the chamber, introduced other directors of the recent membership drive of the chamber, which added sufficient members to finance preparation of data in the project the organization is seeking. County Judge C. W. Humble described the plan, pointing out that he and Hopkins presented it last Friday to the state planning board at Austin. Wilbur C. Hawk of Amarillo and J. H. Hopping of Lubbock, members of the board, have endorsed the project. **Utilities Firm Helps.** The plan is for the Federal Government from PWA funds to purchase and improve the tracts of land for irrigation and sell them to farmers on long term credit, letting them pay from proceeds of the farms. Mathews stated that all Amarillo is behind the Hereford move to obtain an irrigation project and would throw all possible influence into the fight. He pledged personal support to it. Fred Oberthier, local manager of the Texas Utilities Company, stated that his firm had worked out a plan whereby current will be furnished to rural users for power and domestic use at a rate that will make it possible for all to become users.

120 Families Are Removed From Relief

RURAL REHABILITATION PROGRAM TO HELP FARM PEOPLE

More than one-third of Deaf Smith county's case load was removed from the relief rolls during the past week as the rural rehabilitation program was put into effect. Elvis Burch, supervisor for Deaf Smith, Oldham, Castro and Farmer counties, is handling the job. The program thus far has taken 120 of the 320 families off the rolls. Under the new plan, rural families will be given necessary assistance for subsistence and putting in crops, but they will give liens to the government for the assistance. Under direction of the supervisor the farm families will put in cash and subsistence crops. The object of the whole thing is to get them back on a self-supporting basis. May allotment of relief money has been received and amounts to \$8,300, announces Walter Pickett, administration. This money will cover all work of the agency for the month. Projects upon which work is being done now are Highway 33, city streets, community garden and erosion plowing. The garden is all planted and is coming along in good shape, Pickett says. It is a five-acre irrigated tract on the farm of S. O. Wilson. Garden seed is available for relief clients at the office, and they are asked to call for the seed. Pickett is anxious for all relief families to raise gardens.

Wheat Balloting Is to Be Friday

Voting in the county's wheat referendum will take place tomorrow at the various community agricultural associations. A referendum is being taken throughout the nation to determine what sort of wheat program the farmers want the government to conduct after July 1. All farmers whether or not they are contract signers, may vote in the referendum. Regular voting dates throughout the country have been designated as May 25, but it was changed here in order that a complete poll may be taken. Ballots have been sent to the resident land owners who have wheat interests here. "We want the vote to be as near 100 per cent as possible," County Agent Dewey Reed said. The referendum is sponsored by the A.A.A. and the decision reached will govern the future program. If, say, high officials in Washington. **Band Concert Sunday.** A public concert will be played by the high school band at the grove in the east end of the State Park Sunday afternoon at 3:00 o'clock, announces Ralph Smith, director. This will be the last concert of the school year, and the public is invited to attend.

SENIORS WILL HAVE ANNUAL CLASS NIGHT NEXT THURSDAY

Only members of the class will take part in the program as the 1935 high school graduates put on their Class Night exercises next Thursday evening at the auditorium. L. W. Casper, president, will preside over the session. "Reminiscences of 1905," the class song, will open the program. A fute and violin duo, "La Paloma," will be played by Christine Fincher and Wayne Evans. Stella Lee Fortenberry's poem, "Seniors of '35," will be read by Lorraine Massey. Then will come an orchestra selection, followed by the class history which was written and will be delivered by Ruth Smith. Florence Hunter, author of the will, is to read that document. Jim Kirby not only peered into the future to get the prophecy, but will also read it. The senior quartet composed of Wayne Evans, Mary Frances Holder, Elizabeth Spradley and Jim Kirby, will sing "Sylvia." Clyde Hussey will give an oration, "Class Appreciation," and Avis Mathews will dismiss the group. **To Remodel Star.** Modernistic design will be carried out in the remodeling and decorating of the Star Theatre which will begin this week, announces Charley Hardwick, manager. A spacious ladies' lounge and other improvements will be added. Hardwick declares that the Star will be one of the most modern and attractive show houses in the Panhandle when completed.

Erosion Grants Of 10c Per Acre Resumed Monday

Emergency erosion grants of 10 cents per acre for listing were reopened here Monday. Deaf Smith county was granted an additional \$60,000 acres, or \$6,000. In the initial program, opened late in April and closed a week later, there were sufficient dimes granted to list 361,184 acres, or \$36,118.40. Lawrence Womble and Paul Mathews are doing the committee work in the program. Jim Lipscomb, third member of the committee, is in Washington this week. **Not Now Program.** County Agent Dewey Reed points out that this is not a repeat program, but the same one and that additional grants for treating the same land again are not being made. "I want to impress on farmers that they must list the land if they accept these grants," Reed said. "We are not authorized to approve any other sort of work except listing and must insist that farmers list their lands." Deaf Smith county was included in the erosion program passed last week by the legislature, authorizing counties to form erosion districts and enforce regulations requiring proper care of land. **Revisit State Taxes.** Not only may the county form an erosion district and enforce regulation, but also it may use all state ad valorem taxes for the next two years in the work in addition to a portion of the county road, bridge and highway funds. The tax remission clause was inserted by Senator Clint Small after the bill had passed the house without it. It was sent back to the house and was adopted. No action has yet been taken by the county commissioners in forming an erosion district. This question must be submitted to a vote of the people. Judge C. W. Humble has announced that action will be taken by the commission at an early date. The county may form the district and then the commissioners as a governing body, may order land owners to follow a prescribed course in preventing or fighting erosion. The tax funds will be used to finance the work.

Seniors Will Have Annual Service Monday

Five students are candidates for graduation from the seventh grade at St. Anthony's, parochial school. They are Ernest Schumacher, Erwin Herr, Donald Gaetz, Elizabeth Beizer and Mary Ann Erdman. Exercises will be held at the school next Monday evening at 8 o'clock. The opening number, "Welcome Song," will be given by the students of the first four grades. Students of the fifth, sixth and seventh grades will put on a comedy, "Penny Pirates." Then will come the presentation of diplomas, awarding of a pin for the highest average and another for best attendance. Examinations are still in progress and results will be unknown until time of the exercise Monday evening, according to Fr. Mathias.

Father of Local Women Succumbs

Samuel Worth, 79, father of Mrs. A. H. Streu and Mrs. Homer Heneslee of Hereford, died early Tuesday in Amarillo at the home of another daughter, Miss Mae Worth. Mr. Worth, a retired business man, had lived in Amarillo 30 years. He was born in England, coming to this country in 1881. Another daughter, Mrs. Frank Follart of Amarillo, and two sons, H. S. Worth of Port Alice, and W. G. Worth of Elk City, Oklahoma, survive. There are three grand children and one great-grand child. Funeral services were held Wednesday forenoon at the Polk Street Methodist church in Amarillo.

POPPY DAY HERE WILL BE SATURDAY, MAY 25

How long is public memory and how enduring national gratitude? This question will be answered here Saturday, May 25. It will be answered in bright red poppies worn by those who remember. Members of the American Legion Auxiliary will distribute the flowers on the streets. The committee handling Poppy Day arrangements is headed by Mrs. Harry Lomas. Other members are Mrs. Jimmie Robinson, Mrs. John Renfro, Mrs. Bill Smith and Mrs. Reed Williams. Proceeds from the sale of the poppies will be expended in welfare work of the Legion and Auxiliary during the coming year, the bulk of it in the work of the local unit.

Commencement Exercises Will Be Next Friday

An elaborate program has been worked out for commencement night at the high school auditorium when the seniors of 1935 will receive their diplomas and be officially graduated. This final exercise will be held Friday evening, May 24. Features of the program, to be put on entirely by the students, will be a series of skits. The first will be a class room scene in a typical American school in 1935. Others will portray activities in the various departments of Hereford High school in 1935. Bill McLean, valedictorian, will give his address, a talk on "Mental Equilibrium." Elizabeth Spradley will give the salutatory, "Development of Secondary Education." Other program numbers will include the processional, played by Wayne Evans; cornet solo, J. T. Carroll; invocation, Jim Kirby; song, the senior quartet, and benediction by Florence Hunter. Superintendent C. H. Dillehay will be assisted by G. M. Hudson, principal, in giving the diplomas and announcing scholarship awards.

BEAUFORD FACES LIQUOR CHARGE FOLLOWING RAID

Twelve pints of whiskey and a dozen cases of beer were seized by Sheriff John Miller, Constable Dick Dixon and Marshal Wallace Cox in a raid last week at the home of C. E. Beauford. Beauford was charged with possession for purpose of sale. He waived examining trial in justice court and furnished bond in the amount of \$750.

NEW RURAL ELECTRICAL RATE OFFERED BY UTILITIES FIRM

A new rural electrification program has been announced by the Texas Utilities Company, announces Fred H. Oberthier, Jr., utilities manager in Hereford. It becomes effective immediately. Not only the Texas Utilities Company, but also the Southwestern Public Service and New Mexico Utilities companies have announced similar plans. The rural line extension policy contains liberalized provisions wherein if the customer uses service only for lighting and incidental purposes the company will invest up to \$300 per customer in the extension of facilities. Where the customer makes full use of the service for electric refrigeration, cooking or other major appliances or for farm power purposes providing an annual revenue of \$60 or more, the company will invest up to \$500 per customer in line facilities to provide the service. The domestic rate for rural service will be the same as that prevailing in the nearest town served. Officials of the three electric service companies announce the

FOX GETS JAIL CONTRACT

Ollie Fox was awarded the contract for refinishing the living quarters at the county jail-building by the county commissioners Monday. Work will include painting, varnishing, stucco and kalsomine application. John W. White of Friona was a visitor here Tuesday.

SCHOOL ATHLETES Must be Under 18

A rule limiting the age of high school students who participate in athletic or literary competition to 18 years has been adopted by the Interscholastic League. The rule becomes effective on September 1, 1936, and a student must be less than 18 on September 1 of the school year. Considerable opposition has arisen throughout the state because the rule will reduce the quality of high school football and other athletics, of which Texas has been proud a number of years. Already the age limit is 19, and a year to two years below that of other states. "It will certainly hurt and probably wreck Class B football," says Coach Tommy McCollum. "Schools like ours have so few boys from which to choose that we will have to use boys too young to play football or give up the game. Large high schools with hundreds of boys will not feel the rule so acutely as will the Class B ones." There is talk among the larger schools of the area of withdrawing from the league unless the rule is rescinded or submitted to a vote of member schools. It was adopted following a meeting of less than one-fourth of the delegates recently at Austin.

COTTON MEN TO APPLY FOR EXEMPTION MONDAY

Growers of cotton must sign applications for Bankhead certificates next Monday, May 20, at the county agent's office. They may sign on that day only. Bankhead certificates are good for tax exemptions and are worth about four cents per pound. All cotton growers, whether or not they signed reduction contracts, may obtain the certificates. Growers who still have 1934 certificates may turn them in and get new ones for 1935.

Odd Fellows Open With Win

(BY HOMER FOX) Tuesday afternoon the Odd Fellows and CCC boys opened the City League with a bang, but the old Odd boys did most of the banging, and when that bunch is really on a hitting spree some one had just as well give up or go fishing. The CCC boys were hand-lapped in their first game in several ways, most of the boys came from the South and don't know about playing winter ball. The ground was new to them and the outfield pulled too far out and let several balls go for hits that should have been caught. Their captain and star player was out with a bum knee and the goat herders hit the ball too hard. The Odds scored one in the second frame on a double by Deah and Hehrens crossed up the outfield by batting left handed and tripled into left field. In the third they made four more eyes on a couple of hits, four or five errors and plenty of boneheads. In the fourth Sowell crashed out a sizzling liner through left with one man on for a home run. The soldiers got two of their four hits in the first frame, had three men on and two outs but the next man hit a dumpy roller to Sowell at third, they failed to connect for another, bingle until the sixth when Stronham singled with one on but didn't do any good. Their single score came in the last inning when Sowell fumbled Gilmore's grounder and Crockett doubled and the game wound up 12 runs, 10 hits and plenty errors for the Odds, and one run, four hits and too many errors for the soldiers. The CCC boys pulled a mighty sweet double in the first inning. Stivers to Stronham to Crockett. The soldiers had a little the best of the pitching on strikeouts, getting seven to the Odds four. There wasn't any pitcher cause everybody pitched, but the umpire on both sides, but the CCC boys say that it will be different next time. The Lions and Midgets play Thursday and what a ball game that should be with the Lions best ball player and loudest roarer last year out there leading these kids.

Brand Want-Ads Pay Good Dividends!

Trade in your old-fashioned Kitchen Range during ...



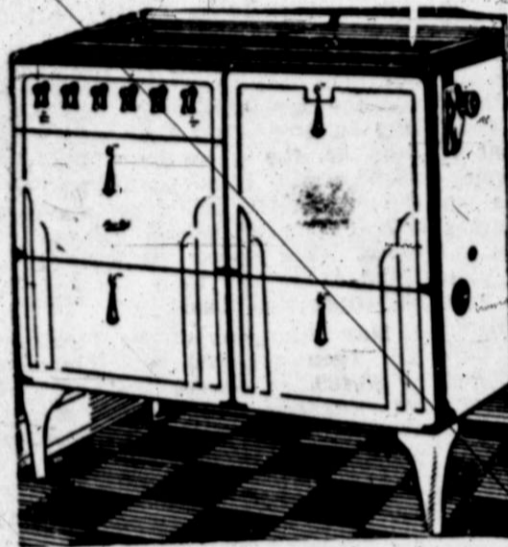
DEALERS OFFER

LIBERAL ALLOWANCES

During OLD STOVE ROUND-UP, April 1 through May 31, gas appliance dealers will allow you

At Least \$10.00 On Your Old Range

regardless of its condition. And you can buy one of the beautiful modern gas ranges on easy terms with a small down payment.



Modern Gas Ranges Are Priced As Low As

\$69⁵⁰

See your gas appliance dealer or your gas company

West Texas Gas Co.

"Good Gas With Dependable Service"

Messenger News

BY ESTELLE WILLIAMS

Mrs. L. M. Turner was a welcome visitor at the community club meeting Thursday at the R. J. Coleman home.

Mr. and Mrs. Fred Pittman and children visited in the Fred Collett home Tuesday.

L. M. Turner and family, Mrs. L. M. Williams and children called at the W. A. Whitson home Monday.

Those on the sick list are Marie Smith, Hobby and Estelle Williams and Georgia Nell Coleman.

Mrs. L. M. Williams returned home Friday after spending the past two weeks with her daughter, Mrs. L. E. Ware, of the Ford community. Mrs. Ware has been ill.

L. M. and Quince Williams were in Hereford Wednesday consulting a doctor about the condition of Quince's eyes.

Those attending the old settlers' day in Hereford Friday were R. J. Coleman and family, Mr. and Mrs. W. A. Whitson and children, Taylor Oglesby, Aldis Williams, Mr. and Mrs. Chas. Brown and children.

Mr. and Mrs. Bob Lindsey and baby, Mr. and Mrs. R. L. Howard and children, Mr. and Mrs. R. J. Coleman, Mr. and Mrs. W. E. Walker, Estelle, Aldis and Quince Williams attended the Baptist church in Hereford Sunday night.

Mr. and Mrs. W. P. Walker and children were dinner guests in the R. L. Howard home Sunday.

Club ladies having birthdays in the latter part of the year entertained those with birthdays in the first part Saturday night. Games were played and cake, lemonade and iced tea served to all present.

Mrs. James Bragg spent Friday night in Friona with home folks.

Bippus Items

BY RUTH REESE

Shoppers in Hereford Saturday were C. V. Griggs, Emory Burks, Milton and James Reese, Ruth Reese and Mrs. C. T. Reese.

E. C. Eubanks of Hereford was in this community Monday.

Bippus school closed Friday. There will be a program Friday night, May 17.

Mr. and Mrs. Steve Williams made a trip to Amarillo Monday. Jack Fortenberry was in Hereford Friday.

Mr. and Mrs. C. V. Griggs visited in the C. T. Reese home Sunday.

G. W. Wells called in the R. E. Lee home Monday.

Dimmitt News

MRS. BUCK WOOD

Mr. and Mrs. Raymond Wilson made a business trip to Amarillo Tuesday.

Mrs. Kay and daughter of Vic, Okla., spent several days last week in the home of Mr. and Mrs. Curtis Tate. Mrs. Tate and daughter returned home with them for an extended visit.

Mr. and Mrs. Henry Stalcup spent the week end with her parents in Plainview.

Mr. and Mrs. Frank Higginbotham of Amarillo visited in the W. A. Wright and R. B. Boren homes Sunday.

Mr. and Mrs. Meade Halle spent the week end with relatives in Clarendon.

Miss Vera Burns of Tulla is visiting in the home of her brother, C. O. Burns.

Mr. and Mrs. Andrew Murphy and little son of Muleshoe spent Sunday here with relatives.

Mr. and Mrs. Leland Lee and daughter visited Mrs. Lee's mother in Hereford Sunday.

Dr. Mayes Miller left Friday for an extended visit with relatives in Dublin and Dallas.

Mr. and Mrs. Ray Cowser spent the week end with relatives in Plainview.

Sam Braswell was an Amarillo visitor Sunday.

Houston Hullin made a business trip to Dill, Okla., last week.

Mrs. Harvey Youts entertained the Tres Mesa bridge club with a horseback ride and luncheon at her home Friday. The morning was spent riding and the afternoon was devoted to bridge. Luncheon was served at noon to Mmes. Claud Morris, Goodwin Miller, Raymond Wilson, Ray Cowser, Carroll Gunter, Earl White, Buck Wood, L. A. Womack and the hostess.

Mr. and Mrs. Raymond Wilson spent Sunday in the A. M. Wilson home at Tulla.

Miss June McCowan of Amarillo spent the week end with her parents.

Miss Dorothy Maples of Canyon spent the week end with Mr. and Mrs. C. G. Maples.

Miss Pauline Jenkins of Erick, Okla., arrived last week to make her home here.

Westway Items

(BY WILMA SKYPALA)

Mrs. H. G. Lofland and children, Mrs. Fay Williams and baby and Vernon Wilson of Abilene spent this week in the G. W. Wilson home.

A son and cousin of Mr. Roe spent Sunday in the Roe home.

Mrs. T. L. Vaughn is showing some improvement after being in the hospital a week.

Miss Wilma Skypala spent Friday and Saturday night with Miss Christine and Ruth Atehel at Summerfield.

Mr. and Mrs. Ellis Wilson and children of Hereford spent Sunday in the G. W. Wilson home.

Mrs. Lee Weaver, Elsie and Alvin Friemel of Dean visited in the V. Skypala home Tuesday night.

Edwin Skypala spent Saturday night with Sylvester Fangman at Messenger.

In honor of our mothers, a program was presented Sunday night. Ted Clancy of Hereford made a talk that was enjoyed by all.

Edgar Skypala moved his cousin to Clovis Wednesday, and returned home Thursday.

Mrs. Guy Lawrence and baby of Walcott attended the Mother's Day program here Sunday night.

Kathryn Vaughn spent Saturday and Sunday with Bobbie Higgins at Hereford.

Mecaskey - Dean

GONDA BIGGERS

Messrs. and Mmes. B. R. Fulkerson and Glen Rutter enjoyed a picnic on the creek at Hereford Sunday, also attending church.

J. I. Morris and family have moved into the Steen house.

Messrs. and Mmes. T. P. McCollister and S. J. Barclary attended the revival at Sims Wednesday.

We extend sympathy to Mrs. W. H. Hubbard in the loss of her husband. They formerly lived here.

Mrs. Howard Morel was in Hereford Monday.

Mr. and Mrs. B. R. Fulkerson visited the J. E. Springer home Sunday.

Ed McCaskey is here from Oklahoma visiting M. B. Stone.

Mr. and Mrs. Lee Weaver have moved to Clovis where he will be employed in a bakery.

Mr. and Mrs. Cap Cocanougher are the proud parents of a girl.

Mmes. Ted Roeback and T. P. McCollister and B. R. Fulkerson called on Mrs. Cook Thursday.

Attending the singing convention at Dawn Sunday from this community were Mrs. Morel, and Messrs. and Mmes. Hester, C. Bogle and L. Luallen.

H. G. Biggers attended commencement exercises at Bellview, N. M., Friday night.

Messrs. and Mmes. P. L. London and T. P. McCollister attended church in Hereford Sunday night.

Mrs. A. A. Elwart spent the week end in Hereford.

Mrs. J. C. Boyd spent Thursday with Mrs. A. A. Head.

Mrs. Arlie Dean and Mary Louise have returned from a trip to New Mexico.

The community was well represented at the old-timers' day in Hereford Friday.

J. I. Morris and daughter were shopping in Hereford Saturday. J. M. Crane spent the week end in Claude, Texas.

HONK! HONK!

it's more fun driving with Phillips 66

Phillips 66

Phillips 66 Motor Oil
Fresh, clean, protected in refinery-shield cans. 3 1/2 a quart... in bulk, 3 1/4 a quart.

Phil-up with Phillips GREATER MILEAGE

SPRING is here... Go places!... See things!... Step on it and sweep eagerly along the white ribbon of open road. Or ease along in the traffic without babying clutch or gear-shift. At every pace from 6 to 60, Phillips 66 delivers lively, smooth, sustained power. It's engineered to do that. And expressly designed to do it with genuine economy.

You get a new thrill behind the wheel of your car when the tank is filled with Phillips 66. "Here," you'll say, "is a gas that is different, that sure gives a rush of fast, sweet, flexible power." No knock. No waste. You'll really enjoy driving with this 100% custom-tailored gasoline.

Why 100%? Because Phillips was first, far ahead of the bandwagon rush, in matching gasoline to weather. We pioneered the idea. Originated CONTROLLED VOLATILITY nine years ago! Naturally our preponderance of experience enables more accurate climatic adjustment of Phillips 66 to your weather and your locality.

Thus you are sure of peak performance and more pleasurable motoring every day in the year, from January through December. The attendant at any Orange and Black 66 pump will snap into action as you drive in. Your motor will snap into action as you drive out.

The DSS club met with Mrs. Ted Roeback May 9. An interesting discussion on religion was enjoyed following poems on Mother's Day by Mrs. McCollister. Refreshments were served to five members. Mrs. Bolling is scheduled to lecture at the next meeting, with Mrs. Stone, May 26.

You gross more money with a FORD V-8 TRUCK

and a bigger percentage is clear profit

THE moment you buy it, the Ford V-8 truck begins to save you money, because it will do more work-haul more tons at less cost. Its notably low fixed costs and its marked economy of operation and maintenance combine to reduce ton-mile haulage costs. Its new forward load distribution permits carrying more pay-load ahead of the rear axle. This results in longer tire and brake life—less body and chassis strain—more room in the cab.

We are ready to prove the ability as well as the economy of the 90 h. p. Ford V-8 truck. We will furnish the truck—even the gas and oil. You test it with your loads on your routes with your driver and check the results. There is no obligation. There are no strings to this offer—your sound business judgment will be our reward.

AUTHORIZED FORD DEALERS OF THE SOUTHWEST

500 AND UP FOR CREDIT

Easy Terms through Universal Credit Company—the Authorized Ford Finance Plan.

The 1935 FORD V-8 Is On display at our showroom

Hereford Motor Co.

Penney's Spring Parade

Marches On

More New Merchandise! More new Values await the thrifty shoppers at PENNEY'S! Penney's Spring Parade marches on! Hundreds and Hundreds of yards of lovely new piece goods have arrived this week. Other departments present new and special values. Get the thrift habit—follow the crowds of Thrifty Shoppers to PENNEY'S!

<p>PRINTED VOILES Fast-color!</p> <p>15c Soft, colorful florals, plaids, novelties, dots, Light, dark grounds. 30 in.</p>	<p>SPECIAL! 25 Dozen Pairs LADIES' SILK HOSE Fine gauge, picot top, lace welt, fine range of colors. A buy!</p> <p>25c pair</p>	<p>Printed Seersucker Fine and Firm!</p> <p>39c New, fast-color patterns. 35/35" wide! Handsome plaids and stripes!</p>
<p>PRINTED LAWN Fast-color!</p> <p>19c yd. Florals, plaids, stripes, dots and novelties! Especially laundered! 36/36 in.</p>	<p>SPECIAL! 20 Dozen Men's Athletic UNION SUITS Made of cool, durable checked nainsook. Perfect fitting, double reinforced back</p> <p>39c ea.</p>	<p>Novelty Sport Plaque Plain, printed!</p> <p>25c yd. Stunning colors! New plaids, dots, stripes, novelties! Fast-color! 36/36 in.</p>
<p>New imported Bangkok TOYOS Cool... Light... Smart</p> <p>98c</p> <p>Bangkok weaves have won their place in the sun by their exceptional coolness and comfort. Penney's has them in all the popular new blocks and styles.</p>	<p>500 White Seersucker Wash TIES</p> <p>Men, here is a buy—washable and of fine material. Just the tie for summer wear.</p> <p>10c ea.</p> <p>500 White Duck and Mesh Weave SUMMER CAPS Just the cap for the hot months. Men's and Boys Sizes</p> <p>25c ea.</p> <p>Our Straw Hat Department is complete. Many styles and price ranges to suit you!</p>	<p>The Sennit Sailor SOLAR Is trim and cool!</p> <p>98c</p> <p>A favorite with men whose business demands that they stay crisp and "well dressed" thru thick and thin weather. Both wide and narrow brim styles.</p>

PENNEY'S
J. C. PENNEY COMPANY, Incorporated
HEREFORD TEXAS

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SOPHOMORE CLASS

The Sophomore class had their long-wanted picnic Monday evening, May 6, at 5:30. All of the Sophs that went, approximately 40, met at the Baptist church and went to the State Park in a group. After they had walked to the grounds, many games were played, including partner's tag, drop the handkerchief, flying Dutchman, and many others. After all were tired and exhausted, the real treat came, the cats. And did they have the cats! The Sophs bet they had more than the Senior or Juniors and they usually have plenty. It consisted of welders, bread, mustard, pickles—and were they sour-marshmallows, bananas, and Donald B. sat on his and Billie Jo E.'s potato chips and soda pop. The committee who planned the cats really should be congratulated.

The Freshmen had been warned not to come around the Sophs when they were at their merry-making, but a hint to the dumb was not sufficient, so into the creek went the intruders, Douglas

Beene and Jerry Rutherford. It is said they will not be around the next picnic the Sophs have; however, considering all, the Sophs reports a very enjoyable time.

COWHANDS

The Cowhands had a meeting last week to settle two important questions. One was the election of next year's officers. After much discussion, we elected Horseplay Daniel, boss; Jimmie Bell, foreman; Jack Higgins, scribe; Jerry Jewell, banker, and Billy Beene, reporter. We hope that the new officers will be as faithful and as good officers as we have had this year. We also planned for the camping trip to Ceta Canyon. The Cowhands and Agriculture boys went together this year. The two groups left Friday afternoon, May 10.

Licorice Ancient Medicine
Old Sanskrit and Egyptian writings refer to the medicinal value of licorice.

CHIT AND CHATTER

Bertha Baer has an animal name either way you take it. If the first letter in each name was changed it would be Bertha Haer.

Elsie Wilkins went to Tulla Tuesday night. She said she had a good time coming back.

Muriel Pickle is having tough luck. She can not understand why Spike want to be a commander. We hope he does not have a gal in every port.

Alvine Bell moved in World History class and now her boy friend glares at her.

Jack Dean argues more now than ever before. Must be practicing to beat Lorraine in arguments.

Bob Atherton said that one hour flunked him in English. What an hour!

We wonder if Charles and Syble have broken up.

What about the newly found romance of Ralph and Squeaky. Or is it old by this time.

MP is happy once more. FH is back again.

Why does Syd Brady escort Mary Lee A home every afternoon?

Beatrice Lawrence has captivated Jim Kirby. Imagine!

Shorty Van wishes she might be small once again.

Jim Kirby as Ben Bernie? Elizabeth Spradley as Kate Smith?

Florence Hunter as Step-Out-and-Fetchit?

Mary F. Holder as a metropolitan opera star?

L. W. Carlyle as Graham McNamee?

Henry Turner as Amos? Louise Fry as Patsy Kelly? Bill McLean as Webster? Wilbur Womble as quarter-back at Notre Dame? Gladys Lewis as Jessica Dragonette? R. A. Daniel as Stanley Laurel? Ruth Smith as yell leader in Sing Sing?

JUNIORS' APPRECIATION

The Juniors wish to take this opportunity to thank the Seniors for the picnic given Monday, May 6. All the Juniors and Seniors that did not go to the picnic surely did miss a good time.

They appreciate the trouble that the Seniors took to entertain them and hope that the Seniors of next year can entertain the Juniors as well as they were entertained.

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

JANITOR'S VIEWPOINT OF STUDENT BODY

I am quoting the janitor. This is his exact viewpoint of the students of HHS this year:

"The agriculture class is all right," says the janitor. "They did just what they were supposed to do while I was teaching them, and I think they worked just as good for me as they did for Mr. Hopkins. There has been less tearing up around the building this year. The students are inclined to respect public property more than they have in previous years. There hasn't been anything wrong in the halls. The students came early and stay late, but their is nothing wrong with it. There is no rough stuff, scuffling or loud talking among the students as a whole. Of course there are exceptions to this rule. There always are, but there has been less demerits given for that this year than anything else. As far as I can see this is as good or better year and the students have acted more like a civilized race than any year since I have been here. As long as you can keep a pupil busy it keeps them out of mischief. When someone throws chalk, erasers and various other articles it is the little boy working out of the man. It might be that I am getting used to it by now, but I think on the whole that the students are acting better this year."

PEP CLUB PICNIC

The winning side of the Pep Club was entertained by the losing side. We went to the city park and had a grand time. It was swell and we really appreciate everything. Some of the girls had an idea they would go swimming and—well you had better ask them about it.

After the last of the ice cream had been consumed everyone breathed a sigh of relief and loosened their belts. We then had a speech by the ex-President, Shorty. She stood upon the table so we could see her with overall legs rolled up and minus her shoes. She really looked cute. She said a lot of nice things about the pep club and when she had finished everyone seemed to have a lump in her throat. Miss Westbrook, who is leaving us next year, gave her farewell speech. We all hate to see her go, but then again we don't see how she has put up with us all these years.

GUESS WHO?

Well, folks, the answers to last week's guess, who were probably self-evident, but just in case they were not, here they are: First, Evelyn Van Swearingen; second, Bunky Daniel; third, Gaytha Wilson; fourth, Miss Sadie Mae Rigger.

Now for some more: First, she is very blond, short, and shall we say "plump." She is very friendly and is a good sport.

2. He is a soph. Has very curly hair, causes little girls hearts to go flip-flop, and has brought recent honor to the school in athletics.

Third, she is a senior, brown eyes, brown hair; five feet, five inches tall, very sweet and understanding.

Fourth, she is a teacher, very sweet, wears beautiful clothes, has lots of patience. Light brown hair and brown eyes.

A senior girl, a good basketball player, and this year's captain.

The teacher who gets more "kick" out of teasing the students than they do by teasing him. He teaches algebra, coaches track and gets lots of laughs at the expense of the students.

A junior boy about so big. He toots a horn, plays a good game of basket ball and courts US when he isn't working or if she isn't with JDC.

A junior boy who buys candy for a certain junior girl whose initials are HD. He gets in a hurry to see her and can't take muddy corners.

A certain freshman girl whose ambition is to boss the teachers. She writes her orders on the blackboards in their rooms after they are gone. Her last name starts with an R.

ASSEMBLY PROGRAM

Tuesday morning May 7, Reverend Griffin of the First Presbyterian church gave an interesting talk on virtues. The four virtues a person should possess are patriotism, courage, faith and charity. Examples were given of each. This was the last assembly program given by a minister.

Thursday morning the Athletic Association gave a short two-act play. Jimmie Bell, Roger Brumley and H. D. Blythe played the roles. This was thoroughly enjoyed.

FRESHMAN CLASS

Wednesday at class meeting our sponsors suggested that we spend the money we had in the treasury for a medicine chest. This was discussed and we voted on it. No one opposed the idea.

Each person in the Freshman class is going to pay a penny for the chest. We hope that the other classes like this idea and will help us. It will be a real benefit.

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

SENIORS OF '36

Three and one-half months, 15 weeks, 108 days, and 2,592 hours until Juniors of '36 will become Seniors of '36. For three long years, maybe four for some, we have worked to gain the position as a Senior. Really there is very little difference between the Juniors and Seniors, even though we will not work together. Of course the title, Seniors, is one of distinction, but after all our senior year will be what we make it. To me these years in high school have been "wings of lightning. I am sure all of the Juniors have really enjoyed being freshmen, sophomores and Juniors. Next year we will be seniors, so let us strive to please our teachers with excellent grades and pack our last year—so full of fun that we shall never forget.

Seniors of '36, we are going to accomplish things that shall be remembered and that we shall remember. We are determined to do our very best so that we may have a name in the history of Hereford High School.

Seniors of '35, we hope you have enjoyed your last year of high school and that you have received something to carry with you through life.

LOST FAT Fooled Gossipers

Mrs. J. R. McCausland of Pittsburgh writes: "I took off 8 lbs. in two weeks with Kruschen. I ate as usual and feel fine." You, too, can safely reduce as Mrs. McCausland did if you'll only have a mind of your own. Pay no attention to gossipers who wouldn't want to see you the slender woman you can be if you'll only take a half teaspoonful of Kruschen/Salts in a cup of hot water every morning. (Tastes fine with juice of half lemon added).

Kruschen is SAFE—It's a health treatment and when your body abounds with Kruschen fitness—excess fat leaves. Jar lasts 4 weeks and costs but a trifle—any drug store. Close Drug Store sells lots of it.

Summerfield News

MAUD E. NOLAND

"The Prince of Liars," a three-act play, will be presented at the Summerfield auditorium Friday night, May 17. Admission children 10 cents, adults 15 cents. Come and enjoy a full evening of worthwhile entertainment.

Mrs. G. W. Mills and Miss Eva Blakemore of Amarillo visited their mother, Mrs. A. J. Blakemore, Sunday.

Miss Eunice Caldwell of Progressive spent part of last week with Miss Eva Greeson.

A baby boy was born to Mr. and Mrs. L. B. Lookingbill April 9, and has been named Billy Lloyd. Mr. and Mrs. A. L. Behrens and family visited relatives at Kress over the week end.

Albert Schulz spent Sunday with his parents here, returning to Adrian that evening.

J. W. Cox was called to the bedside of his sister, Mrs. T. M.

Noland, at Floydada Friday. She was also a sister-in-law of J. A. Noland. Mrs. Noland died Saturday night of pneumonia. J. A. Noland and children, and J. W. Cox and children attended the funeral Monday at the family home near Floydada.

Mr. and Mrs. Alton Lookingbill and Phyllis of Adrian visited in the J. L. Lookingbill home last Sunday.

Mr. and Mrs. Perry McMillan were in Clovis Monday.

Drive In Here—Let Us Do Our Stuff!

It's part of our service to fix you up right—fill your radiator and battery, test your tires and clean your car. But we do more than that—we give you Texaco Gas and Motor Oils.

Texas Service Station

GLEN SNYDER

BUSINESS AND DIRECTORY PROFESSIONAL DIRECTORY

THE CHOCOLATE SHOP
Plate Lunches
Sandwiches
Cold Drinks, Candles
Magazines.

F. M. KESTER
Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
316-B Main Street.

DR. T. L. MORGAN
Physician and Surgeon
Above Corner Drug Store
Office Phone 462
Residence Phone 468

INSURANCE
JNO. H. PATTON
PHONE 88

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

DR. J. W. HENDRIX
Chiropractor and Massageur
109 B Street—Just North of Mother's Park
Phone 341 for Appointments

GEO. S. McCONNELL
Electrical Contractor

All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.
Phone 759-W

THE HEREFORD BRAND
For
JOB PRINTING

Come In And See The New BPS Floorway

The Stand-Up-and-Paint Brush

Try this new BPS Floorway Brush. See how easily you can use it to finish your linoleum with BPS LINGLO—the new linoleum varnish that is not affected by alcohol, ammonia or boiling water. Or use it to repaint either cement or wood floors with BPS FLOOR AND DECK ENAMEL—the beautiful, durable, easy-to-clean enamel for floors or counter tops.

The FLOORWAY BRUSH saves time and does a better job than the old down-on-your-hands-and-knees method.

Special Introductory Price
Only 69c

at
Rockwell Bros. & Co.

Phone 4 101 So. Main St.



To Our Graduates

WE SALUTE YOU AND CONGRATULATE
LATE HEREFORD ON THE
SPLENDID CLASS OF 1935

AS HIGH SCHOOL GRADUATES YOU ARE JUST LEAVING THE KINDERGARTEN OF LIFE. YOU ARE ON YOUR MARKS GETTING SET FOR THE GREAT RACE.

A LITTLE FINANCIAL RESERVE MAKES THE RUNNING EASIER.

ONE'S EDUCATION IS INADEQUATE IF HE HAS NOT LEARNED TO SAVE.

IT WOULD BE A PLEASURE TO HELP YOU WITH SOME PLAN OF THRIFT.

First State Bank

In Announcing Its Distribution of Westinghouse Refrigerators

The company invites your attention to the complete line of these modern units now on display at our offices in this territory.

Westinghouse has been electrical pioneers for nearly 50 years. Their present refrigerator product possesses many exclusive features that add extra convenience to the beauty, generous storage space, and economical operation of the unit.

Every refrigerator is backed by the 5 year protection plan. Make it a point to see this new Westinghouse and discover for yourself the complete satisfaction which thousands of Westinghouse owners enjoy.

Texas Utilities Company

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher and Manager
D. WITT LANDIS Editor
E. 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.

THE OLD TIMERS HAVE WHAT IT TAKES

One good old American work describes the old settlers of the Panhandle of Texas, the Hereford area in particular. It is guts.

Anyone who was in this city last Friday knows that is true. Old-timers from every quarter of the compass pitched in and made a howling success of what started out to be a small affair.

Actually, the celebration turned out to be the biggest thing staged in Hereford in years on end. There were more people in town all day than have been here at any time during the past four years. And the significant thing was they all had a swell time. The whole celebration was a knockout, no less!

A stranger in Hereford would never have suspected that this country had been in the depth of a depression since 1931. He would never have guessed that the severest drought of modern times was even then reaping its ghastly toll.

No sir, it was the day for the old timers to have their fun, and drought or no drought, hard times or no, they were here to have it. And they just did that. And it is the spiritual and mental qualities of a people that can shake off the depressing influences of such despairing conditions to which we pay tribute.

And to the Business and Professional Women's Club we cannot offer too high praise. They staged a memorable celebration. The neatness and dispatch with which they handled every detail bespeaks a real organization—one that can do things.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, May 20, 1904.)

C. T. Dobbins had purchased the City Bakery from G. W. Eagles and moved it to the Calloway Building next door to Norton's Bakery.

Hereford had won the 1905 convention of the Northwest Texas Press Association in the meeting at Quanah where J. Ray presented the invitation. Gainesville was the runner-up in the contest for the meeting, Hereford winning 26 to 7.

The State Railroad Commission had condemned the practice of railroads in giving passes to political office holders.

Castro county's financial statement was published in the Brand with the editorial comment that "the people of the county have no cause to complain of hard times."

Judge L. Gough had gone in for strawberry raising in his garden with much success, according to the editor, who had

been presented with a large box of the luscious berries.

Misses Nora Daniel and Nora Walters were in St. Louis visiting the World Fair.

(From The Hereford Brand, May 15, 1914.)

Editorial: "Candidates for the Legislature from West and Northwest Texas should be rounded on the matter of redistricting Texas as to Congressmen. The Federal census was taken in 1910, since which time several sessions of the Texas lawmakers have been held without any relief in this direction being afforded. The only reason that can be assigned that the state has not been redistricted is obviously found in the political mess pot that always boils at Austin."

Item: "Conner Jowell has been in Hereford for some days waiting for the war clouds that hover over the old dominion of the Montezumas to 'blow over.' He left Tam-

pico with several hundred other Americans and was brought to Galveston and there set free."

Mr. and Mrs. E. W. Barnett were seriously hurt when their car turned turtle.

Born to Mr. and Mrs. Rem Witherspoon on Tuesday, May 12, a nine-pound boy.

J. Ray was here from Vernon inspecting a new building he was erecting. He had invented a new hair grower and had "succeeded in sprouting two glossy tendrils in the middle of the alkali spot on top of his cranium."

The L. R. Bradley ranch was posted.

Misses Alma and Una Norton had entertained the Christian Endeavor at their country home when the organization was "forced by the spasm of winter the first of the week to abandon their moonlight picnic."

By Their Words AND OURS

Tom Smith doesn't like to have his windshield washed too well by filling station men. "Don't wash it too good," Tom told a filling station attendant the other day. "I might try to spit through it."

—Charles Newton, Floyd County Hesperian.

Judge A. J. Fires says that every sandstorm he sees he believes to be the worst one he ever witnessed in his life and tells the following yarn: Once when he first came out to Childress county he was called out into the country where a man had died in a half-dugout. He was sitting in the room when the man's son walked in and shook his head, then said, "Well, Pa's had a lot of sick spells, but I reckon this is the worst one he ever had."—Jimmie Gillette, Wellington Leader.

Here's a pretty good poem written by a Dumas farmer who has figured out what to do with dust storms. The title of the piece is "The Panhandle Farmer's Grit," and is written by C. T. Burchett: Four years I've fought and coughed and choked And laughed and cried and swore

Each one I thought would be the last.

Instead, was worse and more. They moved the soil right off my farm.

Next day they moved it back. My farm moves hither and yon and there.

But I'll not move a track. I'm staying here, I'm telling you. I'm just like General Grant. I'll fight it out right on this ground.

I'll never say "I can't." My horse may die, my cow go dry. My hog give up the ghost. My wife and children leave my home.

Now here's no idle boast. I'll be the captain of these storms. Whether I rot or ruin or rust. I've figured out to beat the thing. I'll eat this god-darned dust.

If I was governor of Texas I would try to curtail state expenses and start in by firing hundreds of capital attendants who are doing little or no work. "Would not be easy to run counter to the wishes of many politicians who would thus be deprived of giving jobs to their friends and relatives, but a patriotic governor could do a great thing by cleaning up this Augean stable. The late Lieutenant-Governor Johnson told us once how Governor Hobby urged him to appoint eight assistants in his office "because the legislature made an appropriation for that," notwithstanding that Johnson asserted that he and his stenographer could attend to all of the business of the office, and that more help would be in the way.—Quanah Tribune-Chief.

Men hate to admit it, but when a woman or a group of women, gets behind an organization or a group of organizations, they generally put it over. The best way on earth for a town to receive its proper and just publicity . . . is through the women. When it comes to building a school, a town or a community, it is like a paper in the community, "if the women are pleased, then the men don't count." You watch this and see if I'm not right.—McLean News.

The end of the last big drought in this country came on the night of May 2, 1904—31 years ago tonight—and the end was one of the finest rains possible. As a result of that big rain and others to follow it, the whole mid-west harvested a bumper crop that fall. History may repeat itself—a good rain may come tonight—but this is not a prediction.—Nosey Guy, Memphis Democrat.

REGULAR ARMY RESUMES ENROLLING OF NEW MEN

The War Department has ordered army recruiting officers to resume recruiting for the regular army, after a suspension of three months. Two hundred recruits are wanted at once for the garrison at Fort Bliss, Texas, and over 800 more will be needed when the increase takes effect in July. Troops at Fort Bliss are mostly cavalry and field artillery, with a sprinkling of quartermaster, medical, signal men and ordnance.

Recruits must be at least five feet four in height and of corresponding weight, and must be in first class physical condition. They must be unmarried and must have no one dependent on them for support. They must be men of good character and must be over 18 years of age. Character must be testified to by at least two well known and reputable citizens of the community. If under 21 years old, age and consent to enlistment must be sworn to by parents. Blanks for character and age may be secured at any army recruiting office. In addition, the educational test is the equivalent of about the eighth grade in school.

The main recruiting office for this district is located at Fort Bliss. Branch offices are at Lubbock, and Clovis.

FOR JOB WORK, TRY THE BRAND

Christine Fincher Is Oratory Winner

Christine Fincher is oratory champion of the high school public speaking classes, winning Monday evening in the annual contest. Her original oration was titled, "America's Tenth Man."

L. W. Carlyle was second with a talk on patriotism. Others competing were Lorraine Masele, Avis Mathews, Wayne Evans, Clyde Hussey, Stella Lee Fortenberry, Evelyn Van Swearingen and L. B. Russell.

The judging was done by Earl Wilson, James Witherspoon and Early Joiner. Miss Stacia Irene Crawford is public speaking instructor.

Mrs. Eva Humphreys Reagan of Clovis spent last Friday here with Mrs. T. M. Palmer. Mrs. Reagan formerly lived here and was renewing old acquaintances and taking in the Old Settlers' Day festivities.

Hurry!



"I'M GOING TO MOVE"

The TELEPHONE DIRECTORY closes JUNE 5

The new telephone book is going to press. If you want to make any change in your present listing, or would like a telephone so your name will be in the new directory, please notify our Business Office now . . . before it's too late. Call us now.

SOUTHWESTERN BELL TELEPHONE CO.



Mrs. W. T. Stanberry of Amarillo was down for the Old Settlers' Day last Friday. Mr. Stanberry was a member of the Brand staff 'way back yonder and both have many friends here.

Arthur Thompson, Jr., Billy Ross Phillips, Elaine Newell, Elsie aboth Stanford and Paul Conaway students at Texas Tech at Lubbock, visited their homes here over the week end.

HERE IT COMES! THE SHOW DEMANDED BY THE FIFTY MILLION WHO GIERED 'HERE COMES THE NAVY'!

The cast stars . . . The most thrilling action . . . The most spectacular comedy . . . The same hit-man romance . . . Plus the stalling of the fighting corps that's never been tamed by guns or bombs!

DEVIL DOGS OF THE AIR

JAMES CAGNEY · PAT O'BRIEN

MARGARET LINDSAY · FRANK McHUGH

STAR PREVIEW SATURDAY NIGHT SUNDAY—Matinee and Night and Monday and Tuesday Nights

REGULAR ADMISSION—10¢ AND 25¢

LOOK, HOUSEWIVES!!

Read this and save some money. For an unlimited time we will do your washing for you for

2c A Pound!

Minimum is 25c and two cents per pound FOR ALL OVER 12½ pounds. Here is what we do for you at that price:

- 1.—We furnish the soap.
- 2.—Your clothes are washed and rinsed in soft water and changed from eight to thirteen times.
- 3.—We thoroughly clean and sterilize your clothes.
- 4.—Your clothes are ready to iron when this service is completed.

All we ask of you is to bring your clothes and come after them.

The Laundry Does It Better and Cheaper.

HEREFORD LAUNDRY AND DRY CLEANING CO.

PHONE 296

Choose Your Foods Carefully BE SURE OF QUALITY, TOO

FRIDAY AND SATURDAY SPECIALS

PEANUT BUTTER	In ice tea glass	20¢
TEA	Lipton's, ¼-pound with ice tea glass	23¢
CORN FLAKES	Kellogg's, package	10¢
SUGAR	10-pound bag	59¢
JELLO	3 packages	20¢
SPINACH	No. 2 can, 3 for	25¢
BEANS	Green, No. 2 can, 3 for	25¢
OATS	Marshall, with cup and saucer	29¢
PORK nd BEANS	4 cans	23¢
SARDINES	Large oval can, 2 for	19¢
BLUING	Large 12-ounce bottle	10¢
CORN	No. 2 can, 3 for	29¢
SALMON	Concho, pink, 2 cans	25¢
LYE	Red Top, 2 cans	15¢

CARL'S Cash and Carry GROCERY

Money Savers

Friday and Saturday Specials

SPUDS, No. 1, 10 lbs	17c
YAMS, No. 1 Mexico, lb	3c
FLOUR, Western Beauty, 48 pounds	\$1.00
SUGAR, 10-pound cloth bag	57c
CATSUP, large bottle	12½c
SARDINES, large oval can	10c
SALMON, Alaska pink, tall can	12c
CORN FLAKES, Miller, 2 packages	19c
COFFEE, Bright and Early, 1 pound	21c
SUGAR, powdered or brown, 2 packages	15c
SODA, large packages, 3 for	24c
APPLE BUTTER, No. 2½ can	19c
PRUNES, No. 2½ can, 2 for	25c
TOMATOES, No. 2 can	10c
SOAP, Blue Barrel, large bar	4c
SUGAR, brown, 3-pound package	15c
PEACHES, sliced or halves, No. 2½ can	15c
TUNA, Pilsen, ½ size cans, 2 for	25c
PRUNES, dried, 2-pound bag	19c
GINGER ALE, large bottle	17c
PINEAPPLE, broken slices, No. 2½ can	19c
OATS, large box	24c
HY-PRO, quart bottle	17c
CHERRIES, gallon size	56c
OKYDOL, 1 bar Lava Soap FREE	22c
WHEAT PUFFET, large package	10c
RICE PUFFET, large package	10c
KRAUT, No. 2 can	10c
PORK and BEANS, No. 2½ can	12c
BANANAS, green tip, pound	6½c
BEANS, green, pound	4½c
LEMONS, nice size, dozen	21c
ORANGES, extra fancy, dozen	24c
STRAWBERRIES, Arkansas, quart box	22c
APPLES, fancy Winesap, dozen	27c

Texas Market & Grocery

PHONE 353—FREE DELIVERY

Accounts Here Are Payable On First and Will Not Be Carried.

Here and There
BY MRS. C. R. TIGON

The WW club met with Mrs. W. Campbell last Thursday with most of the members present. A gift was finished for the hostess. Next meeting with Mrs. H. D. Dorman when dates will be drawn for the rest of the year.

Mr. and Mrs. Ed Schuette moved Clovis last week.

Mr. and Mrs. Roy Rogers were from Portales last week end. LaNelle Lindsey, who has been in the hospital with pneumonia, is moved home Sunday.

Mr. and Mrs. Guy Ham, Missesatherine and Helen Ray spent today in Canyon with Miss Alice Ham.

Messrs. and Mmes. Glen Greer, E. Gatlin, J. E. Andrews and Gatlin, Gladys Greer, Maxine C. Ruby and Alma Andrews, Fry Dean Swagerly, La Verne Mason, Weldon Lindsey, Myron Atkins attended the staging concert at Dawn Sunday.

Miss Mildred Rutherford of Enfield spent the week end with her Helen Jones.

Mr. and Mrs. Melvin Mitchell of Hereford were Sunday guests at the K. F. Campbell home.

Mrs. Ira Cobbell and son, Darrel, Mrs. Eileen Rose of Quitaque, and Mr. and Mrs. Everett Cornet of Pampa were week end guests of Mr. and Mrs. Glen Greer.

Miss Koma Hyatt was called Dimmitt Friday by the death of her little niece.

LaVerne Benson of Duncan, Oklahoma, came last week to spend the summer with her aunt, Mrs. J. E. Andrews.

Mr. and Mrs. Edward Roberson and Mrs. M. A. Springer of Amarillo, Messrs. and Mmes. Lester Parkman, W. A. Springer, Elmer Jones, Jodie Benson, Andrew Gilliam, Elsie, Jim and Warren Curlee and Earl Springer and family were entertained Sunday in the T. Jones home.

Mr. and Mrs. Alvin Frazier are moving back to the Lance farm.

Last Tuesday as A. T. Jones, Paul Gaede, Harvey Lindsey were starting from Chickasha, Okla., Larry's truck was hit by another truck near Groom, and badly damaged. The other truck, and injured the driver seriously. He was taken to a hospital where it was found necessary to remove his left arm at the shoulder.

Easter Items
BY LOUISE FRYE

Announcements are out of the marriage of Miss Margaret Smith and William L. Medley. Mrs. Medley is the daughter of Mr. and Mrs. J. A. Smith of Stamford. Mr. Medley is a son of H. B. Medley of this community and made his home here several years. He is manager of a lumber company in Abilene. Both are graduates of McMurry College. They will make their home in Abilene.

The EHD club met Thursday with Mrs. T. N. Jameson. Mrs. Walton reported on the Club Reporter all day meeting held at Dimmitt last Tuesday. During a social hour the hostess served tea, sandwiches and cake to Mrs. F. Howard, Amarillo; Mmes. Randall, Chambless, Siemmons, Walton Frye, Bruton, Maxwell and Wright.

Several from this community attended the old settlers' day in Hereford Friday.

M. Carter and family were in Lubbock with relatives over the week end.

Mrs. Paul Medley and little daughter, and Ben Medley, who is attending high school in San Angelo, spent the week end with their father, H. B. Medley.

Messrs. and Mmes. E. O. Dixon and Chris Wegner called at the Roy Durant home Sunday.

J. S. Smith has been on the sick list the past week.

Mr. and Mrs. Finis Hunter and Tincy of Jumbo, and Ruby Faye Nolan called at the Carl Frye home Sunday.

Roy Jameson entertained several friends Saturday afternoon. Refreshments of punch and cake were served to Carlisle Rae Frye, Ruby Nolan, Maxine and Billie Durant, Richard Chambless, Wilbur Dixon and Carroll Jameson.

There will be preaching here next Sunday, and a good attendance is hoped for.

The parsonage being built at Dimmitt for the Methodist circuit minister is nearing completion. This community wishes to express thanks to those who contributed to it, not only in cash but also labor.

Ford Doings
MRS. H. M. BENSON

Mr. and Mrs. Jesse Giles of Vega visited here Thursday evening enroute to Hereford.

J. W. and Ben L. Wilson of Hastings, Iowa, are here visiting the Harold Wilson home, another son. The Wilsons spent Sunday in Palo Duro Park and Canyon Museum.

Mrs. Dyer and Wayne have moved to Skellytown where he is employed.

J. S. Garrett was in Hereford Monday.

Mrs. L. E. Ware is improving from her recent illness.

H. Benson and family were Sunday night visitors in the Harold Wilson home.

Mr. and Mrs. Fred Brunson are the parents of a 10-pound girl, born last Thursday morning.

Miss Etta Lee Whitsett, who is attending college at Canyon, spent Mother's Day at home.

A. K. Webster and family visited Dr. Miller and wife in Amarillo Saturday night, spending Sunday night with Mrs. Webster's mother.

Mrs. Ted Langley and daughter called in the home of Mr. Langley's parents Monday. They are moving to Wildorado.

The AAA meeting at Ford Friday night was greeted by a full house, and there was hardly standing room. Music was furnished by the Vega Kiwanis club and several interesting talks were made. Mr. Wimberly of Vega was in charge of the program. After the program questionnaires on erosion needs were signed by all farmers present, and cake and coffee were served.

Bad Habits, Not Overwork Menace

"One of the most maligned words in the dictionary is overwork," said Dr. J. W. Brown, state health officer. "It is employed as an excuse to avoid unattractive social engagements. It is used to impress others with one's particular importance. It is frequently mentioned as the reason for one's business failure. And it certainly is most unjustly blamed for many bodily ills.

"As a matter of fact, overwork is not nearly the bogoblin it is painted to be. Abstractly speaking, overwork is a very decent term, behaves itself on most occasions, and does little damage to the lives of most of us. And more likely than not, where lack of health is concerned, overwork has had little if anything to do with the situation.

"Actually, work of a normal amount, or even above average, is not prone to do one any real damage. On the other hand, certain practices associated with the work or with living are likely to be the real offenders. Those who, for example, are victims of impure air, illogical diets, auto-intoxication, worry, lack of exercise and insufficient sleep are usu-

ally the first to blame work for their sorry condition. And, no doubt, even an average amount of work can easily turn into a sense of overwork when one's capacity to do the job has been weakened by enervating habits.

"The best bulwark against ill-

effects from hard and sustained work is the conscientious adoption of a well-rounded and properly balanced health program. And by this suggestion is not meant a fanatical adherence to a long set of fancy rules, but only a reasonable sense of the primary duty

every one owes to himself to get plenty of fresh air and some exercise, to eliminate the excessive use of stimulants, to obtain an average amount of sleep, to eat moderately; in short, to treat one's body with the respect that it demands."

Congratulations Seniors

We wish to congratulate each of the graduates of Hereford High School upon their achievement and also to extend our congratulations to the parents of the graduates.

We wish to congratulate all of the graduates of Hereford High success and improvement of Deaf Smith County.

We wish them continued success in their future fields of endeavor.

FARMER'S CREAMERY ASS'N

Cream O' Plains Butter : Cream O' Plains Ice Cream

Dean News

BY MARY LOUISE DEAN

Mr. and Mrs. B. R. Fulkerson and children were in Hereford Monday.

Mr. and Mrs. Clem Friemel spent other's Day at Umberger with parents.

Mr. and Mrs. Lee Weaver and children left Wednesday for Clovis where he has work.

Mr. and Mrs. A. A. Head and Harold Lloyd, were in Hereford Saturday.

Miss Elsie Friemel has been ill most few days.

Tom Broadbent and W. B. Britton spent the week end in Amarillo.

Mr. and Mrs. August Skypala and son returned to their farm Sunday.

A light shower fell in this community Monday morning.

Mr. and Mrs. Arlie Dean and Arly Louise visited the H. R. Scarborough home at Walcott last Sunday morning.

Mr. and Mrs. Clem Friemel and children attended a wedding show at Umberger Sunday.

Messrs. and Mmes. M. B. Stone, B. Fulkerson, Arlie Dean and Mrs. Morel and Eldon Harris attended the old settlers' parade in Hereford Friday.

H. R. Fulkerson and children were in the Arlie Dean home Sunday.

The DSS club will meet next with Mrs. M. B. Stone. It met with Mrs. Roebeck May 11, with several members present.

Walgreen System Drug Store

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

CHECK YOUR NEEDS
Friday and Saturday

PEPODENT ANTI-BIOTIC 37¢
90c Bottle, 7 ea.

Roll Skating ROLLER SKATES 98¢
Adjustable, extends to 11 inches. Sturdy make with rubber outsole.

Radio-Lite LUMINOUS ALARM 1.29
On Sale at 1.29

SHOE TRIMS 23¢
Men's and Women's

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 49¢
Dainty

SHOE TRIMS 29¢
Dainty

SHOE TRIMS 25¢
Dainty

SHOE TRIMS 39¢
Dainty

SHOE TRIMS 37¢
Dainty

SHOE TRIMS 9¢
Dainty

SHOE TRIMS 23¢
Dainty

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 49¢
Dainty

SHOE TRIMS 29¢
Dainty

SHOE TRIMS 25¢
Dainty

SHOE TRIMS 39¢
Dainty

SHOE TRIMS 37¢
Dainty

SHOE TRIMS 9¢
Dainty

TRIPLE CUT NAIL FILES 4¢
Quality Tweezers 6¢

SHOE TRIMS 49¢
Dainty

SHOE TRIMS 73¢
Dainty

SHOE TRIMS 25¢
Dainty

SHOE TRIMS 37¢
Dainty

SHOE TRIMS 27¢
Dainty

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 7¢
For Baby

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 19¢
Dainty

SHOE TRIMS 39¢
Dainty

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 7¢
For Baby

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 19¢
Dainty

SHOE TRIMS 39¢
Dainty

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 7¢
For Baby

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 47¢
Dainty

SHOE TRIMS 33¢
Dainty

SHOE TRIMS 19¢
Dainty

SHOE TRIMS 39¢
Dainty

SHOE TRIMS 33¢
Dainty

WEEK-END SPECIAL
Fresh Strawberry Ice Cream
Pints 15c Quarts 25c

Look What "Two Bits" Will Buy

Prices Good For Friday and Saturday.

- CORN FLAKES** Miller's 3 Pkgs 25¢
Falls City Corn, 2 No. 2 cans 25¢
American Wonder Peas, 2 No. 2 cans 25¢
SCOTISSUE 25¢
1,000 Sheet Rolls, 3 rolls 25¢
KRAUT 25¢
Green Bay, 3 No. 2 cans 25¢
TOMATOES 25¢
3 No. 2 cans 25¢
CUT GREEN BEANS 25¢
3 No. 2 cans 25¢
PINEAPPLE JUICE 25¢
Dole's, 3 cans 25¢
TUNA 25¢
Abbey's, 2 cans 25¢
HERSHEY CANDY BARS 25¢
Two 1/2-pound bars

- SOAP** Woodbury, 3 Bars 25¢
OVALTINE 31¢
Large size 57¢, small size 15¢
MACARONI RINGS and SPAGHETTI ELBOWS 15¢
Beck-Nut, 16-ounce package 22¢
MATCHES 22¢
Carton 22¢
BARBECUE SAUCE 12¢
Trappay's, 6-ounce bottle 15¢
SHINOLA 15¢
All colors, 2 boxes 34¢
FLOOR WAX 22¢
Johnson's, 1-pound can 59¢, 1/2-pound can 22¢
O'CEDAR POLISH 22¢
Large size 39¢, small size 15¢

- TREE TEA** 1/4-Lb Pkg 15¢
KRE-MEL 5¢
Assorted flavors, package 22¢
CATSUP 21¢
Heinz, large bottle 23¢
SOAP 5¢
P. & G., 5 Giant Bars 9¢
OXYDOL 6¢
Large package 10¢
CAMAY 11¢
Bar 15¢
HOMINY 9¢
Van Camp's, No. 2 1/2 can 6¢
PORK and BEANS 10¢
Van Camp's, tall can 11¢
GRAPEFRUIT JUICE 15¢
No. 2 can 11¢
SALMON 15¢
Alaska Pink, tall can 15¢
CORNED BEEF 15¢
Armour's, square can

We Need More Chickens and Eggs!

BEST FOODS
Mayonnaise, 1,000 Island Or Relish Spread
8-Oz Jar 15c
Salad Dressing
Quart Jar 37c

Shortening
Mrs. Tucker's
8-Pound Carton
\$1 12

KARO Light or Dark No. 5 Can 34c

FURR FOOD STORES lower prices

NUCOA Perfect for all Table, Cooking uses, 1 pound 22c



FRESH FRUITS and Vegetables

- ORANGES** Full of Juice Dozen 10c
- GREEN BEANS** Fresh, 3 pounds 13¢
- FRESH GREEN CABBAGE** 4c lb.
- APPLES** Fancy Winesaps, medium size, dozen 25¢
BANANAS Large yellow, pound 6¢



- ROAST** Cut from fancy baby beef, pound 17 1/2¢
PORK ROAST Lean pig shoulder, pound 21¢
- BACON** Armour's Slice, ed. pound roll 29c
- BACON** Small pieces, good sugar cured, pound 28¢
- COOKED MEATS** Every day, Barbecued Beef, Pork, Ham, Roast, Hot Meat Loaf.

Freedom implies negatively the absence of constraints, and positively self-determination.

Brand Want Ads Pay Good Dividends!

Congratulations . . .
To Hereford's 44 Seniors

WE ARE PROUD OF YOU BOYS AND GIRLS AND EXTEND TO YOU OUR VERY BEST WISHES FOR A SUCCESSFUL FUTURE!

Maytag Washers

The most popular washing machine in America.

Dempster Listers

Are just about the best made. Why not get the job done right with an implement that is superior yet costs no more!

M. D. WOMBLE, Implemets

P. S.—I still maintain that our sub-soilers will stop wind erosion. Mack.

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

Texas Suicides Show Decrease

A report of the Bureau of Vital Statistics, State Department of Health, says: "Contrary to public opinion, the number of suicides in Texas has decreased during the last few years. There was an increase from 616 suicides in 1930 to 772 in 1931 and a further increase to 828 in 1932, which was the greatest number of suicides that occurred in Texas during the past five years. Following 1932, suicides have decreased from 828 that year to 722 in 1933, with a further decrease to 705 in 1934. "While suicides have decreased, there has been a gradual increase in fatal accidents, which totaled 3,112 in 1930 as compared with 4,013 fatal accidents in 1934. "The increase in accidental deaths has been closely associated with the use of motordriven vehicles. In 1931 there were 23 deaths due to collisions between automobiles and railroads, as compared with 69 similar deaths in 1934. Fatal accidents in air transportation increased from 27 in 1932 to 46 in 1934. "The greatest increase, however, was found in automobile accidents involving no other vehicles. The records of 1934 show an increase of approximately 70 per cent over 1932, there being 907 deaths due to automobile accidents in 1930 as compared with 1,533 in 1934. "With the decrease in suicides and the increase in accidents, there has been a more appalling increase in homicides. The Texas mortality records show 576 murders in 1930 and 1,016 in 1934, an increase of 440 or 76 per cent during that five-year period."

AT THE STAR THEATRE

Tonight's showing will be the last of "One New York Night," featuring Franchot Tone and Una Merkel.

Friday matinee and night William Powell and Ginger Rogers will be seen in "Star of Midnight." Playing together for the first time, Powell, the greatest screen detective, and Ginger, the dancing charmer of "Divorcee" and "Roberta," will bring to you an amazing new adventure, a baffling, breathless drama mixed with crispy dialog, snappy action and bursting with laughs and romance.

Saturday matinee and night Tim McCoy will be seen in another thriller of swift action mixed with romance, "Fighting Shadows."

A midnight spook show featuring Lionel Barrymore and Bela Lugosi will be given at the Star next Tuesday, beginning at the stroke of 12. This new picture, "Mark of the Vampire," is one that should not be viewed by nervous people. In fact children will not be admitted unless their parents are along.

The weird show is a terror mystery with old deserted castles, sinister skies with fantastic clouds and the vampire girl, uncanny and beautiful woman who can change from bat to human.

A special free show will be given Saturday morning, beginning at 9:30. All children are invited to attend and see a special program of comedies and short subjects.

Sunday, Monday and Tuesday's show will be "Devil Dogs of the Air." The stars of "Here Comes the Navy" join up with the fighting corps that's never retreated from an enemy or surrendered to a dame. James Cagney, Pat O'Brien, Margaret Lindsay and Frank McHugh supply the thrills, laughs, action and romance.

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

OLD-TIMERS

(Continued from page one)

Honest Tack," of the Amarillo papers, swore he would never miss a gathering of early settlers in Hereford. He also advised against taking his weather predictions seriously as they are written for consumption by "those Amarillo yokels and not for you smart people."

Building Packed. Music by the orchestra composed of Ralph Smith, John Biggs, Bill Kucker and Ercel Young opened the program. The assembled audience—and the building was literally packed to the rafters—joined in old-time songs, singing "When It's Round-up Time in Texas," "Home on the Range," "The Dying Cowboy" and "The Eyes of Texas."

Mrs. John McLean talked of the spirit of the Plains, and Donald Robertson sang "The Last Round-Up." Mrs. Ray Conway sang several cowboy ballads and the harmonica band from Westway played old-time tunes.

But the high point in the program was the dancing by several couples of the Schottische, Square Dances, New Shoe and waltzes. Among the dancers were Mr. and Mrs. Pack London, Mrs. Essie Cardwell, Mrs. Wes Brady, Mrs. Smith McLeRoy, Mrs. Lan Shore, Mr. and Mrs. Glen Weir, Mr. and Mrs. J. D. Buchanan, Cecil Walker and Mrs. Cal Walker, Pink Gilliland, Carl Cockrell, Frank Richards and John Patton.

Brady Calls Square Dance. A special orchestra composed of Mrs. Carl Gilliland, Percy Estes, Guy Smith and Mrs. Lan Shore furnished music for some of the dances. Wes Brady did the calling for the square dance in a manner that brought cheers from the assembly.

A total of 103 old-timers who have been in the section 30 years or more called at the Brand for passes to the Star Theatre as special guests.

This, the first old settlers reunion in Hereford, was sponsored by the Business and Professional Women's Club. Mrs. Cecil Williams, president; Mrs. C. A. Skellon, Miss Eunice Rutherford and Miss Lillie Hostetler were the steering committee for the whole affair. All of the 35 members did yeoman service getting the show in shape.

To Be Annual. So successful was the venture that the club plans to make it an annual affair. Old timers from everywhere were unanimous in the opinion that the whole show was an unqualified success and endorsed the idea of making it Hereford's Pre-Centennial Celebration.

Hardly more than four weeks old was the idea of the celebration when it was staged. So hearty was the response to the first call for aid in the parade and collecting of relics and old photographs that success was assured from the outset.

"It grew like a snowball," Mrs. Williams declared. "And we want to thank everybody for their generous support and whole-hearted cooperation. That includes all those who gave us relics for displays, the merchants who made room in show windows for them, the old timers themselves for entering into the occasion just as if hard times had never been with us, and everyone who took any part."

COURTHOUSE RECORDS

Warranty Deeds.

R. J. Naylor to Joe Bodkin et ux, part of lot 7, block 7, Womble Addition.

Hugh R. Lee et ux to Rose Lee, NE 1/4 of section 27, township 2N, range 3E.

J. E. Ward et ux to J. K. Burke, et ux, N 1/4 of section 9, block K-8, Edgar L. Chadwick et ux to A. R. Carter, W 1/4 and SE 1/4 of section 8, township 6N, range 3E.

A. L. Sherk, administrator, to O. L. Rutherford, lots 29 and 30, subdivision of block 39, Evans Addition.

E. B. Black to Bert Walton, lot 4, block 148, Hereford Cemetery.

J. J. Perkins to Charlotte Messer, NW 1/4 of section 76, block K-8.

Orva Ward et ux to Frank A. Ward et ux, one-third interest in 80 acres of SE 1/4 of section 25, township 6N, range 2E.

Dallas Joint Stock Land Bank to Paul S. Mathers, section 66, block K-8.

Eula Rambo to L. W. Carlyle, lot 4, block 7, Whitehead addition.

Roy Golden to J. L. Pevley, W 1/4 of block 28, Evans addition.

New Cars. E. H. Bean, Chevrolet coach, Brumley Chevrolet Co., 292-530.

D. H. Alexander, Chevrolet sedan, Brumley Chevrolet Co., 292-532.

E. L. Sowell and Don Alexander, Ford truck, Hereford Motor Co., 12-620.

PRESBYTERIAN CHURCH

W. M. GRIFFIN, Pastor.

Sunday school, 9:45. Morning worship, 11. "Our Belief in Christ." Christian Endeavor, 7:15. Moving pictures of missionary work in Japan Friday evening. Supper at 8 o'clock. Sunday evening Baccalaureate at high school.

St. Anthony's Church

St. Anthony children are having a good comedy for a play. Swash-buckling pirates, pieces of eight, double dubious, on a dead man's chest, a hard-hearted father, and many other characters. You will see them all at 8 o'clock Monday evening, May 20, at St. Anthony's school hall. And remember the saying, "laugh and grow fat," and count on gaining a few pounds, for there will be laughs a-plenty. Ralph Smith will supply music during intermissions.

Sunday mass at 8 and 10, with Christian instruction after second mass. May devotions at 8 p. m. Weekday mass at 8, Monday at 7:30, Thursday at 8, Saturday at 7:30, and Sunday at 8:30 at convent.

Women Attack Tigers

In the Khond country of India, women wood-cutters form the tiger's chief fodder. The wonderful pluck with which these women will attack a man-eater with nothing but a stick of wood while he is carrying off one of their number is said to be a thing to marvel at.

Highway In City Is Now Finished

The mile of Highway 33 in Hereford is now paved. Coker & Braden, contractors, finished the asphalt surfacing job last Friday and cleaned up the work Saturday, throwing the road open to traffic.

The surfacing is triple asphalt with crushed rock, applied in alternate layers. The inverted penetration process was used, with the asphalt placed below the layer of rock so it can penetrate. Cost of the surfacing job was \$11,700 for the mile. The road is 50 feet wide with curb and gutter and caliche base, all built by the Highway Department last year with relief labor. W. J. Vay London of Amarillo, district engineer of the state department, inspected and accepted the job Tuesday of this week.

54 WHEAT CHECKS ARE RECEIVED DURING WEEK

During the past week 54 wheat checks, covering last 1933 and first 1934 allotments have been received at the county agent's office.

The 54 checks totaled \$5,281.17, an average of almost \$100 per hog check. There was also one cow hog check. It was for \$12.50.

Mrs. Agnes Mitchell of Hereford is here this week visiting relatives. Larry Gene Gillispie, young son of Mr. and Mrs. J. Gillispie of this city, also returned to Hereford with Mrs. Mitchell whom he had been visiting. Mrs. Mitchell was formerly Miss Agnes Vaughn, daughter of Bob Vaughn of Hereford.

DID YOU SEE THE 1914

DODGE?

In the Old Settlers' Parade?

It is one of the first 391 cars built by DODGE BROTHERS. It bears a 1935 License, and is used regularly.

More than 3,000,000 Dodge Cars have been built since—and most of them are still in service.

The New 1935 model is the greatest value ever built by Dodge, yet it costs "Just a few dollars more than the lowest priced car."

Coupe \$825.00

Two-Door \$870.00

Sedan \$915.00

(Delivered—Fully Equipped.)

Ireland-Beavers Motor Company

301 East Third Street.

Hereford

Every Day Specials In Drugs & Sundries

CLOSE DRUG STORE

DRUGS AT LOW PRICES Every Day At Our Store

Ask for KELVINATOR Tickets with every purchase

Double Tickets Saturday

35c Cutex Nail Polish 31c	 Alarm Clock Guaranteed accurate movement 98c	25c Johnson's Baby Powder 17c
14 oz. Listerine Mouth Wash 59c	 Nyalgesic Rub on for pains—muscular soreness 50c	30c Bromo Seltzer 23c
1 lb. Palmolive Soap 3 for 14c	 Nyal Aspirin Tablets For headaches and neuralgia. 100, 5-grain 39c	100 Nyal Iron Yeast Tablet 69c
Pint Ultra Witch Hazel 39c	 Nyal Corn Remover Relieves pain—removes corn. Applicator bottle 25c	40c Fletcher's Castoria 29c
50c Unguentine for Burns 39c	 Ny-naps—Soft and Absorbent Box of twelve 17c	50c Prophylax Tooth Brush 37c

HIGH QUALITY
FIELD SEEDS

ALL RAISED IN 1933

Dwarf Maize, Kafir
Red Top Cane, Hegari
Sudan

These are high-grade, clean seeds and we have plenty of them

Pitman Grain Co.

PHONE 1

WE DELIVER

BUY AT HOME

Profits In Poultry Result from Proper Feeding

PACKARD FEEDS ARE RIGHT

BLUE DOT STARTING MASH—BLUE DOT LAYING GREEN DOT GROWING MASH

All these are excellent poultry feeds—made in Hereford by the PACKARD MILLING COMPANY, and sold at our store. Scientifically blended and mixed, these feeds form a perfectly balanced ration that will make chickens show a profit.

Why pay more for other feeds when PACKARD'S BLUE DOT and GREEN DOT poultry feeds can be had right here and at a lower price? We also handle BIG G dairy feeds that are distributed by PACKARD.

AND REMEMBER

WE WANT TO BUY YOUR OREAM—POULTRY—EGGS!

Hereford Poultry & Egg Co.

AFRICA MISSIONARIES VISIT RELATIVES HERE
 Rev. and Mrs. Norman Rice, Presbyterian missionaries, are visiting his father, S. J. Rice. They have been doing work in the extreme southern portion of Africa during the past eight years. They returned to this country early in the year and are now living in Oklahoma. They gave instructive talks at the home of Mrs. Henry Hastings Tuesday afternoon. There were 40 women present.

SOCIETY
PIONEER CLUB HAS LAST MEETING
 The Pioneer Study Club met Tuesday at the home of Mrs. T. E. Seliger in its last regular session of the year. The club observed guest day, each member having as guest a young matron who might be interested in study club work. Mrs. O. G. Hill sang "Dim Trails," which was written by Rose Nichols and Robert Artell of Amarillo and dedicated to the pioneers of the Texas Panhandle. A one-act play, "The Charm of the Old Album," was reminiscent of earlier styles and was enjoyed by all. The characters were Mmes. F. L. Lucas, Wirt Phillips, P. H. Gilliland and Walter Spradley. Mrs. H. D. Reed rendered a piano solo. A lovely installation service was carried out representative of a landscaped garden surrounding the club house with certain trees symbolizing each officer. The beautiful pink radiance rose tree was planted for the recording secretary, Mrs. Wirt Phillips; an ever-blooming sunburst for the corresponding secretary, Mrs. Bob Higgins; a red radiance of valor for the treasurer, Mrs. Burl France; a white honeysuckle as a white cloud of right procedure for the parliamentarian, Mrs. Bess Turrentine; two stately evergreens for the vice president, Mrs. H. G. Conkright and president, Mrs. M. D. Womble. A social hour followed at which time delicious ice cream and angel food cake were served to 21 members and 19 guests.

MESSENGER COMMUNITY CLUB HAS MEETING
 The Messenger community club met with Mrs. R. J. Coleman on May 9, with 13 members and three visitors present. The day was spent in making and exchanging small gifts for Mothers' Day. A prize was given for the most attractive and Mrs. Wylly won the prize. A response roll call with poems on Mother was enjoyed and two selections were given by Mrs. H. L. Sharp, she singing and playing a guitar. A quilt block shower was given Miss Imogene Copeland, a Messenger school teacher. The next meeting will be with Mrs. Alta Wylly June 13. One half of the club entertained the other half and their families Saturday night, May 11, at the school house, having several musical numbers and speeches. Cake and lemonade were served at a late hour.

FRIENDSHIP CLASS HAS PICNIC
 A picnic was held Monday evening by the Friendship class of the Methodist church at the State Park as a result of winning a membership drive. Membership of the class was increased during the contest from 12 to 72. Chickens for the picnic were furnished by Ray Conway. Rev. Paul Collins directed games. Sixty-two attended.

Stormy Weather Overcomes Dust
 Stormy weather, without dust storms, has been the rule the past week. Several showers have fallen and the whole week has been damp, although there has been no heavy rain in Hereford. Out west of the city there was a good rain Tuesday night. It was estimated at an inch and more in some parts. Other portions of the Panhandle have received general rains during recent days. The snow and rain that came on Friday and Saturday, May 4 and 5, put an end to the dust storms. Last week there were several summer days and the same has been true this week when the clouds broke up. This morning the skies were heavily clouded with a definite threat of rain. Just one good spell of rain, farmers say, and spring planting of feed crops and gardens will start in earnest.

Hudson Grocery AND FEED COMPANY
 Is Exclusive Agent for **Quaker-Schumacker Sweet Feeds**

The feeds are manufactured from the by-products of the Quaker Oats Company. These feeds carry the fats and digestible parts of the corn and oats and are mixed with oat meal and molasses which makes them the most profitable feeds you can use for cows, horses, hogs and chickens. We sell to farmers on a small margin of profit.

We have just installed a Frigidaire and will handle all kinds of cured meats, fresh butter and sweet milk.

MORE FOR CASH AT HUDSON'S!

MRS. M'BURNEY BRIDE OF T. H. ALLPRESS
 Mrs. Eva Jo McBurney, daughter of Mrs. Beatrice Parker of Hereford, and Dr. O. H. Parker of Oklahoma, was married to Mr. Thomas H. Allpress last Thursday in Little Rock, Arkansas. Mr. Allpress is a noted concert violinist and Mrs. McBurney has been his accompanist and a reader on recital programs with him. They have achieved an enviable reputation for their art both in this country and in Europe.

Mrs. M'BURNEY BRIDE OF T. H. ALLPRESS
 Mrs. Eva Jo McBurney, daughter of Mrs. Beatrice Parker of Hereford, and Dr. O. H. Parker of Oklahoma, was married to Mr. Thomas H. Allpress last Thursday in Little Rock, Arkansas. Mr. Allpress is a noted concert violinist and Mrs. McBurney has been his accompanist and a reader on recital programs with him. They have achieved an enviable reputation for their art both in this country and in Europe.

Card of Thanks.
 The Business and Professional Women's Club wishes to thank the public in general and the people in particular who helped in the Pre-Centennial Celebration for their support and cooperation. We realize it could not have been the success it was had it not been for your whole-souled cooperation. Business and Professional Women's Club.

Ireland Disagrees.
 E. S. Ireland took exception to the statement in the Brand last week that John Patton's car was demolished in a wreck when the car was overturned. "Everyone got the wrong impression about the Plymouth," Mr. Ireland said. "We've almost got it repaired. A mere turning over will not hurt those cars."

Want Ads

For Sale or Trade
 FOR SALE: 1933 threshed run maize seed, \$2.05 per hundred. Owen Andrews, six miles south of Hereford. 19-2p
 FOR SALE: Fresh three-year-old Jersey milk cow. Dr. B. M. Whitshire. 1c
 FOR SALE: Set of light leather harness. In good condition. Jack's Shoe Shop. 1c
 FOR SALE: Violin, in good condition. Apply Brand Office. 1f
 FOR SALE: Model A Ford truck with dump bed. Will trade for livestock. O. L. Rutherford. 1p
 FOR SALE: Pure bred Duroc boar and sow pigs. Mrs. Bess Turrentine. 18-2p
 FOR SALE OR TRADE: Model A Ford truck, terms or exchange for Ford or Chevrolet coupe. Ralph Barnett, Hereford, Texas. 18-2c
 WILL TRADE: Tea-room modern tile stucco in Dimmitt for small farm or farm equipment and lease. Easy terms. J. W. Lille, Box 158, Dimmitt. 18-4p
 FOR SALE OR TRADE: A well improved 20-acre place, adjoining Hereford on Harrison Highway; caliche and pavement to both city schools, with H. O. L. C. loan. Will take very little cash to handle. Geo. W. Smith, P. O. Box 697, Hereford, Texas. 1p
 WRITE OR PHONE for delivered prices on gasoline, oils and fuel. C. Deet, Panhandle, Texas, Phone 100. 19-4p
 FOR SALE: Two standard typewriters, \$10.00 and \$15.00; also will buy or trade for second-hand portable typewriter. J. M. Murchison. 1c

Wanted

WANTED: Single-cycle baby carriage of the push type. See Russell Whitehead at Brand Office.
 WANTED: To find owner of black and white sow which came to my place May 2. - L. J. Straffuss. 1p
 WANTED: Party to take small bunch of sheep on share basis. See A. J. Schroeter at Court House. 1c
 WANTED: One horsepower electric motor with belt pulley. Earl W. Wilson, Hereford, Texas. 1p
 SALESMAN WANTED: Man with car for Raleigh route of 800 customers. Good proposition for the right man. Route experience preferred. Write Raleigh, Dept. TXE 352 MA, Memphis, Tenn. 17-3p

Lost and Found
 LOST: Key ring containing five keys. Finder please return to Brand-office. 1c
 FOUND: Pocket watch. Owner call at Brand office and describe watch. 18-1f
 LOST: Parker fountain pen with the initials R. L. on cap. Return to Homer Hamilton. 1p
 LOST: A baby's blue cap downtown, Saturday night. Mrs. Pat Lawhon. 1c

FOR BEST RESULTS SUCCESSFUL POULTRY RAISERS USE



MERIT FEEDS

The balanced ration for all poultry. After the Starter, use GROWING MASH and give the grown hens LAYING MASH.

Bring us your Eggs, Poultry, Cream

West Texas Feed & Seed Co.

Look Your Best AND SAVE IN THIS SPECIAL SELLING OF BEAUTY AIDS & TOILETRIES

FREE!
 A Special Offer Powder Puff Will be Given Free



With Every Toiletries Purchase Amounting to 25c or More!
16-Oz. Hand Lotion
 A soothing lotion for your hands. Good for sunburn, too. A big value **15c**

NATIONALLY ADVERTISED PRODUCTS 10c

Oliv-Palm Soap
 Fine Soap of palm and vegetable oils **2c**
 Hydrogen Peroxide... **9c**
 2-Oz. Olive Oil... **9c**
 Health Soap, 3 bars... **9c**
 Bakelite Compact... **9c**
 '3-Width' Adhesive... **9c**
 Tape... **9c**
 Vanishing Cream... **9c**
 Wave Set... **9c**
 (Wide Bottle) FACIAL TISSUES 150 Sheets... **9c**

New Pebo Tooth Paste
 Maybelle Mascara
 Lady Esther Powder
 Dew Polish Remover
 Gimonet Lipstick
 Dew Nail Polish
 Pond's Cream
 Dew Deodorant
 Tangee Rouge
 Hind's Honey and Almond Cream

KELLOGG'S
 5c TO \$1.00

For Rent
 FOR RENT: Sleeping rooms by the day, week or month. Mrs. Rosa Speer, 200 E. 5th St. 1c
 FOR RENT: Nice three room furnished apartment. Continuous hot water, bills paid. 312 E. Sixth Street. Mrs. Frances Barnard. 1p
 FOR RENT: Modern, furnished three room apartment, garage, private bath. Mrs. Hattie Rutherford, one block west of high school. 1c
 FOR LEASE, Sale or Trade: Four small improved homes, 20 acres on West Addition, City. 80 acres 12 miles southwest of city. 70 acres in Howard County, Arkansas; also six room modern home in Amarillo. Trade clear for clear. Col. W. S. Williams, 1814 Rosemont Ave. Amarillo, Tex. 17-1f

Look at these FOOD SAVINGS

FRIDAY AND SATURDAY SPECIALS

SPUDS, new, 5 pounds	22c
BEANS, green, 3 pounds	19c
BANANAS, nice fruit, dozen	19c
SUGAR, 10-pound cloth bag	58c
ORANGES, nice size, juicy, dozen	29c
APPLES, fancy Winesaps, 2 dozen	35c
TOILET TISSUE, Post Howard, 3 rolls	22c
GELATIN, Marco, 2 packages	9c
CLEANSER, Sunbrite, 2 cans	9c
MILK, Armour's, large can, 4 for	25c
MILK, Armour's, small can, 7 cans for	25c
SOAP FLAKES, Blue Barrel, 5 pounds	32c
COMPOUND, 8-pound carton	\$1.10
CORN FLAKES, Jersey, Package 10c, two for	19c
MACKEREL, No. 1 tall can, 3 for	29c
OXYDOL, large size	22c
FLOOR POLISH, Best Yet, 25c size	19c
CATSUP, First American, 14-ounce bottle	14c
PINTO BEANS, 3 pounds	25c
FRESH PRUNES, in syrup, White Swan, No. 2 1/2 Can	16c
RICE, polished, 3 pounds	17c
PRUNES, dried, 50-60, 3 pounds	25c
FLOOR SWEEP, per drum	\$1.75
OATS, dinner plate, package	28c
OATS, cup and saucer, package	28c
TEA, orange pekoe, 1/4-lb with cup and saucer	25c
KRAUT, Marco, No. 2 1/2 can	10c
KRAUT, Marco, No. 2 can, 3 for	25c
TURNIP GREENS, No. 2 can	9c
SPINACH, No. 2 can	25c
COFFEE, Wapco, vacuum packed, 1 pound	24c

TO THE GRADUATES OF HEREFORD HIGH

We extend our congratulations, and may the same spirit of zeal follow you in your future endeavors!

This important event calls for something very special in the way of a gift. Our line of fine jewelry solves the problem. We have the very newest creations in Diamond Rings, Wrist Watches, Bracelets and many other appropriate gifts.


Come In and Let Us Help You With Your Selections!

Kester Jewellery and Optical Co.

sale!

of new goods for for the entire family at **Sprolws & Cronin Co.**

FAST COLOR PRINTS



REGULAR 15c VALUES

FRIDAY AND SATURDAY **10c**
 Only, per yard


Misses' **PASTEL CREPE WASH FROCKS**
 In Maize, Blue, White, Pink
 Sizes 14 to 20

NEW HATS
 We've just received these Felts—Stitched Crepes, Straws Large and Small Styles
 All Sizes

Dizzy Dean Helmets
 SEE OUR WINDOW DISPLAY OF THIS COOL HEADGEAR **19c**
 Each

Work Straws for Men and Boys
 A NEW SHIPMENT, ALL SHAPES, SIZES, COLORS. up from **15c**

WE HAVE ONE LOT OF **Mexican Palm - Bear Grass**
 DRESS HATS FOR MEN at only, each **98c**



KANGAROO OXFORDS and SHOES
 \$6.00 Seller **\$4.98** Pair

FRIDAY-SATURDAY SPECIAL
 Men's and Boys Outing Bal, Diamond Brand Scout Shoes, pair **\$1.00**

Weir's Grocery
 Brings Us Your Eggs—Market Price—Buy At Home.



Congratulations, Seniors - For Your Wonderful Achievement

We have many lovely and useful things for gifts: A nice selection and it will pay you to visit our store. Our prices are right, too!

PURE DRUGS are our specialty. Your prescriptions receive our careful attention, and are filled from Drugs and Chemicals of standard quality. You may be assured of safety and the best quality at reasonable prices.

Keep your medicine cabinet well supplied. Prevent illness by the timely use of health aids. You will need Antiseptic Solutions, Dentrifices, Milk of Magnesia and other valuable helps from our modern stocks.

CITY DRUG STORE

QUALITY AND SERVICE—PHONE 100

Jumbo News

BY MRS. J. W. BERRY

Mr. and Mrs. A. C. Flowers and son, Jack, and Mrs. Jessie McGinnis were in Amarillo on business Wednesday.

Mr. and Mrs. L. E. Beck spent Friday with Mr. and Mrs. John Hall southwest of Hereford.

Your Car BATTERY

—Is a delicate piece of mechanism and it needs expert attention just as your eyes do.

Before Hot Weather

—Sets in, you had best drive into our shop and let us get that battery and generator ready for summer use. It will save you money and may very well save your battery.

OUR RADIATOR SERVICE

—will also be found valuable. We can check the entire cooling system and put it in shape for the changed driving conditions of hot weather.

Guaranteed Electrical Service of All Kinds.

Willard
STORAGE BATTERY SERVICE STATION

Dr. A. R. Matthews of Muleshoe was a Sunday guest in the home of his son, L. A. Matthews.

Mr. and Mrs. Joe Lambert and Mr. and Mrs. Henry Ford of Matador spent Saturday night and Sunday in the Ullman Hunter home. Mrs. Hunter made her home for several years when a child in the Lambert home.

Miss LaRue Beck spent Saturday with Mary Ann Baird.

L. E. Beck and George Webb of Cleo went to Groom last Tuesday to attend the Methodist District Conference. They returned home Wednesday evening.

Mr. and Mrs. Wayne Carthel and family were called to Lockney last Tuesday by the death of his grandmother.

F. J. Axe and P. H. Dyer of Jumbo and J. G. Davis of Bethel expect to leave the last of this week for Washington, D. C., where they will represent Castro county in the AAA tour.

Mmes. H. C. Baird and Ullman Hunter went to Amarillo last Saturday to attend the school of instruction of the Eastern Star, which was held there that day.

Mr. and Mrs. C. D. Pinckert and son, Richard Earl, spent last Thursday night and Friday at the Noel Andrew home in Hereford.

Mrs. Whitford Taylor, the former Mabel Pinckert, of Umbarger visited one day last week in the home of her parents, Mr. and Mrs. F. L. Pinckert.

Mr. and Mrs. J. C. Stork and family entertained a number of their neighbors and friends in their home last Friday night with a dance and games. At a late hour refreshments of cake and coffee were served and a most enjoyable evening was spent by all present.

A number of the ladies of the community met at the home of Mrs. W. A. Hunter last Tuesday and quilted out a quilt for Mrs. J. R. Sharp of Canyon. Those helping with the quilt were Mmes. W. A. F. C., S. M. and Ullman Hunter, M. L. Simpson, C. D. Gilliam and Bob Axe.

Mr. and Mrs. C. D. Gilliam spent Saturday evening in the J. W. Berry home.

Mr. and Mrs. S. M. Hunter and children and Rev. J. R. Sharp of Canyon spent Sunday in the M. L. Simpson home.

A number of Jumbo people attended Pioneer Day in Hereford last Friday.

Shade Ratcliff of north of Hereford, spent Sunday in the home of his sister, Mrs. A. C. Flowers.

Mrs. George Sheppard returned the first of the week from a short trip to Franklin, Nebraska.

Mrs. Mildred Bailey entertained the home economics girls last Tuesday night with a slumber party in honor of the birthday of LaRue Beck. They cooked and ate their supper out of doors and spent most of the night serenading the neighbors, much to their delight.

Those enjoying the occasion were Florene Stork, Nella Harrell, La Velle and La Rue Beck, Clara Jo Neill, Billie Dyer, Hope Adams, Yirgie Stork and Mrs. Bailey.

Last Thursday a number of the friends and neighbors quilted out a quilt for Mrs. J. W. Berry. Those enjoying the day and dinner were Messrs. and Mmes. A. C. Flowers and Jack; S. M. and Ullman Hunter and children, John Hall and daughter, M. L. Hardy, L. E. Beck and daughters, Mmes. G. H. Brooks and son, Belle Oxford and son, W. A. Hunter and son, Laban Galloway and daughter, C. D. Gilliam, L. A. Matthews, L. C. Baggett and daughter, Jessie McGinnis, A. F. Hargett, Chas. King and son, Bob Axe and sons, F. J. Axe, Mildred Bailey, and Mr. and Mrs. J. W. Berry.

Rev. J. R. Sharp of Canyon gave an interesting sermon Sunday morning, honoring the graduates from the eleventh grade, who were four girls, Misses La Velle and Lucille Dyer; and the three graduates, Clara Jo Neill, Lawrence Matthews and Anderson, from the grammar school, and also spoke to the mothers, it being Mother's Day. As this was Rev. Sharp's last regular appointment at Jumbo at the close of the service he was presented with a quilt and a number of other gifts in appreciation of his services rendered here during his pastorate, which has extended over a period of 12 to 15 years. Rev. Travis of Littlefield has been selected to fill the Jumbo appointments.

As has been the custom for a number of years, Mrs. Ullman Hunter, sponsor of the Camp Fire Girls organization, entertained their mothers with a luncheon at the home economics hall Sunday. Attending were Mrs. L. E. Beck, La Velle and LaRue; Mrs. C. Andrew, Alma Ruth and Pauline; Mrs. P. H. Dyer, Lucille and Billie; Mrs. M. L. Simpson, Virginia and Margaret; Mrs. H. C. Baird and Mary Ann; Mrs. J. J. Wilder and Athalie; Mrs. L. A. Matthews and Pauline; Mrs. B. F. Neill and Clara Jo; Mmes. W. A. Hunter, Mildred Bailey and Henry Ford and mother, Mrs. Joe Lambert of Matador; and Mrs. Ullman Hunter. During the luncheon Misses Virginia and Margaret sang a song to the mothers and Mrs. Mildred Bailey gave the response.

Phyllis and Frances Hunter, Mary Jane Dyer and Norma Hunter spent Sunday with Betty Jo Baggett.

Miss Louise Goats, primary teacher, who was called to Clayton, New Mexico, last week by the illness of her mother, who underwent a major operation at the Cayton hospital last week, returned Sunday night to her school work here.

Black

BY MISS NOBLE McLEAN

Rev. Paul Collins of Hereford filled his appointment here Sunday morning and night. A large number attended each service. He helped organize a Union Sunday school. T. L. Welch is superintendent, Roy Price assistant superintendent, Mrs. Verner Melugin secretary-treasurer, Miss Noble McLean, pianist, Maxine McLean song leader. Everyone who does not attend Sunday school is cordially invited to attend here.

Mr. and Mrs. Jim Black went to Amarillo Saturday on business.

Mrs. Z. N. Holley is on the sick list this week.

Bud Barnett of Canyon spent the week end here with home folks.

A number from here attended commencement exercises at Friona Sunday evening.

Mr. and Mrs. Wilson Vines of Summerfield visited in the John Vines home Sunday.

Several from Black went to Hereford Friday to see the old timers' parade and attended the evening program.

Mrs. Verner Melugin and Mrs. Hinds and Mrs. Elmore attended council meeting at Friona Saturday afternoon.

Noble and Maxine McLean went to Clovis Saturday with the Friona Glee Club to broadcast a vocal program.

Mrs. Hannah of Canyon visited her daughter, Mrs. Vines, here last week.

Rev. and Mrs. Rex Ray and family of Hong Kong, China, who have been doing missionary work for seven years, have returned and are here visiting his mother, Mrs. Mary Ray. Mr. and Mrs. Ray spent several years in China and have been doing missionary work most of their married life. They expect to be here some time, and have many interesting experiences to relate. The entire family speaks the Chinese language fluently.

Mr. and Mrs. Lige Ramey of Hereford visited in the Dave McLean home Monday night.

Fairview-Palo Duro Items

BY MISS LILA MAE OGLESBY

The Wildorado boys played the Dawn team last Thursday there, Wildorado winning 33 to 8.

Mr. and Mrs. Dave Moore and children visited in Plainview last Sunday.

The young folks department in BTS gave a social Friday-night, Candy, sandwiches and lemonade were served.

Mr. and Mrs. Richard Moore of Pampa visited in the home of Mr. and Mrs. Dave Moore last week.

Mr. and Mrs. Thurman and children of this community moved to Fort Worth last week.

Mr. and Mrs. Cecil Allred attended church in Hereford last Thursday night.

Mrs. Ben Nesselrood and Mrs. Pearl Nesselrood gave a miscellaneous shower for Mrs. Alma Moore Thursday, May 16, at the home of Mrs. Pear Nesselrood.

Several from this community attended the singing convention at Dawn last Sunday.

Mr. and Mrs. Downs and children and Miss Leda Smith of Panhandle visited in the O. G. Smith

home Saturday night and Sunday. Messrs. and Mmes. Neal and Carl Neal were Sunday dinner guests in the Cecil Allred home.

Mr. and Mrs. Dave Moore and children visited in Plainview last Sunday.

Mrs. Smith spent part of the week with her sister, Mrs. Downs, of Panhandle.

Lee Norman, Miss Vada Norman and Earl Norman visited in the J. C. Allred home last Saturday.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Light snow and rain fell here last Friday and Saturday. Only a few fields of wheat left since the spring winds. The moisture will help in preparing for row crops and starting vegetation.

Brother Rue Porter of Neosho, Missouri, is holding a series of services at Sims school house each night this week, with all day services Sunday, May 12, and basket dinner. Everyone invited and a real welcome awaits.

John Cavin and Jess Ritter of Amarillo were here Monday.

Mr. and Mrs. Gifford Stroppe and children and Miss Lois Phillips of Canyon were visitors here Sunday.

The N. O. Phillips family were

hosts at a turkey dinner Sunday. A number of guests enjoyed the occasion.

The J. G. Fortenberry family were Sunday dinner-guests in the Frank Dunn home.

Miss Virginia Chapman visited her folks over Sunday.

Congratulations Graduates

We Are Proud of You!

You will be the business men and women of tomorrow. Then you will have to know about insurance and its value. We will be glad to help you in any way—just feel free to call on us.

HEREFORD INSURANCE AGENCY

John McLean, Owner.

Our Congratulations



GRADUATES Of 1935

To young men and women who are being graduated from Hereford High School, greetings: You have attained your first real success. Winning your diploma is a real achievement and one of which you may justly be proud.

We want you to know that we also are proud of you. For in reaching your present position you have striven hard and worked long.

We wish you every success and hope that all your future efforts may be crowned with the same success that marks this, your first big achievement.

Congratulation, Graduates



Here Is The Gift Solution

A Savings Account for the GRADUATE

There is no better, more appreciated gift for the young graduate than a Savings Account at a strong bank. No better time to open one than right now. And no better place than this institution, where many save safely.

Start a Savings Account!

THE FIRST NATIONAL BANK

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

We also want to congratulate housewives who use Packard's Best

We are also proud of the flour that we produce here in Hereford from the finest of wheat. And we believe it to be a display of good judgment on the part of the housewife who uses PACKARD'S BEST. It is as fine all-around kitchen flour as money can buy—ideal for breads, pastries, cakes.

WE ALSO PRODUCE SUNRISE, PANHANDLE MAID, WESTER BEAUTY FLOUR

Packard's Corn Meal—Blue and Green Dot Feeds.



Packard Milling Company

Boys

- Don Atherton
- Richard Baker
- H. D. Blythe
- L. W. Carlyle
- J. T. Carroll
- J. C. Cummins
- Wayne Evans
- Edward Fullwood
- Forrest Hill
- Edgar Horton
- Clyde Hussey
- Clinton Jackson
- George Jones
- Jim Kirby
- Bill McLean
- Arlice Mobley
- Carl Dean Mountz
- Billie Roberson
- L. B. Russell
- Morris Sowell
- Louie Wedel

Graduates of 1935



Girls

- Geneva Sue Benton
- Rita Bezner
- Virginia Bowsher
- Allene Caraway
- Lillie Cobb
- Gladys Czerner
- Christene Fincher
- Stella Fortenberry
- Mary Frances Holder
- Florene Hunter
- Doris Lady
- Beatrice Lawrence
- Ruth Love
- Lorraine Massie
- Avis Mathews
- Gene Morgan
- Adeline Schumacher
- Lillie Moy Sikes
- Elizabeth Spradley
- Ruth Smith
- Evelyn Van Sweringen
- Sue Vaughn
- Lucretia Wilson

A TOAST TO YOUR FIRST SUCCESS



With the passing of your school years, you have laid the foundation for your future success in the business world. Those of us who have preceded you know that the attainment of business success is not a matter of chance,



but of well laid schemes and plans. Now is the time to plan for your future. Stop and think it over. What are your possibilities? Can you step into a job immediately or will it be a question of a long search? No matter what the situation, don't be discouraged too soon. The road to the top is a long and hard one to climb, but the satisfaction, once you have achieved the goal, is well worth the effort. To extend to you a helping hand is our aim. You will need a certain amount of guidance—come to us for it—you'll find us ready and willing to help.



Subscribed to by the following firms and individuals WITH THE BEST WISHES



- Fullwood Battery & Electric Company
- Whitehead Barber Shop, Bennett News Stand
- Hereford Laundry and Dry Cleaning Co.
- Kerr Hardware and Implement
- Carl's Cash and Carry Grocery
- E. B. Black Company, Furniture
- Rockwell Bros. & Co., Lumber
- Panhandle Lumber Company
- West Texas Feed & Seed Company
- Ireland-Beavers Motor Company
- John B. Miller
- Hereford Motor Company
- Star Beauty Shop
- Woodford Service Station
- Ike's Cafe
- Plains Insurance Company
- Pitman Grain Company

- Hereford Bakery
- Sprows & Cronin Company
- Willard Battery Station
- Hereford Insurance Agency
- Streu Hardware Company
- West Tailor Shop
- First State Bank
- Star Theatre
- Judge C. W. Humble
- Piggly Wiggly
- City Drug Store
- Kellogg's Variety Store
- Buchanan & Rosson
- Brumley Chevrolet Co.
- West Texas Gas Co.
- Texas Utilities Company
- Norton Motor Company

- J. C. Penney Company
- Texas Market and Grocery
- Weir's Grocery
- Fashion Dress Shoppe
- Furr Food Store
- Stambaugh Company
- Carl's Cafe
- C. A. Skelton, Variety Store
- Brooks Drug Store
- First National Bank
- Close Drug Store
- Chocolate Shop
- Charlie Corbett, Cleaner
- Chas. J. Paddock
- A. O. Thompson
- Dewey Reed
- Hillside Hatchery

PERSONALS

M. E. Fridley and family visited in Amarillo Saturday night.

Ted White, advertising manager of the Childress Daily Index, was a visitor here Monday.

Buy your graduation gifts at the Popular Store.

W. F. Gillis and John F. Hickman spent Wednesday in Littlefield attending to business.

Herman Schulz of Amarillo was here Tuesday attending to business and stayed over for the Chamber of Commerce banquet Tuesday night.

Miss Louise Evans of Amarillo visited Mrs. Seth B. Holman last Sunday.

New Spring clothes at a saving for the whole family at the Popular Store.

Mmes. Harry Fritz and J. A. Pitman were in Amarillo last Friday.

Buy your graduation gifts at the Popular Store.

Lewis Dodson of Amarillo attended the chamber of commerce banquet here Tuesday night.

Mrs. Mina D. Jones and Miss Frances Dameron spent last weekend in Amarillo with their sister, Mrs. Jack Lester and family.

THREE SLIGHTLY HURT IN COLLISION MONDAY

Ike McClendon of Hereford and J. T. McDonald, Jr., of Amarillo, and Ben Mayes of Bovipa, were hurt in an automobile wreck about five miles east of the city Monday forenoon.

McClendon and the McDonald youth were coming from Amarillo and Mayes was going east in a truck when the collision took place. They were brought to the hospital for emergency treatment.

McDonald, formerly of Hereford, was the most severely hurt, with several deep gashes about his face. Mayes had a deep cut on his face. McClendon was bruised.

Mr. and Mrs. J. C. Parker left Sunday for Hot Springs, New Mexico, for a two weeks vacation.

Mr. and Mrs. W. J. (Bill) Smith and family were in Brownfield this week visiting Mr. and Mrs. F. E. Walters, who are Mrs. Smith's parents.

WANTED: To buy all kinds of used plumbing fixtures. Plains Plumbing & Heating Co.

Mr. and Mrs. Ivor Bagwell announce the arrival Monday of a nine-pound son, Milton Ivor. Mrs. Bagwell was formerly Miss Hazel Dunn.

Mr. and Mrs. Matt Gilliland, accompanied by Mrs. Alma Vassey of Friona, left Saturday morning for San Antonio to attend the State Undertakers convention.

Jack Steed of Clovis was an interested visitor at the old settlers' reunion here last Friday and invited all Hereford to attend the annual round-up at Clovis June 5.

Mrs. Edgar Betts of Clovis was a visitor Friday with her sister, Miss Mattie Woodburn and was renewing former friendships during the Old Settlers' Reunion.

The Workers Conference of the Tierra Blanca Baptist Association will meet with Hereford First Baptist church Thursday, May 23 at 10 o'clock. A good program has been arranged. A large attendance is expected. Lunch will be served at the noon hour in the basement by ladies of the church.

Eagle in Mythology
From its habit of darting down with amazing velocity from a great height, which made it almost invisible to the naked eye, the ancients professed to regard the eagle as the messenger to earth of the high gods. Greece and Rome called it the bird of Zeus or Jove, and in sculpture and painting depicted it as bearing heaven's lightning with it.

500 Plants Seen Only in Alps
The Swiss Alps boast approximately 500 species of plants that cannot be found in the adjacent lowlands.

Sandstone That Can Be Bent
North Carolina has among its native rocks a sandstone called its-columite, which is so flexible it can be readily bent.

Star Theatre

10c BARGAIN PRICES 10c

FRIDAY SATURDAY

Continuous Show, 1:30 to 11:30

WILLIAM POWELL and GINGER ROGERS in "Star at Midnight"

A murder mystery... as funny as it is thrilling... if you liked William Powell in "The Thin Man"... you will enjoy every minute of "STAR AT MIDNIGHT!"

Also Showing
TWO REEL COMEDY AND NOVELTY

TIM MCCOY
Fighting Shadows

Also
FRANKIE DARROW and JACK MULHALL in "Burn 'Em Up Barnes"

A super-charged, Rapid-fire drama with comedy and action every second.
Also Cartoon Comedy "BUDDY'S LOST WORLD"

FREE SHOW!

Saturday Morning
9:30 a. m.—May 18

EVERYONE INVITED!

A Special Program of Comedies and Short Subjects.

She Flies Through the Air!

She Kisses and You Die!

SPECIAL-MIDNIGHT SPOOK SHOW
Tuesday Night—12:00 Sharp!

WARNING! Because of the weird and spine-tingling scenes in "MARK OF THE VAMPIRE," we caution ladies not to attend the Midnight Spook Show except with an escort!

Children will not be admitted unless accompanied by their parents!

NOTICE! If you are easily shocked, or have a weak heart, or are subject to bad dreams, we suggest that you attend the matinee Wednesday!

WOMAN or VAMPIRE?

Beautiful... alluring... hiding behind a dread mask of unearthly terror! The picture you'll love to shudder at!

LIONEL Barrymore

with ELIZABETH ALLAN
LIONEL ATWILL
BELA LUGOSI
JEAN HERSHOLT

MARK OF THE VAMPIRE

PLEASE! Let your friends learn the thrilling climax for themselves!

Do not tell them how this weird picture ends!

You'll Get a Thrill With a Chill!

STAR TUESDAY—Midnight Spook Show
WEDNESDAY—Matinee and Night
THURSDAY—Night

Seniors We are Proud of You

We congratulate all of our boys and girls who are soon to graduate from our schools.

May we remind you that we have many articles that will not only be appreciated as gifts, but will be of much service and pleasure!

Any articles selected from our stock will be offered at an attractive price as a present to you or a member of your family or friends.

BED ROOM SUITES, \$35.00 and Up.
CEDAR CHESTS, \$10.00 and Up.

Anything for the Home!

E. B. Black Co.

Hereford, Texas

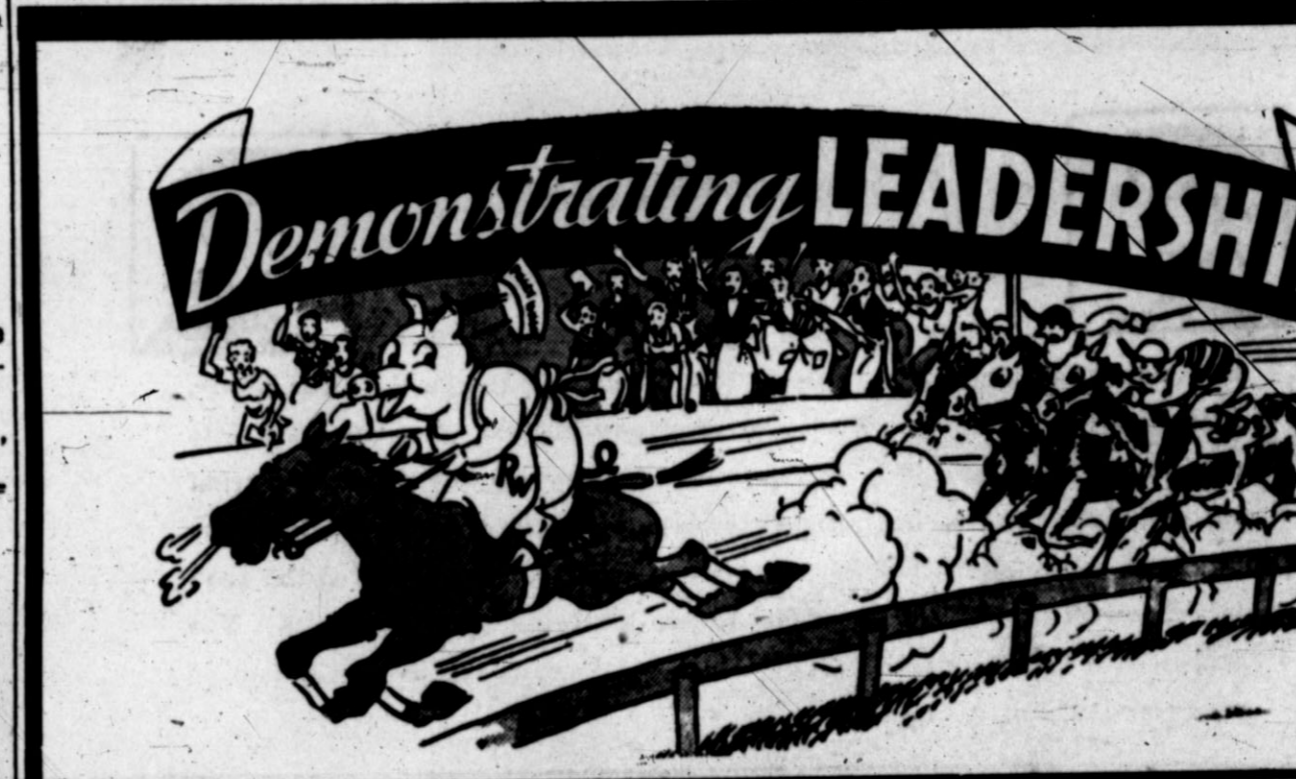
Here's the ANSWER to YOUR DECORATING PROBLEMS

A CHART of COLOR SUGGESTIONS in ACTUAL PAINT

The first big problem in planning the painting and decorating of your home either inside or outside, is the selection of the proper colors for perfect harmony. This problem is made easy with the PICTORIAL COLOR CHART, a dependable guide in the proper selection of color schemes for all painting.

This Chart is complete with full color illustrations executed in actual paint, covering a wide variety of color combinations to suit different types of houses and rooms. Come in and see this Chart now, even though you may not be ready to do the work immediately.

R. H. Kemp Lumber Co.



SUGAR	58¢	BAKING POWDER	17¢
10-pound bag		Hi-Lo or Health Club, 2-pound can	
GELATINE	11¢	MUSTARD	25¢
Royal, 2 packages		Or TURNIPS, 3 cans	
CRACKERS	19¢	JAM	54¢
2-pound box		Pure grape, 4-pound jar	
GRAPE JUICE	16¢	SANDWICH SPREAD	29¢
Quart 30¢. pint		Worthe's, quart jar	
TEA	17¢	OATS	28¢
M. J. B. Tree, 1/4-pound		Mother's, large package	
SOAP FLAKES	34¢	MACKEREL	25¢
5-pound box		3 tall cans	
PIMENTOS	25¢	SOAP	25¢
2 for		White Flyer, 6 bars	

Specials

Friday and Sat.

COFFEE	26¢
Chase & Sanborn, pound	
COFFEE	35¢
Break O' Morn, 2 pounds	
COCOA	10¢
Mother's, pound	
MILK	13¢
Armour's Veribest, large, 2 for	

Fruits & VEGETABLES

SPUDS	22¢
New, 5 pounds	
BEANS	10¢
Fresh, green, 3 pounds	
CABBAGE	4 1/2¢
Pound	
BANANAS	19¢
Dozen	
LETTUCE	6¢
Head	
CARROTS, ONIONS	10¢
BEEFS and RADISHES, 3 bunches for	
LEMONS	15¢
Dozen	
ORANGES	25¢
Sweet, juicy, 2 dozen	

Piggly Wiggly Quality MEATS

LEG O' LAMB OR CHOPS	25¢
Pound	
ROAST, Choice	17¢
Pound	
DRY SALT SQUARES	19¢
Pound	
CHEESE	22¢
Pound	
BACON SQUARES	24¢
Pound	
WEINERS and MINCED HAM	19¢
Pound	
PINKNEY'S STAMPED STEAK	25¢
Round or Join, pound	

FRANK GYLES
MANAGER
PHONE 81

PIGGLY WIGGLY

HEREFORD, TEXAS