

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 17.

The Hereford Brand, Hereford, Texas, Thursday, May 4, 1933.

Five Cents Per Copy.

The Brand Will Barter Subscriptions to Farmers for Produce

ONE MAN PICKED IN AID WORK

The Hereford Welfare Association, composed of Prentiss Rosson, C. W. Humble, Jess Stanford, Jno. McLean and J. D. Buchanan, with headquarters in the chamber of commerce office at the court house, is now receiving applications from young men who desire to enter the reforestation corps.

Deaf Smith's County's quota is only 12, and up to this time only one recruit has been received and sent to Fort Sill, Oklahoma, for preliminary training and further examination.

The board is ready to confer with applicants and guide each one who seeks information in regard to becoming a member of the reforestation corps.

Charles Jowell is the one man so far accepted and sent to Fort Sill, Oklahoma. Additional men will be sent as the local committee receives authorization for such action. There seems to have been considerable misunderstanding about the requirements for this enlistment. The rules laid down by the government specify: That all applicants must first come from those who have been on the relief rolls of the Reconstruction Finance Corporation money allotted this county; they must be between 18 and 25 years old, unmarried, and must be the sole support of dependent mothers or families. They receive \$50.00 per month, with everything furnished, but must agree to allot most of what they receive to their dependents. The government thinks that about \$5 per month is enough for anyone to spend in camp, and that the balance should be given their families. Those boys who agree to give \$25 per month to their dependents receive first consideration.

So far the county has been allotted 12 men. Later, if the money holds out, more may be allotted. The committee is governed by strict regulations, cannot change the rules, and citizens desiring work should consider these facts and not blame members of the committee if applicants do not meet the requirements of the government.

23,000 Pounds of Cream Sold Here In Two Weeks

As near as the Brand can figure it more than 23,000 pounds of cream was bought in Hereford by the local creamery, Hereford Poultry and Egg, and other stations who sell direct to the creamery, during the past week, ending Monday morning of this week. Multiple by 15 cents, the average price paid during this period, and it can be realized that the local creamery is paying a lot of money to farmers. Last year the price was about 15 cents.

In the past week it has been estimated by the Hereford Poultry and Egg Company that about 180 cases of eggs were shipped out of town, and the average price was \$2.55 cash, \$2.70 trade. It is almost impossible to estimate how many eggs were purchased here for home consumption or left town through other channels.

J. L. Coker, 71, Dies at Summerfield Home

J. L. Coker, 71, passed away Tuesday morning at the home of his daughter, Miss Pearl Coker, about three miles southwest of Summerfield.

The remains were taken overland to Blair, Oklahoma, by the B. B. Black Company, accompanied by a son, Roy Coker, and three daughters, Mrs. C. V. Burgess and Mrs. L. A. Read of this city, and Miss Pearl Coker of Summerfield, and Messrs. J. A. Noland and Geo. Story of Summerfield.

Funeral services were held in Blair Tuesday afternoon.

This Horse, Not Ox; In Cess Pool, Not In the Ditch

Now, if it had been the other end of the horse, belonging to R. J. Naylor, that fell into the cess pool on the T. A. Lee farm in North Hereford, the episode would have ended disastrously for the horse as well as for its owner.

And the problem of extricating the animal from its predicament might be called "a horse on" Mr. Naylor.

It seems that Mr. Naylor was doing some plowing on the Lee farm, when the horse broke through some rotted planks over a cess pool, 6½ feet deep, and 3 feet wide. The animal's hind quarters sank into the pool and only its fore legs supported its head above ground.

After fruitless efforts to pull out the horse, Ezra Norton's motor crane was secured, two large chains fastened about the animal's body and success was finally achieved after three hours of hard work.

That horse certainly would have drowned if his front end had broken through. Apparently he was unharmed. But all's well that ends well.

Bride and Groom Of Fifty Years Ago Celebrate

Mr. and Mrs. Jacob Wagner, well known and well loved residents of Deaf Smith County for many years, reached the fiftieth anniversary of their journey through life together on May 1, 1933, and the joyous event was celebrated by relatives and friends, not only in Hereford, but in Nazareth and surrounding communities.

Low mass was read for the couple at Nazareth, while the marital vows of golden vintage were renewed during High mass in St. Anthony's church in Hereford on Sunday, April 30, conducted by Fr. Matthias.

Four daughters, one son, and thirty-three grandchildren, besides a host of friends, participated in the ceremonies. One son, Jacob, Jr., of Rock Island, Ill., and his wife were unable to be present. They sent a beautiful floral offering as a token of their love.

Following the Sunday mass a huge dinner was spread. Present were the four daughters and their husbands, Mr. and Mrs. Geo. Baechus, Mr. and Mrs. Joe Birkenfeld, Mr. and Mrs. Art Kleman, Mr. and Mrs. Johnnie Stock, and the son and his wife, Mr. and Mrs. Roy Wagner. Other guests were Father Matthias, Miss Helen Venhaus, Mr. and Mrs. Carl Mounis and family, Bert Venhaus, and the 33 grandchildren of the happy couple.

In the afternoon the son, Roy, presented his father and mother with a substantial purse of money, as a joint gift from the children. On Monday, May 1, a nuptial mass was read at the church. During this ceremony the son and daughters preceded their parents to the altar. Monday evening, relatives and friends surprised the couple with a visit and the evening was spent in social pleasure, and in the consumption of huge quantities of ice cream and cake.

Jacob Wagner and Elizabeth Cromer were married by the Rev. William Bally, of St. Mary's church in Galena, Illinois, May 1, 1883. They came to Texas in 1900. During the intervening years Mr. and Mrs. Wagner have gained countless friends all over this section of the country, who have learned to love and admire the sterling qualities of both, as well as the fine type of citizenship they represent.

The following eloquent story of the church ceremonies incident to the Wagner's Golden Jubilee was contributed by a member of the church:

"A bit of color akin to the rosy (Continued On Last Page)

Special Rate of \$1.00 Offered For One Year; Fifty Cents For Six Months. Local Merchants Are Cooperating With Brand

You can now receive your county paper without a cent of cash!

The Hereford Brand will barter subscriptions for eggs, cream or poultry!

The owners of The Hereford Brand, a home-owned, home-managed institution, are fully aware of the present stringent financial condition of the people. We are making every possible effort to reduce costs of operation so that our service to our community can be offered at the very lowest figures, without lowering our standard of excellence. The Brand is strenuously endeavoring to carry its part of the sacrifice necessary on the part of every individual or group to meet the extraordinary conditions prevailing. To that end it is offering reduced rates to advertisers and subscribers.

The Brand does not want to lose a single subscriber. Our goal is to have the paper read in every home in the Hereford

territory. As your subscriptions expire, if you do not have the cash, bring us your chickens, cream or eggs. Take them to your own merchants, and no cash will be required for new subscriptions or renewals.

The merchants listed below are cooperating with The Brand in this movement to keep The Brand in every home. The special low rates of \$1.00 for one year only, or 50 cents for six months is limited to the next 30 days. The merchants will pay you the market price for your produce, and give you a credit slip which will be exchanged at The Brand office for the subscription. Or if you prefer, the merchant will take your name and address and turn in your subscription at once. You will receive the paper promptly by next mail.

The Brand is planning many interesting things for you the

coming year. We want to make it more readable, more interesting and more necessary with every issue! There's a dandy new serial story coming along shortly, and every phase of activity in this territory will be fully covered in its columns.

You won't want to miss The Brand this year. You can't afford to! There will be something in its every issue that will greatly interest you! Bring in your chickens, eggs or cream to the following enterprising merchants of Hereford and get your subscription slip for The Brand:

Carlyle Grocery, Furr Food Store, Piggly Wiggly Grocery, Hereford Poultry and Egg Co., Luken's Grocery, Carl's Cash Grocery, Huggins' Cash Grocery, Reed's Cash Grocery, Texas Market and Grocery, Farmers' Creamery, West Texas Feed and Seed Co., I. H. Spratt Cream Station.

DIMMITT PEOPLE ATTEND INSTITUTE HERE THIS WEEK

Among those attending the three day institute held at the Methodist church last Sunday, Monday and Tuesday were Rev. and Mrs. Alford Freeman, Misses Gladys Hyatt, Lois Branson, Kathleen Rothwell, LaDell Lanham, and Mr. Ray McEntire, all of Dimmitt.

Otho J. Beene Called by Death Late Wednesday

Otho J. Beene, 48, one of Hereford's leading citizens for many years, died at nine o'clock Wednesday night at the Deaf Smith County Hospital after a year's illness. He had been in the hospital for about two weeks. His death was not unexpected, but its announcement caused deep sorrow and regret from a large circle of relatives and friends all over the Panhandle territory.

Mr. Beene leaves five motherless children, his wife, who was Ruth Wilson, daughter of Mr. and Mrs. Jno. L. Wilson, having died in 1928. The children are Weldon, Otho J., Jr., Douglas, Billie and Bruce. In addition, he is survived by his mother and two sisters, Miss Myrtle and his mother have lived with him since the death of his wife, and Mrs. Carroll Barnett of Plainview. Mrs. Barnett, who was Miss Ona Beene, made her home with him prior to her marriage.

Mr. Beene was born October 15, 1885, and lived at Coryell, Texas, before he came to Hereford in 1900. He formed a partnership with Walter Bennett, and since has had various partners in his barber shop business. For the past year or more his partner has been Charlie Whitehead, the firm being known as Beene & Whitehead. He also farmed in this county for a number of years.

Funeral arrangements had not been completed Thursday before The Brand went to press, but will probably be held some time Friday.

Mrs. Sarah Elizabeth Curry Funeral Tuesday

Mrs. Sarah Elizabeth Curry, 83, passed away Tuesday at the home of her daughter, Mrs. H. B. Hunter, and family. The funeral was held at the Presbyterian church Wednesday afternoon, Rev. Gleaser officiating, followed immediately by burial services at West Park Cemetery.

Surviving are Charles Smith, of Indiana, who arrived here a few days ago; her two daughters, Mrs. Hunter and Mrs. Dove, of Canyon.

Road Association Field Representative Talks With Local Committee

The Texas Good Roads Association is going after President Roosevelt and Congress in a determined effort to avert the threatened diversion of a part of the state gasoline tax from road purposes, and also to secure of the recently authorized billion dollar relief fund, according to J. C. Watson, field representative of the association, who met with the local roads committee here Thursday morning.

This committee consists of Judge John P. Slaton, district chairman; C. H. Dyer, John Olson, D. H. Alexander, W. E. Dunlap, L. Baskin and J. C. Ricketts.

In addition to trying to hold the gasoline money for Texas roads, the association will ask President Roosevelt, through Texas senators and representatives, to allot fifteen million dollars annually for two years from the relief fund for the construction and maintenance of Texas highways.

A mass meeting has been called at Amarillo for next Tuesday, May 9, when these resolutions will be offered. The local committee has worked out plans for attending the meeting at Amarillo next Tuesday.

Dr. E. F. Lanham To Inspect Local Dairy Cattle

Dr. E. F. Lanham of Amarillo, state approved veterinarian, will be in Hereford Monday, May 8, for the purpose of testing dairy cattle for tuberculosis. All those selling whole milk in the city must have cows tested to meet the requirements of the Standard Milk Ordinance.

Notice of Dr. Lanham's coming visit is given that owners of dairy cattle in Hereford may make preparations to have the test made, thus saving a considerable sum of money for the work, as a group of cows may be tested at lesser rate per head than single individuals. When five or more are grouped there will be a charge of but forty cents a head, yet just one cow alone will cost \$1.00, but forty cents a head, yet just from different owners in one group to obtain the lower rate should bear in mind that the identical same cows must again be grouped for the second visit several days later, when the reaction test is given, as an accurate chart of each is kept.

Those desiring to make prior arrangements so their cows will be included in the test should call at the city hall office of W. L. Davis, city food and milk inspector, and make appointment for testing.

WESTERN UNION OFFICE TO REMAIN OPEN FOR PUBLIC

R. A. Walls, managing operator of the Western Union Telegraph Company in Hereford, announces that on and after May 9 the office will remain open from 8:00 a. m. to 8:00 p. m. in order that stockmen, hog buyers and the general public will not have to go to the depot to send their messages.

R. E. Kessie, With Brand Since 1929, Goes To Borger

R. E. Kessie, who has been manager of the Brand since August, 1929, left Tuesday for Borger, where he will become identified with the advertising department of the Borger-Daily Herald.

Mrs. Kessie and daughter, Ruth, it is understood, will remain here until after close of school, when they will join the husband and father.

Mr. Kessie has been a leader in agricultural, commercial, civic and church circles during his residence in Hereford. He has been secretary of the Lions Club and was an active member of the Methodist church. He leaves many close friends and acquaintances who regret his change of residence. The Brand extends its hearty good wishes for success and happiness in his new field.

N. C. Vogeles, local product, who gained his experience under the present owners in past years, has rejoined The Brand staff and will assist Mr. and Mrs. Holman in the editorial and advertising departments.

Progress Made On Oil Well Test at Garcia

Drilling is progressing satisfactorily at Garcia Lake oil test well, according to E. H. Blood, on whose land the well is being sunk.

The drilling crew is working 24 hours every day, and has now reached a depth of about 1200 feet. The well is located 32 miles west and three miles north of town.

C. H. DILLEHAY NAMED VICE PRESIDENT IN TEACHERS ORGANIZATION

Mr. and Mrs. C. H. Dillehay and two daughters, Doris Elaine and Virginia, were in Amarillo and Canyon last Saturday and Sunday. On Saturday Mr. Dillehay attended the annual convention of the Panhandle-Plains School Superintendents' Association, of which he was elected vice president. The Dillehays spent Sunday in the home of Mr. and Mrs. Ray Sheffy in Canyon.

Ladies' Committee Express Thanks For Aid Given

Feeling that all of Hereford, and Deaf Smith County made possible one of the best conventions in the history of the Seventh District Federation of Women's Clubs, we trust that each one who assisted in any way feels that it has been worth while individually and for Hereford.

The convention was not put on by any one organization, but by the cooperation of twenty women's clubs of the county, with the assistance of every civic organization and of helpful, interested citizens.

In behalf of the club women we want to express our thanks and deep appreciation to all who in any way assisted in making this convention the worth while thing we had hoped it would be.

MRS. BOB WILSON, Chairman.
MRS. F. M. KESTER, Assistant.
MRS. P. H. GILLILAND, Assistant.

Senior Class Meets Success In Annual Play

A large audience greeted the presentation of the annual senior class play, "No Trespassing," in the high school auditorium Friday night. The parts were exceptionally well played by seniors selected from the class in public speaking, the story was a comedy-drama of New England rural life that kept the audience laughing throughout its production.

"No Trespassing" is given credit for being the best senior class play given for a number of years, each character being well chosen for the part to be played, and the presentation of each role was given true to the author's conception.

Lee Coconaugh Miss Iva Williams Wed In Portales

Miss Iva Williams and Lee Coconaugh surprised their many friends here by slipping quietly over to Portales, New Mexico, last Saturday where they were married by Rev. V. M. Clord, pastor of the Baptist church of Hereford, who has been conducting a revival in Portales.

Mrs. Coconaugh has been manager of the Southwestern Bell Telephone Company here for the past several years, and Mr. Coconaugh is a leading stockman and breeder of registered Hereford cattle, with a ranch 16 miles south of Hereford.

She was dressed in a beautiful navy-blue crepe suit, and Mr. Coconaugh was dressed in a brown business suit.

They have a host of friends who extend them best wishes for a happy married life. They will not take a wedding trip at this time, but will wait until the vacation period of the year. They are at home in the Cogsdell Apartments.

National Music Week to Be Observed Here

National Music Week begins next Sunday, May 7, and continues throughout the week, with a number of interesting musical programs.

The first program scheduled falls on the night of May 11, when the Music Study club will give a concert in the high school auditorium at 8:15 o'clock. On Sunday, May 14, the Hereford high school band, under the direction of Ralph Smith, will render the final program, the hour and place to be announced in The Brand next week.

During Music Week all churches will have special music at their regular services.

BUSY DAYS AHEAD FOR HHSPUPILS

Plans for commencement and other closing exercises of the high school are about complete. The Seniors have decided to have a class night again this year, and also voted not to have an outside speaker for commencement night.

Closing activities will probably begin with the Alumni Banquet on Friday, May 19, followed by the baccalaureate sermon on Sunday evening. Class night will be on Monday evening. Commencement night Tuesday, May 23. Diplomas will be presented Tuesday night, at which time honors and medals will also be awarded. Since other reports will be issued on Tuesday afternoon, that night will mark the close of the work for the year.

The baccalaureate sermon will be preached by Rev. McWilliams on invitation of the class. Music for the occasion will be furnished by representatives of the church choirs. This and other programs will be given in the high school auditorium.

Class night will feature the varied talents of the members of the graduating class. The program will be made up of musical and speaking numbers furnished by members of the class and their sponsors.

There are now 58 candidates for diplomas in May. This is a few short of the number in prospect earlier in the year, but is the largest class in the history of the high school.

Brand Honored By Visit From Science Classes

The Brand was honored Wednesday by an inspection visit from the freshmen pupils in the general science classes A, B and C, of Miss Bess Westbrook and Miss Norville Wrenn. At present these classes are studying the "Unit of Communication and Transportation."

The students were shown through the plant by members of the staff, watched the "big press" perform, and marveled at the intricacies of the "shotcut" machine.

The Brand is always delighted to see these enterprising youngsters from the schools, and more than glad to assist the teachers in any way possible in the furtherance of practical information. Members of the classes who visited The Brand were:

Annie Mae Danforth, Helen Danforth, Frances Hutson, Veronica Koelzer, Marie Lusk, LaNelle Scheibagen, Lavania West, Gatha Wilson, Maxine Brooks, Charline Brown, Audrey Crook, Jane McKee, Jessie Schulz, Jean Snyder, Vera Westbrook, Evelyn Wilson, Harvey Blagg, J. W. Cawthon, Theodore Clancy, J. B. Clayton, Virgil Clord, R. A. Daniel, Ramey Douglass, Burk Inman, Palmer Norton, Frank Owensby, Francis Harris, Ralph Jennings, Robert Majors, Clyde Oldham, Billy Patton, Lee Renfro.

Francois Borden, Ruth Bowsher, LaVada Cox, Carmel Lee Guinn, June Guinn, Virginia Nix, Genevieve Orr, Alva Vernon, Florence Walker, LaVerne Winfrey, Mead Smith, George Tiefert, Matthew Taylor, John Weedon, Howard Williamson, Chas. Wilson, L. B. Bailey, Horace Blagg, Herbert Boardman, T. L. Burkett, J. W. Cockrell, Geo. Conklin, Woodrow Holland, Ashburn Reece, Willard Turnbow.

New Water Line Installed For Use In City Park

At the city park, just east of the county hospital, 700 feet of water pipe is being laid this week for the purpose of watering the trees and a community garden spot of about one acre.

W. L. Pickett is in charge of the park activities and said that plenty of water will now be available for the trees and garden plot.

The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

SETH B. HOLMAN,
Editor and Owner.
MRS. SETH B. HOLMAN,
Associate Editor.



TELEPHONE 30-NIGHT 406-W

NOTICE TO THE 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 on North Main Street.

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Zones 1 and 2, six months \$1.00
Outside Zone 2, per year \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

EDITORIAL

(By Seth B. Holman.)

Announcement by the Swenson interests of New York and Texas that they have voluntarily reduced the interest rates on all farm mortgages held by them fifty per cent is one of the most significant and cheering items we have read in many moons. The Swensons have large ranch holdings in Dickens, Jones, Shackelford, Haskell, Stonewall, King, Cottle, Kent, Crosby and Gray counties. They are also heavily interested in sulphur deposit lands in the Texas Gulf region. They have sold more than 300,000 acres of West Texas farm and to actual settlers, and have never foreclosed on a single one, except once where it was necessary to correct title.

In their statement the company expressed an opinion that has been gradually growing in the minds of many people for a long time—that four per cent is enough interest for any farmer to pay for land that is homesteaded and developed. Their brief statement issued says:

"Desiring to be helpful in the present emergency, we have decided to reduce the interest rate to four per cent per annum on land notes payable to us by farmers, retroactive to January 1, 1932, and continuing through the period ending December 31, 1934. Payments of interest already made for 1932 will be adjusted accordingly and any excess interest over four per cent will be applied to reduce the principal. This action is taken in view of the low prices of farm commodities resulting from world-wide conditions and the excessive taxes which we believe are the result of past extravagances in public expenditures through public demand."

The general acceptance of this broad and enlightened view point by mortgage holders, over the Na-

A LONG TIME AGO IN HEREFORD

(From the Hereford Brand, May 9, 1902.)

Dow Mercer and Eugene Dyer had acted as captains in the first baseball game of the season in which Messrs. Boyd, DeVaney, Cardwell, Hubbard, Humphries, McGlothlin, Pitman, Clark, Wolf, Daniel, Hough, Fortwood, DeLong, Bullock, McInnis and Orr had participated. A rubber home plate and all the trimmings had been purchased and some extra good ball games were planned for the season.

The Syndicate Land Company had advanced the price of land being sold by that concern from \$2.00 and \$2.50 to \$3.00 per acre, and at the increased price were offering as much or as little as any one desired.

Here is the way a Pawnee county man confessed at a revival meeting last week, according to an exchange. He had been pressed to repent, and finally got up and said: "Dear friends, I feel the spirit moving me to talk and tell what a bad man I have been, but I can't do it while the grand jury is in session." "The Lord will forgive you," shouted the preacher. "I guess that's all right," said the penitent, "but he ain't on the grand jury."

Cattle were moving briskly, and an entire page in this issue was devoted to recording sales made the past few days.

Arrangements were being made to stage a Fourth of July picnic in Hereford, including a barbecue.

tion would stop these attacks on sheriffs and judges, occurring with increasing frequency in certain sections of the Union.

I'm not vindictive, but I am human. I just can't help this:

Two summers ago I wandered into Old Tack's office at the Globe-News in Amarillo. It was a hot, sultry day, and the perspiration popped out on my dome. Says I to Tack: "I believe it's going to rain, it's so sultry." "Y-a-a-h," he replied, condescendingly, "what do you know about the weather?" And that afternoon he had a squib in his column something like this: "Seth Holman predicts rain because it is hot and sultry. Seth knows just about as much about the weather as a prairie dog does about a brassiere."

They kidded me to death about that, all over the Panhandle. And I privately promised myself to get him the first time he missed his prediction. But Old Lady Luck played with him so faithfully that I did not get a chance until this winter and spring. Tack has blown up on his weather predictions so completely of late that it is getting to be a joke the other way. All I have to say is that as a weather prophet Old Tack is a pretty fair columnist.

THIS BEING A "SHUT-IN" IS getting on my nerves. I long for the time when I can amble down the main drag and drop in on the boys in their various places of

"Nice weather will soon prevail and you should discard your old buggy and drive one of our swell turnouts," advised String-fellow-Hume Hardware Company, in advancing arguments as to why every man should own one of their single or double buggies.

Mrs. E. F. Connell and children had come in from Eudee, N. M., to be here through the shipping season as Mr. Connell was Association Inspector.

An extended article set out the various evils of cigarette smoking, and from statements made, a cigarette smoker was held in little more respect than a horse thief in this cow country.

"There is only one way to advertise, and that is to hammer your name, your location, your business, so constantly, so persistently, so thoroughly, into the people's heads that if they walked in their sleep they would constantly turn their heads toward your store. The newspaper is your best friend, in spite of your criticism. It helps to build up the community which supports you. When the day comes that the newspapers are dead, the people are near the edge of the grave, with nobody to write their epitaph." Thus said John Wanamaker, the Nation's outstanding business man at the time, and time has proved his belief correct.

(From the Hereford Brand, May 3, 1912.)

The Ladies' Glee Club, under the direction of Mrs. H. B. Stephens,

business. However, prospects are bright that I can soon listen to John McLean la-f-f. No one else possesses a guffaw like John, and I would like to hear it again. Oh, he'd probably sell me some more insurance—but that laugh would be worth it.

AND I'D LIKE TO GO TO THE picture show once more. My visitors tell me that J. C. Parker is giving Hereford the finest line of pictures ever shown in a small town like Hereford.

I DO NOT KNOW OF ANYTHING that would make me feel better than one of those old-timey arguments with C. A. Skelton, the world's champion pessimist. No matter what the local financial condition, Skel always saw a bugaboo just around the corner. Even in the palmy days of '26, '27 and '28, when everybody was making money, Skel would screw up his face and predict dire calamity pronto. Yet through all the ups and downs Skel has held his own and is still doing business at the old stand. I would like to drop in at Skel's emporium, make any positive statement of fact, and immediately the battle would be on. Those ridiculous arguments with Skel used to provide the tonic and humor I needed when things were hard to figure out and I had a case of the "blues."

WONDER WHAT KIND OF A cat Harry Rice is petting now, in that little tire shop. There's bound to be at least one kitten around the place. Harry used to rescue them from the alley, feed and make pets of them. There was one black kitten he had saved from an early demise that was wild as a cougar and lived behind a pile of tires racked up high on the wall. When alone, Harry would speak to that cat in its own lingo and the timid creature would crawl out of its lair, make sure there were no strangers about, then crawl up Harry's pants legs and curl itself about his neck, love and devotion literally radiating from it.

SURE WOULD LIKE TO SEE a ball game again—and they tell me Hereford has a good one, as usual. Wonder if Homer Fox has that Midget nine he used to coach?

AND WHAT A KICK I WOULD get hanging around the depot for a while to hear that famous whistle of J. E. Beyer. Mr. Beyer used to be my neighbor. Every morning he came by whistling at 6:30 sharp. We set our clock by it. And I would say: "Get up, Ann, and put on the coffee; it's 6:30."

OH, WELL, I'LL BE ALONG pretty soon, boys, and check up on you. And, meanwhile, just remember that they have earthquakes in California, floods in Mississippi, and cyclones all over East Texas and Arkansas. Better to take the windstorms cheerfully—there's but small danger to life and limb in them!

Rev. and Mrs. J. S. Greenwood and Mrs. W. C. Crowell of Bovina were in Hereford Friday to visit J. Sam Gaines, hardware merchant of Bovina, who is a patient in the Deaf Smith county hospital, afflicted with acute diabetes.

had given its first public program, much to the satisfaction of those who had attended.

O. R. Farrar of New York and Dr. U. W. Cole of Ohio had been here with the expressed intention of buying not less than 50,000 acres of Deaf Smith county land.

Mrs. Delphia Cox had announced as a candidate for treasurer, this becoming the first lady candidate Deaf Smith county had ever had.

Sam Dunn, in writing from Port Aransas, had promised the town a barrel of fish the first time this county received three rains in April.

The Bay View Club had been "at home" to their husbands and a few friends at the H. H. Hawkins residence.

C. C. Ferguson had received and branded 500 head of two-year-old steers.

D. C. Laird had spent a few days in Amarillo on business.

L. Gough, superintendent of a 10,000-acre Crosbyton farm, had spent Sunday in Hereford.

Born to Mr. and Mrs. J. Cy Orr, a son, James D.

Wirt Phillips, from the north-east part of the county, had been in Hereford, trading and doing jury service.

Editor Harris, of the Friona Sentinel, had been in Hereford on business.

J. A. Fox had bought the J. W. Dugan stock of goods at Friona and was busy taking inventory.

SIDELIGHTS

BY MARVIN JONES
Member of Congress from Texas.

I am convinced that a controlled expansion of the currency will not only materially increase farm prices but that it is essential to complete national recovery. The dollar is supposed to be a measure of value—a medium of exchange. We often speak of using dollars to purchase commodities. That depends upon which side of the bargain the trader is located. One man uses money to purchase wheat. The farmer uses wheat to purchase money. When one borrows money to be repaid in the future, it is essential to fairness that the value of that dollar remain substantially the same, measured in the terms of the general commodity price level.

Here is where the hitch comes. Translated into farm commodities the dollar is worth twice what it was worth a few years ago. The private debts of America run into staggering billions. It is impossible to pay these debts with dollars of the increased value of today. Yet the obligation rests not only upon the farmer but upon other producers and upon manufacturers to pay these debts with greatly appreciated dollars. This is responsible for a great deal of the grief and stagnation from which the country has been suffering.

The strange part about this whole situation is that the debts we owe, we owe to each other. Not a dollar is owed abroad. Yet both agriculture and commerce have been chained and almost destroyed by the high-priced dollar.

The credit of the country has been so greatly contracted that the only practical way to offset it is through an adequate supply of money on a sound basis.

Currency and credit are like other commodities: When they are plentiful they are low in price; when they are scarce, they are high in price.

Of course, no one wants printing press money. On the other

hand, no thinking person wants money so high-priced that it becomes a hindrance rather than an aid to commerce and exchange.

Foreign countries have, by revaluing their unit of money on a lower basis, practically destroyed the market of the surplus farm products of America.

Any expansion should be properly controlled. Germany went to the extreme by increasing the volume of currency to such an extent as to practically cancel all debts. This was her deliberate purpose. For the last three years we have been going to the other extreme by contracting currency and credit to such an extent as to make payment of debts practically impossible. France, on the other hand, took the middle position, revaluing the franc on such a basis as to make payment of debts possible, and yet at the same time increasing to a reasonable degree the farm and general commodity price level.

Through a reasonable increase in the volume of the currency, which can be kept on a sound basis, the prices of farm commodities can be materially increased, debts can be paid, and conditions restored.

Money is the life's blood of the nation. One might have a perfect body, but if he had only half enough blood he would suffer torture. On the other hand, if he had too much blood he might suffer from high blood pressure. If he has a sufficient amount of blood his health conditions become ideal.

Properly controlled expansion of the currency merely means restoration to the normal flow of commerce and trade—a restoration of commodity prices to the point where they would be fair to everyone. Such a step is essential to the proper working out of the different steps in the President's program for national recovery.

The action of the President in approving an amendment granting authority to restore the currency to a proper basis has had a very fine effect on the general commodity price level. The Speaker has designated me as one of the conferees to consider this amendment when it comes to the House. I am in hearty accord with its purposes and expect to urge early adoption by the House. I believe it will do more than any one thing to restore confidence and to bring back prosperity.

How She Lost 18 Pounds of Fat

"Will say in regards to Kruschen: I took it to reduce. I lost 18 pounds after using one bottle and feel fine. Just bought one more bottle to-day and expect to lose 18 more pounds. I now weigh 142 and feel fine." Mrs. Harry Robinson, Akron, Ohio, (Jan. 4, 1933).

Once a day take Kruschen Salts—one half teaspoonful in a glass of hot water first thing every morning. Besides losing ugly fat SAFELY you'll gain in health and physical attractiveness—constipation, gas and acidity will cease to bother—you'll feel younger—more active—full of ambition—clear skin—sparkling eyes.

A jar that lasts four weeks costs but a trifle at any drug store in the world—but demand and get Kruschen and if one bottle doesn't joyfully please you—money back.—adv

Mr. and Mrs. Glenn Webber of Brownfield, Mrs. T. M. Key and daughter, Mrs. Eugene Kesinger and baby of Lamesa arrived Monday to visit Mrs. M. A. Fox, mother of Mmes. Key and Webber.

Mrs. W. T. McCurdy and daughter, Miss Nora, drove up from Crosbyton Saturday for a visit with their son and brother, L. D. McCurdy, manager of the West Texas Gas Company.

Mr. and Mrs. Haford Ricketts of Dimmitt visited Sunday with Mrs. Ricketts' mother, Mrs. W. M. Megert.

Mrs. M. L. Steele returned Sunday from their ranch near Fort Sumner, New Mexico, where she visited several days with her son, Sam Steele, and family.

CITY OF HEREFORD MILK REPORT

For April 1933

	Reaction Time, Hours	B. F.	Grade
S. O. Wilson	7	4.4	A
Prairie Dairie	7	4.3	A
E. J. Eberle	9	5.2	A
D. W. Hawkins	7 1/2	4.3	A
O. L. Rutherford	6 1/2	4.1	A
Carl Spratt	8	4.0	B
Sank Ramey	7 1/2	4.2	B

CITY MILK INSPECTOR.

Modernize Electrically

—Wire facilities which answered every requirement a few years ago have been out-dated by the rapid advance in lighting and increasing use of electrical appliances. Meet the needs of your family and keep house more economically with the convenient outlets you have been needing.

—Modern switches and wiring will increase the safety, efficiency and beauty of your home.

USE ELECTRICITY FREELY
—IT'S YOUR CHEAPEST SERVANT

Put An Electric Outlet On Every Wall.

TEXAS UTILITIES COMPANY



NOW WE CAN GO FORWARD WITH CONFIDENCE--

In a country growing daily more stable, with its institutions placed on a sound basis, there is room for progress, for an atmosphere of forward-looking optimism. Encouraged by the events of the past weeks, relieved of anxiety and apprehension, the nation steps boldly forward. This institution proudly declares its faith and confidence in "the New Deal".

THE FIRST STATE BANK
"A MORE BEAUTIFUL HEREFORD"

The Big Ones Are Biting!



With opening of the game fishing season May 1st, lovers of the sport are following the banks of the Tierra Blanca after the choice fish. Usually the biggest ones are caught early, and it takes good tackle to hold them.

We have the fishing licenses right here ready for you. Fishing tackle, rods, reels, artificial bait of every description, poles, landing nets, creels, lines, hooks—everything conceivable for the fisherman is waiting your selection here.

Our display is educational, a study of our fishing equipment and supplies will give you more fishing information than you thought possible. Let us know your wants.

In other sports we have what you will need—whether it be baseball, tennis, golf or any of the minor pastimes.

Streu Hardware Co.



THE BEST CHICK STARTER

—Sturdy, well-bred chicks soon lose their vitality unless the food elements necessary to their proper growth are supplied them as they are needed.

—JUST-RIGHT CHICK STARTER is compounded from Home-Grown Feeds mixed by a scientific formula whose efficiency has been proven by years of successful feeding.

—Buy high-grade chicks and feed them Just-Right Starter.

STATE TESTED FIELD SEEDS, Dwarf Maize, Red Top Cane, Hegari, Santa Fe Kafir, Sudan, Corn.

WEST TEXAS FEED AND SEED COMPANY

Phone 255

Black

BY MISS NOBLE McLEAN

Mr. and Mrs. N. A. Smith and family have gone to Coleman to spend the summer with relatives and friends.

Get highest cream prices at Farmers Creamery Association. 74c
Mr. and Mrs. Fred Kimmins and daughter, Mary Pat, visited here Sunday evening.

The play, "A Prairie Rose," which was a big success here, will be presented at the Dawn school house Friday evening, May 5.

Misses Noble McLean and Elizabeth McMurphy were ill last week.

Mr. and Mrs. Cecil Vandiver have arrived at the home of the latter's parents, Mr. and Mrs. T. L. Welch, for an extended visit.

A large number attended singing at the Baptist church Sunday evening. The people are preparing for the county singing convention which meets here next Sunday.

Mr. and Mrs. Tom Frost and family and Mr. and Mrs. Dan Lucefield and family of Friona visited the H. L. McLean home Sunday.

Several citizens of this community saw the senior play at Friona Friday evening.

Mr. and Mrs. T. L. Welch and family, Mr. and Mrs. Cecil Vandiver and Mr. and Mrs. Kimmie Deaton visited Zenus Holly and family in the Lakeview community Sunday.

Rev. Mr. Roark of Plainview will preach at the Baptist church next Sunday evening.

Mrs. Tom Stone was an Amarillo visitor Monday.

Bud Barnett and Burtyn Stone went to the track meet at Bovina last Saturday.

Hub community played the Black boys a game of baseball Sunday, Black losing by several scores.

Several of the young folks of this community were guests at a party given at the home of Miss Mary Gray of Summerfield Friday evening.

Messrs. and Mmes. E. B. and Jim Black of Hereford visited in this community Friday evening.

The Ladies' Social and Study club will meet with Mrs. A. C. Hays Thursday afternoon.

James McLean was a Friona visitor Monday.

Mr. Myers' daughter and son-in-law of Clovis visited Mr. and Mrs. G. E. McCrate Sunday.

T. L. Welch visited in the Lubbuddy community one day last week.

Chas. Hays is reported ill at this time, suffering head pains.

H. L. McLean and daughters, James Lucille and Noble, and Messrs. Chas. and Jimmie Hays were Amarillo visitors Tuesday.

Here and There

BY MRS. G. E. TICE

Take Produce to Carl's Gro. if

A large number from Easter and Jumbo communities attended a musical program at Friona Sunday afternoon, given by the orchestra and members of the choir of the First Baptist church at Hereford. Among those attending from Hereford were Messrs. and Mmes. A. O. Thompson, Johnnie Biggs, J. E. Speagle, Young, Gordon Durham, Claude Dixon, Walter Ayers, Shreoder, A. B. Posey, Rev. Bowen, Mary Posey, Wayne Evans, Billy Ross Phillips, Billie Roberson and Miss Ora West.

Mrs. J. W. Berry, Mrs. Beck and daughter of Jumbo called in the Tice and Leo Williams homes Sunday evening.

Mr. and Mrs. Luther Ramsey visited relatives in Lubbock recently.

Mrs. J. B. Harlin and Mrs. H. M. Mobley called at the Henry Kendall home last Friday to see Mrs. Kendall who has been quite ill. Mrs. Bob Lance of Summerfield has been staying in the Kendall home.

The children of Mr. and Mrs. W. H. Henry were all sick last week.

Mr. and Mrs. J. B. Harlin entertained a number of young people in their home Saturday evening.

Mr. and Mrs. Earl Clark of Booker and Miss Olive Stagner of Flagg spent Saturday in the home of their sister, Mrs. G. P. Owens.

It was announced at Friona Sunday night that the ladies of the North Hereford club would put on their plan, "No Man Admitted," at Friona next Friday night.

Mr. and Mrs. J. P. Gatlin, Mr. and Mrs. Luther Wright and C. E. Gatlin were dinner guests Sunday in the Gordon Ingie home.

Mr. and Mrs. W. L. Tice entertained Messrs. and Mmes. Alvis Frazier, Melvin Mitchell and Leonard Curstinger with a birthday supper Friday evening, the occasion being W. L.'s and Mrs. Mitchell's birthdays.

Mr. and Mrs. Henry Allman and Misses Koua and Ruby Hyatt were Amarillo visitors Saturday.

Mr. and Mrs. W. S. Dixon went to Dimmitt Thursday to see their son, Elmer, who had just returned from Lubbock where he had been for an operation.

Billy Roberson of Hereford spent the week end with J. B. Harlin.

Mr. and Mrs. Edward Roberson, Mrs. M. A. Springer of Amarillo, Misses Koua and Ruby Hyatt, George Jones, J. B. Harlin and Billie Roberson ate Sunday dinner at the W. A. Springer home.

Mrs. J. E. Andrews and Misses Alma and Ruby were Amarillo visitors last Monday.

The Energetic Club met with Mrs. Cogdell last Friday, instead of with Mrs. Geo. Conklin, who had been called to Iowa by the death of her father. There were six members and five visitors present. The next meeting will be with Mrs. George Conklin, May 12th.

Take Produce to Carl's Gro. if

There was no preaching here Sunday. Sunday school attendance totaled 48. Rev. McDonald will preach here next Sunday.

While L. E. Beck was attending court at Dimmitt Wednesday, Mrs. Beck spent the day with Mrs. F. L. Plackert, LaNelle and Larue visiting Tincy and Pauline Andrew.

Mrs. Albert Schofield has been elected to teach school at Mesenger, northwest of Hereford, next year.

C. Kring, daughter and her husband, Mr. and Mrs. Jim Baggs, of Amarillo left Saturday for a few days visit with relatives and friends at Cleco and Stephenville.

C. M. Bell of Anistad, New Mexico, spent Tuesday night in the J. W. Berry home, leaving next morning for Memphis and Newton.

Mr. and Mrs. H. C. Baird and Mary Ann, Mmes. J. W. Berry and Ullman Hunter were in Amarillo Tuesday, the ladies attending the Presbyterian held in the Central Presbyterian church.

Mr. and Mrs. C. D. Gilliam were in Amarillo Tuesday, Mrs. Gilliam representing the young people's division of the Presbyterian.

Mrs. C. E. Ramsey and mother, Mrs. Lydia Grant, of near Dimmitt, visited Mrs. J. W. Berry Friday afternoon.

Teachers elected to teach Jumbo school term next year are Mrs. and Mrs. H. B. Harrell, of Dimmitt, Miss Irene Hurst of Canyon, and Mr. Ross of Archer City.

Mrs. J. E. Springer and daughters, Mrs. G. H. Brooks and son of Friona visited in the J. W. Berry home Saturday night.

Mr. and Mrs. Ullman Hunter and daughters visited in the Jas. Cox home near Easter Sunday.

Miss Kitty Oxford has been elected as principal at Ward for next year.

Mr. and Mrs. M. L. Simpson honored her father, W. A. Hunter, and M. L. Jr., with a birthday dinner Sunday. Those helping to celebrate the occasion were Messrs. and Mmes. W. A. and Bruce Hunter, Norma and Jimmy Doris, Bob Plackert, Chas. McGinnis, Orval Pierce, James Beck, Bernard Wilder, Andy Axe, Mr. and Mrs. M. L. Simpson and the honorees.

Mrs. J. W. Berry and Mrs. L. E. Beck and daughter, LaVelle, called in the C. E. Tice, W. A. Springer and Leo Williams' homes Sunday afternoon.

This community was well represented at the musical program at Friona Sunday afternoon by musical organizations from the Baptist church at Hereford.

There was an executive meeting of the Presbyterian Auxiliary at Mrs. J. W. Berry's Monday afternoon. Present were Mmes. Sam and Ullman Hunter, M. L. Simpson, H. C. Baird, J. W. Berry and Miss Va Allen.

Miss Va Allen of Easter visited her sister, Mrs. Sam Hunter, Monday.

Mrs. C. Andrew and children visited in Hereford Monday.

Wayne Carthel sheared his sheep this week.

Cyrus Andrew, Sr. and Jr., and Tincy spent several days this week visiting relatives at Portales and Clovis.

O. A. Kirkland and family of Canyon, Mr. and Mrs. C. C. Hunter and children visited in the Wilkerson home Sunday.

Mr. and Mrs. J. W. Berry, Obid Charley Bell visited in the Dick Pair home near Arney Sunday night.

Wayne Carthel and Mr. Godfrey were in Plainview Friday.

The ladies Auxiliary met at 2:30, with Mrs. J. W. Berry. The hostess opened the meeting with Scripture reading, followed by prayer. The Bible questions were then asked and answered. Those having a perfect report were Mmes. Ullman Hunter, M. L. Simpson, H. C. Baird, L. E. Beck and J. W. Berry. Mmes. Berry, Baird, Gilliam and U. Hunter gave interesting reports on the Presbyterian held in Amarillo April 25-26.

The Diels were introduced and studied and a motion was made and carried to purchase eight new prayer books, also to change the time of meeting from 2:30 to 3:00 from May 1 to September 1. Present were Mmes. W. A. and Ullman

Hunter, M. L. Simpson, Clem Gilliam, H. C. Baird, L. E. Beck and the hostess.

Miss Kitty Oxford, who taught school at Sunnyside the past term, returned to her home for vacation.

Mmes. Sam and Ullman Hunter, L. Oxford, C. C. Hunter and Misses Va Allen and Kitty Oxford helped Mrs. Beck quilt Monday.

Mr. and Mrs. John Halal and Billy were Plainview visitors Tuesday.

Mr. and Mrs. Wayne Carthel and children visited relatives at Plainview and Lockney over the past week end. Mrs. Carthel's aunt, Miss Pearl Belt of Lockney returned home with them for a visit.

John Hardy Wood spent the week end with friends at Easter.

M. L. Simpson was in Dimmitt on business Monday.

J. W. Berry and Pete Hicks were in Hereford on business Monday.

Mr. and Mrs. F. L. Plackert and Travis Caraway visited in the Noel Andrew home in Hereford Friday.

Progressive News

BY OLIVE PERKINS

Mr. and Mrs. C. P. Caldwell and

Miss Eunice visited Jess Caldwell and wife at Canyon last Sunday, also going through the Museum.

Get highest cream prices at Farmers Creamery Association. 74c

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn spent Sunday with their parents, Mr. and Mrs. W. A. Ricketts. Mr. Ricketts stayed Sunday night to take care of his father, who is seriously ill.

Mr. and Mrs. Webb are visiting their children and friends in Littlefield, Plainfield, Graham, Plau, and Brownfield the past two weeks.

Miss Lucille Park spent the week end at home. She is attending school in Canyon.

Mr. and Mrs. Elwyn Hutchenson moved the first of the week to a place in the Ward community.

Mr. and Mrs. Paul Cavender of Amarillo spent the week end with her parents, Mr. and Mrs. Jim Park.

Mr. and Mrs. Dudley Buzzard of Muleshoe came Saturday to visit home folks and to see her nephew, Horace Lee Ricketts.

Emmett Blakemore had the misfortune to lose his brooder house and about 300 chickens by fire last Friday afternoon. It is not known how the fire started.

Mmes. Lester and Walter Galley called on Mrs. Jim Ricketts

and Horace Lee Thursday afternoon.

Sammy Ray Hershey spent several days last week with his grandparents.

Mr. and Mrs. Arch Conklin and sons, Mrs. Bridges of Hereford, and Mr. and Mrs. Horace Hershey visited in the Hershey home Sunday, also calling on Mr. and Mrs. Jim Ricketts.

W. M. Eldman of Clayton, New Mexico, is here visiting his daughter, Mrs. Henry Hellman.

Gaston Baer and daughter, Miss Hertha, were in Canyon Sunday.

Heals Eczema

Eczema can be immediately relieved and promptly healed with a new discovery, SKIN-LIFE Ointment. Read what Skerman F. Kolter, Spencerville, Ill., says about it. "I had a bad case of eczema on my arm. I tried many things on it without success until I tried SKIN-LIFE. Now my arm is all healed up." You can get the same relief. Get a jar today and notice the improvement in 24 hours. Your druggist refunds your money if SKIN-LIFE fails.

Skin-Life

At all drug stores, or sent postpaid upon receipt of 60c. Skin-Life Company, Shreveport, La.

DRIED PEACHES

2 Pound

15c

Package

BLACKBERRIES 10c

No. 2

Pancake Flour 27c

Large A. J.

MILK 19c

Eagle Brand, can

CANDY BARS 10c

Three for

SANI-FLUSH 19c

Can

SYRUP 29c

Brer Rabbit, 5 lbs

Corn

No. 2 Size, Happy Vale Brand, 2 for

15c

SNOW-DRIFT

Three Pounds

37c



SAVE—You can, without skimping on the quality, by trading here, where good food costs less.

VINEGAR 13c

14-ounce, Heinz

PRESERVES 59c

Pure fruit, 4 lbs, assort. fl.

PEANUT BUTTER 21c

Quart

MUSTARD 16c

Quart

RICE KRISPIES 9c

Kellogg's

PUFFED WHEAT 11c

Package

OXYDOL 21c

Per box

CORN MEAL 29c

Fancy, 20-lb bag for

COFFEE

One pound Schilling's

31c

SOAP

P. and G. or Crystal White, 10 bars

25c

KRAUT 9c

No. 2 1/2, Van Camp's

HOMINY 9c

No. 2 1/2, Van Camp's

PICKLES 16c

Sour or Dill, quart

PINEAPPLE 11c

No. 2, broken slices

GELATINE 5c

Royal, package

CORNED BEEF 17c

Libby's, square can

TOMATO JUICE 23c

Libby's, 3 cans

PEACHES 15c

Libby's, No. 2 1/2, sliced or Y. C.

PRUNES 13c

Two-pound package

SOUP 15c

Campbell's, 2 cans

SANI-SORB Tissue 14c

Three rolls

MACARONI 10c

and Spaghetti, Justice, 3 for

CORN FLAKES

Jersey, large package

9c

OATS 14c

Large Quaker

CATSUP 10c

Large

SOAP 5c

Kirk's Hardwater

PEACHES 35c

Or Apricots, gallon

PEAS 14c

No. 2, Rosedale

SPINACH 8c

No. 2, Medina

MILK 5c

Tall, Borden's

WESSON OIL 19c

Pint

POTATOES

New, Pound

3c

ROAST

Rolled Savoy, pound

7 1/2c

LETTUCE 5c

Per head

CELERY 7 1/2c

Medium Stalks

FRESH CUKES 5c

Pound

LEMONS 19c

432, Sunlight, dozen

CARROTS 4c

Green Onions, bunch

APPLES 23c

Large Winesap, dozen

CHEESE 14c

Full cream, pound

STEAK 15c

Round, Loin, T-Bone, pound

BACON 14c

Special Sliced, pound

FRANKS 25c

Or Minced Ham, 2 lbs

BUTTER 21c

Fresh Creamery, pound

CREAM, half pint 15c

Sweet Milk, qt, both for (Prairie Dairy Products)



Remember Her

—With a Box of Mothers' Day Candy or a Beautiful Mothers' Day Card.

—She never buys candy for herself, and she will be pleased to be remembered.

—Come in and see our beautifully boxed candy and lovely cards.

City Drug Store

"A More Beautiful Hereford"

GOOD FOR FRIDAY SATURDAY MONDAY

FURR FOOD STORE

PHONE 74

FREE DELIVERY

GOOD FOR FRIDAY SATURDAY MONDAY

LOWER PRICES—AND A CASH BASIS!

In conformity with the times, when every cent counts, this company has arranged to serve its large circle of customers and friends with the **LOWEST PRICES** on parts we have ever offered. In order to make such reductions it will be necessary to make all sales on a cash basis.

Effective At Once

Prices On Tractor Piston and Sleeve Assemblies

22-36 \$26.80 15-30 \$25.95 Farmall Size \$18.25

Prices On All Other Parts Greatly Reduced.

Genuine I. H. C. Assemblies Also Carried at Greatly Reduced Prices!

There's a big difference in Repair men. When you come to our shop for repairs, no matter what hour of the day or night, you will find the best and most accommodating expert in this line in the Southwest at your command—Bob Wilson. You may not know the number of the part you want—but Bob will. You

may need that part in a desperate hurry—and Bob will give it to you right now. A crop failure or success may hinge on the quickness and efficiency with which you handle the job. If Bob Wilson handles your Repair Work you can bet your machines will be serviced quickly, efficiently and courteously—day or night.

Come to Headquarters for Your Repairs!

BUCHANAN & ROSSON

HEREFORD, TEXAS

Want Ads

Wanted

WANTED: To buy or trade for a good truck, not over 3 years old, and a combine motor, 30 H. P. or better. J. M. Murchison. 17-1f

WANTED: Second-hand electric washing machine, in good condition, priced reasonable. Phone 256-J. 1p

WANTED: If your plumbing is out of order or the lines will not drain, call RAY at Fullwood Battery Shop, Phone 20. 1p

For Rent

FOR RENT: Bedroom, with or without kitchen privileges. Mrs. A. M. Jones. 17-1f

FOR RENT: H. B. Webb home place on West Third Street. Also apartment in duplex. See E. B. Black. 7-2c

FOR RENT: Four room house, close in. Frank Gyles, at Piggly Wiggly. 17-1f

FOR RENT: Furnished apartment, all bills paid. Phone 444-W. Mrs. W. M. Megert. 1c

FOR RENT: Two rooms furnished for light housekeeping. Apply 218 B Street. Dr. Florence Miller. 12-1f

Lost and Found

STRAYED: Brown, heavy-set Shetland pony. Any information appreciated. Ira Connell. dh

FOUND: On 25-Mile Avenue, a

MRS. E. M. VANDENBURG GIVEN BIRTHDAY DINNER

The Clara Nance Bible class of the First Christian church surprised Mrs. E. M. Vandenburg last Thursday, her birthday. Each member brought a covered dish and when spread together made a bountiful dinner. The afternoon was spent in quilting and visiting. Twenty-four enjoyed the day and all went away wishing Mrs. Vandenburg many more happy birthdays.

front door handle, lock side, from a car. Owner call at the Brand office. 1dh

For Sale or Trade

FOR SALE: Thirty nice Rhode Island Red Pullets, and two roosters. Price 75c each. Mrs. J. B. Phillips. 1p

FOR SALE: One line bred four-year-old Hereford bull. WHI sell cheap. C. J. Paddock. 17-2c

FOR SALE: State certified milo, kafir and begari seed; high germination test, sold only by grower. Price \$1.25 per hundred. J. P. Roberson, Hereford; O. B. Roberson, Summerfield. 16-4c

FOR SALE OR TRADE: Rhineland 100-pound capacity front-ender refrigerator, fine condition inside and out. H. M. Walker, phone J-163. 1p

FOR SALE: Good three room house to move, will sell cheap. Earl Wood. 1611c

FOR SALE OR TRADE: New and used typewriters. J. M. Murchison, court house. 31f

FOR SALE OR TRADE: Good as new electric Maytag washing machine. Sell for cash or trade for light car. Taylor & Reed, Blacksmith Shop. 151p

FOR SALE OR TRADE: Half section unimproved land, 27 miles northwest to trade for smaller improved place near Hereford. James Wilson.

FOR SALE: Sudan grass seed, re-cleaned. Phone 250. J. F. Ward. 17-4f

W. T. C. C. MEETS IN BIG SPRING MAY 11-12-13

Elaborate preparations have been made by Big Spring citizens for the entertainment of West Texas Chamber of Commerce delegates, who convene in that city May 11-12-13 in their 15th annual session. An extra large attendance is anticipated, and those who expect to attend are urged to forward hotel reservation requests to C. T. Watson, manager of the Big Spring Chamber of Commerce.

Singing Convention at Sims Sunday, May 14

President J. S. Garrett of the Deaf Smith County Singing Convention, desires to announce through the Brand that the next Plateau Singing Convention will be held at the Sims school house, 18 miles west of Ford, on Sunday, May 14, Mothers' Day. The usual array of good singers will be there to spend the day in gospel songs. This is the twelfth year of the Plateau meeting, a convention being held twice each year in each county comprising the region included in the district proper.

According to J. M. Chapman, a member of the advisory board, sandwiches, pie, cake and coffee will be served at the noon hour. Ladies of the county who expect to attend are requested to bring plenty of these items of fare to aid in serving visitors from other counties.

G. A. F. Parker Renews Memories at Texas U.

G. A. F. Parker returned home Tuesday evening from Austin, where he and Mrs. Parker were visiting in the home of Mrs. C. D. Rice, a sister of Mrs. Parker. While in Austin the Parkers attended the various function connected with the dedication of the new University of Texas buildings as a feature of the school's semi-centennial celebration. An especially interesting feature of the program was the pageant, "Fifty Years On Forty Acres," portraying the history of the University for the past 50 years.

"It was interesting to me," Mr. Parker said, "for I was there when the University was founded." Mrs. Parker remained in Austin for a more extended visit.

Activities at St. Anthony's.

The baseball team could not play Sunday because of high winds, but hopes to bring another victory from Westway May 7, at 2:30 on their local field west of Joseph Huckert's, opposite the Mounts home. A good crowd of rooters can help secure their success.

An informal meeting of some of the young ladies of the Sodality Tuesday evening at the hall, and rumors were heard of a dance for Tuesday night. There is to be a special meeting to discuss plans Friday evening. Members of the B. V. M. Sodality are notified to attend. This will be the first dance under auspices of the young ladies of the parish.

SEVERAL YOUNG PEOPLE RECEIVE CERTIFICATES IN CHRISTIAN CULTURE

Young people of the Methodist church were hosts to similar groups from Dimmitt, Friona and Bovina last Sunday, Monday and Tuesday in a three-day institute dealing with study courses, and discussion of their subjects by church leaders. Rev. J. W. Watson of Lubbock, was dean of the school.

Certificates were given in three departments and issued to 17 young people.

Certificates in Department Leadership went to Ladell Latham, of Dimmitt; Francis McCormick and Earl Bates, Bovina; Sally Gildreath, James Bell, Donald Hicks, W. R. Scheffgen, Elmo Carlyle, Theda Lou Wilson and Miss Irene Crawford, all of Hereford.

Those receiving certificates in Acquainting Youth With Christ were Lois Branson and Ray McIntire, Dimmitt; Elmo Scott, Bovina.

Receiving certificates in Citizenship and Community Service were Leona Hastings and Sarah Brashers, Dimmitt; R. B. Essell and Thelma Parrish, Bovina.

Attend Golden Wedding Celebration In Airplane

Three Hereford men flew to a Golden Anniversary celebration Monday, making the round trip in some four and a half hours, where it would ordinarily have required about 15 to 18 hours by automobile.

Dr. J. W. Hendricks piloted his Eaglerock plane, with O. L. Rutherford and Clyde Renfro as passengers. Mr. Renfro stopped off at Abilene on the down trip, but the others continued on to Cisco, where they attended the Golden Wedding celebration of the parents of Mr. Rutherford. More than a dozen members of the Rutherford family were present, also a great concourse of friends.

The party returned to Hereford Tuesday afternoon. It was Mr. Rutherford's first plane ride.

LEGION AUXILIARY MEMBERS IN AMARILLO MEET TUESDAY

Members of the American Legion Auxiliary of this city were in Amarillo Tuesday afternoon, where they conferred with State Auxiliary officers.

Ladies attending were Mmes. Glenn Weir, Dick, Dixon, W. J. and Ralph Smith. They were joined that night by their husbands, after they had attended a Legion meeting.

Rev. V. M. Cloyd Home from Portales Revival

Rev. V. M. Cloyd reached home Monday evening from Portales, New Mexico, where he had been holding a revival service at the First Baptist church for the past two weeks.

Rev. Cloyd reports 53 conversions and 34 baptisms, among whom was one gentleman who had reached the age of 83 years, and who was converted and baptized.

Rev. Cloyd requests the Brand to announce for next Sunday evening's regular services that he will give an interesting account of the conversion of the one mentioned above.

CLOYDS RETURN FROM WINTER SOJOURN ON COAST

Henry Cloyd and two daughters, Misses Nell Grace and Gertrude, returned home Monday of this week from Rockport and other points in the Gulf Coast country, and in Old Mexico. The Cloyds have been absent since last December.

HIGH SCHOOL BAND WILL GIVE SPECIAL PROGRAM

The high school band will give a special program next Monday morning at high school assembly, beginning at 9:40 o'clock. Ralph Smith, director of the band, extends an invitation to all parents and town people to attend this program, as visitors are always welcome.

BASS FISHING SEASON OPENS, WITH FEW FISHermen TRYING SPORT

The bass fishing season opened Monday of this week, with only a few of the local fishermen trying their luck.

One report received at this office, and it comes rather straight, says that a catch of three bass was made by one local man.

The fishing season proper will get under way as soon as the weather warms up a little more, and from then until the season closes the famous Tierra Blanca bass will live uncertain lives.

Homer Fox is reported to have caught three nice bass, weighing about 7½ pounds, Harvey Nunn caught a four pound bass Tuesday evening. Hall Beavers caught one that weighed 3¼ pounds.

Mr. and Mrs. O. B. Trimble and Mrs. Arthur Headley of Dimmitt were in Hereford Sunday.

TO THE FRIENDS AND ASSOCIATES WE HAVE KNOWN IN HEREFORD

It is with deepest regrets we leave the work and companionships we have learned to know and appreciate in the time we have lived in Hereford, and words cannot express our gratitude for the pleasant associations we have formed with individuals, business firms, civic organizations and public affairs.

I have tried to meet and shake hands with each of you to say "Good-Bye," but the time has been too short this week to get around; yet our best wishes to you and sincere appreciation of all you have meant to us is just as positive as if I had got to say "Good Luck."

So many of you have meant so much to us that it is futile to try to express our thoughts. If we haven't let you know our appreciation of all of you while we have lived among you, it is foolish to say anything now.

We wish the best of everything for Hereford and its fine people. R. E. KESSIE AND FAMILY.

SAYS NEW TIRE OFFERS EIGHT IMPROVEMENTS

Eight important improvements in construction are embodied in the new 1933 Pathfinder automobile tire, according to R. H. Beavers, of the Ireland-Beavers Motor Co., local Goodyear dealers who have recently received their initial shipment of these tires.

"Heading the list of outstanding features is 30 per cent longer average tread wear by actual factory test," said Mr. Beavers. "With a tread that is 20 per cent thicker and 20 per cent higher in tread block design, Goodyear tire engineers have made this extra mileage possible," he continued.

The new tire has full center traction, more shoulder non-skid and primed sidewalls. New styling, full oversizing and improved design, according to Mr. Beavers, class the new tire as the smartest looking product at its price that he has ever handled.

"Incidentally the Goodyear Company has built more than 17 million Pathfinder tires since the original design was introduced several years ago," said Mr. Beavers, "and this has established an enviable reputation among thrifty buyers everywhere." Mr. Beavers also stated that with the advance in the price of raw materials, tire prices would certainly be advanced again.

ALUMNI BANQUET FOR GRADUATES MAY 19th

The old graduates of Hereford high school will hold their annual banquet in honor of the class of '33 in the First Baptist church the evening of May 19, at 8:00 o'clock.

A "depression banquet," in keeping with the times has been planned by the alumni association for the year. The price of the ticket will be 50 cents.

Miss Addine Hastings, alumni president, is directing the arrangements with Miss Marie Seed, secretary, and Urlin Streu, vice president, assisting.

The difference between a \$4.00-a-month and a \$30.00-a-month grocery bill is what a 4-H pantry organized by home demonstration methods has meant this year to Mrs. H. W. Conn of Friberg in Wichita county.

FOR JOB WORK, TRY THE BRAND

Seeds

Recleaned and Tested

- CORN
- KAFIR
- MILO
- HEGARI
- RED TOP CANE
- SEEDED RIBBON
- CANE
- SUDAN
- BLUE GRASS
- WHITE CLOVER
- SWEET CLOVER

"Better the Seed, Better the Crop"

McLean & Pitman

Phone 1

SEE A WANT AD IN THE BRAND

SOCIETY

MRS. C. C. ACKER ELECTED PRESIDENT OF MUSIC STUDY CLUB

On May 1, the Music Study Club held its last meeting of the year in the home of Mrs. J. B. Jones. A delightful and varied program was given, consisting of numbers that for various reasons could not be brought up at the time of assignment.

Military Parade, by Massenet, was played by Mrs. Jesse Stanford. My Dear, Mary Turner Salt, sung by Mrs. Homer Fox, who also made interesting comment on the composer. Miss Mattie Swisher sang The Island, by Rachmaninoff, and In May, by Lessen. Mrs. C. H. Dyer and Mrs. J. C. McCracken played The First Suite de Concert, L'Arlesienne, Bizet. Polichinelle, Rachmaninoff, by Mrs. Glenn Snyder.

An invitation was extended to the club by the Madrigal Singers of Canyon to attend their yearly concert to be given the evening of May 2. Miss Swisher, of Canyon, asked the club to take dinner with her before going to the concert. Both invitations were unanimously accepted.

During the business session of officers were elected for the ensuing year as follows: Mrs. C. C. Acker, president; Mrs. C. H. Dyer, first vice president; Mrs. J. C. McCracken, second vice president; Mrs. W. E. Dameron, recording secretary; Mrs. Paul Foster, recording secretary; Mrs. G. A. F. Parker, press reporter, and Mrs. H. L. Broadwell, librarian.

Prof. Frank R. Phillips, head of the Agriculture Department of W. T. S. T. C. Canyon, visited B. H. Hopkins in Hereford Tuesday night, conferring about vocation work in which they are both interested.

REBEKAH LODGE ENTERTAINS LADIES FROM FORT WORTH

Mrs. Elizabeth Bunch, president of the Rebekah Assembly, and Mrs. Johnnie House of Fort Worth, a past president, visited the Hereford Rebekah lodge Tuesday night.

The Hereford lodge presented Mrs. Bunch a bouquet of roses during a very pretty drill in which the officers spelled the word Love, as Mrs. Herman Stewart sang, "Love Sends a Little Gift of Roses," accompanied by Miss Ursalee Fridley. Each officer carried a rose and presented it to the president at the close of the song.

Mrs. Johnnie House was presented a lovely corsage. Mrs. House visited here 20 years ago, when she was president, and asked all to stand who were present that night, but three responding.

Our president made a lovely talk about work she has planned for the year, and of their trip over the Panhandle country, especially in the sand storms, which are novel experiences with them. Mrs. House spoke a few words about the team work and of her last trip here as president.

A short meeting of the Rebekah assembly was called to order after lodge to confer the assembly degree on 15 members. This degree is usually conferred at the Rebekah assembly meetings, as only the assembly officers are permitted to confer it.

The Rebekahs were also pleased to have another guest, Mrs. W. A. Davis of Clarendon. She is the mother of Mrs. Lee Curry of Sumnerfield. Mr. and Mrs. Ben Davis, Mmes. Lee Curry and Mrs. Unis Cannon were also present from Sumnerfield.

Refreshments of ice cream and cake were served to 35 members and four guests.

NORTH HEREFORD DEMONSTRATION CLUB PLAY TO BE GIVEN AGAIN

The North Hereford Demonstration club will again put on their play, "No Men Admitted," at the Frio school house Friday night, May 5, beginning at 8:00 o'clock. Admission will be 10 cents for both adults and children, or one and a half dozen eggs each.

TULLIA AND AMARILLO YOUNG PEOPLE TO GIVE PLAY HERE

Members of the Amarillo and Tullia Christian Endeavor Societies will present a play entitled "The Terrible Meek," a scene of the Passion of the Lord, at the Presbyterian church Sunday evening at 8:00 o'clock.

SOCIAL CALENDAR

Meetings of the Week.

Monday.
L. O. O. F., Hall, 7:30.
Intermediate G. A., at Baptist church, 4:00.

Tuesday.
Sunbeams, Baptist church, 3:30.
Junior G. A. Baptist church, 3:30.
Junior R. A., Baptist church, 3:30.
Rebekahs, L. O. O. F. hall, 8:00.
Sunbeams, Baptist church, 3:30.
Junior and Senior Auxiliaries, Presbyterian church, Mothers' Day Luncheon.
Ace-High club, Mr. and Mrs. Hubert McEntire.

Wednesday.
Presbyterian Missionary, church, 2:30.
Choir rehearsal, Presbyterian church, 7:30.
Methodist Missionary, church, at 2:30.

Thursday.
Lottie Moon Circle, at Baptist church, 2:30.
Dorcas Circle, Mrs. John Schwartz at 2:00 o'clock.
Mary Martha, Mrs. W. T. Valentine, 3:00.
Lillian Hundley, Mrs. J. G. Evans, 2:30.
Teachers meeting, Baptist church at 7:30.
Prayer meeting at Baptist church 8:00 o'clock.
Mid-week prayer service, Methodist church, 7:30.

Friday.
Choir rehearsal, at Methodist church, 7:30.

Thursday.
Bay View Study club, county court room, 3:00 o'clock.
Junior Bay View, bridge-dinner, home of Miss Eloyse Pitman.

Friday.
Choir rehearsal, at Methodist church, 7:30.

LOYAL WORKERS CLUB ENTERTAIN HUSBANDS AT FORTY-TWO PARTY

The Loyal Workers club entertained their husbands at a forty-two party last Friday night at the L. O. O. F. hall, and a very enjoyable evening was spent.

Refreshments of sandwiches, cake and coffee were served to Messrs. and Mmes. E. E. Fridley, Herman Stewart, A. D. Goodwine, C. O. Lee, A. R. Rogers, Ralph McCullough, R. A. Wallis, Troy Womble and Mrs. Charlie Sowell, Misses Mary Brady, Edah Park, Ursalee Fridley, Messrs. Leo Rogers and Oscar Lee.

MUSIC STUDY CLUB ATTENDS MEETING WITH MISS SWISHER IN CANYON

Members of the Hereford Music Study Club were guests of Miss Mattie Swisher of Canyon Tuesday afternoon, and at night the club attended a concert of the Madrigal Club of the West Texas State Teachers College, given at the college auditorium.

The Hereford visitors were Mmes. A. C. Hales, H. H. Hawkins, Jesse Stanford, A. C. Thompson, Paul Foster, Rev. and Mrs. E. R. McWilliams, Mmes. W. E. Dameron, C. H. Dyer, Ray Conaway, H. L. Broadwell, C. C. Ferguson, Glenn Snyder, Mr. and Mrs. A. O. Thompson.

ACE-HIGH CLUB ENTERTAINED IN IRELAND HOME

Members of the Ace-High bridge club were entertained Tuesday evening by Miss Martha Duncan and Edgar Ireland, Jr., at the Ireland home. Miss Dorothy Flanery received high score for the ladies and Frank Mosley for the men.

Refreshments of cherry pie and coffee were served to Mr. and Mrs. J. M. Posey, Mrs. Hubert McEntire, Misses Thalia Parker, Dorothy Flanery; Messrs. Frank Mosley, Colby Conkright, and the host and hostess.

JUNIOR AUXILIARY MEETS AT PRESBYTERIAN CHURCH

The Junior Auxiliary met with Mrs. E. P. Gieser Wednesday at 3:30. Reports from the Presbyterian at Amarillo were given. The general theme of the meeting was "Our Message Is Jesus Christ," with sub-programs of "The Message," "Sharing the Message," and "What the Gifts Do," given by Mrs. Reba Graham, field secretary for the Board of Foreign Missions.

MRS. J. WALLACE ROBINSON ENTERTAINS OTRA VEZ CLUB

On Wednesday, April 26, Mrs. J. Wallace Robinson entertained members of the Otra Vez club with a very delightful bridge party.

Tables were arranged for three sets of players. Spring flowers were used as the decorative motif. A delicious salad course and iced tea were served to the following members: Mmes. J. C. Parker, J. M. Posey, A. C. Hales, Egbert Brady, Alton Fraser, Ivor McClendon, Tom Carter, J. M. Murchison, John Coffee, Beryl Witherspoon, Roger Corbett and Miss Eunice Gilbreath.

JUNIOR BAY VIEW CLUB ENJOYS INTERESTING MEETING

The Junior Bay View club met last Thursday evening at the home of Miss Lucille Hicks, with Miss Gwendolyn Spradley as joint hostess. The topic for the evening was Phillip Barrie. Miss Eva Skelton gave an interesting paper on the "Dramatist." Miss Gladys Siegler read "Tomorrow and Tomorrow," which was greatly enjoyed.

Officers elected for the coming year are: Miss Eloyse Pitman, president; Miss Eva Skelton, vice president; Miss Edith Shields, recording secretary; Miss Martha Duncan, corresponding secretary, and Miss Eunice Gilbreath, treasurer.

Delicious refreshments were served to Misses Ruth Conkright, Martha Duncan, Fern Carlisle, Carey Estes, Dorothy Flanery, Eunice Gilbreath, Mattie Lou Harrison, Ina Mae Hastings, Eloyse Pitman, Edith Shields, Eva Skelton, Floyd Wilson; Mmes. Dave McCurdy, J. C. McCracken, B. M. Wiltshire and J. W. Witherspoon.

MRS. FRANK MARRS HONOR GUEST AT SURPRISE SHOWER

Mrs. Frank Marrs was honored last Wednesday afternoon with a lovely surprise handkerchief shower, given by the ladies of the First Christian church, and other friends, at the home of Mrs. E. R. McWilliams. The afternoon was very pleasantly spent and enjoyed by all present. Angel food cake and ice cream were served. Mrs. Marrs was also presented with a nice angel food cake.

NORTH HEREFORD CLUB TO MEET WITH MRS. WHITEHEAD

The North Hereford Demonstration club will hold its next meeting, Tuesday, May 9, at the home of Mrs. C. L. Whitehead, 407 Jackson Avenue, at 2:00 p. m. Mrs. Elmer Patterson will hold parliamentary law drill on "Proper Motions to Use."

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

MOTHER-DAUGHTER LUNCHEON

The Junior and Senior Auxiliaries of the Presbyterian church will meet jointly with a Mother-Daughter luncheon, Tuesday, May 9, at 11:30 a. m., at the church. Each member will bring as a guest her mother, her daughter, or some representative.

The following program will be given in honor of Mothers' Day: Prelude, "Home Sweet Home," (piano solo); Mrs. H. L. Broadwell.
Song, "Believe Me If All Those Endearing Young Charms."
Invocation: Mrs. D. K. Robinson.
Series of Prayers (music played softly), "My Jesus, I Love Thee."
Toast to all mothers: Mrs. Lee Conklin.

Dedication to departed mothers, quartet, "My Mother's Prayer."
Dedication to gray-haired mothers, musical reading, "When Your Hair Has Turned to Silver," Mrs. Velma Dawson.

Dedication to younger mothers, solo, "That Little Boy of Mine"; Mrs. E. P. Gieser.
Dedication to all Christian mothers, duet, "Mother"; Mmes. Harry Fritz and G. M. Hudson.
Song, "Faith of Our Mothers."
Benediction: Mrs. A. R. Rogers.

EASTERN STAR TO ELECT OFFICERS TUESDAY NIGHT

Tuesday night, May 9, is election time for the Hereford Chapter, Order of the Eastern Star, and the Worthy Matron, Mrs. Nora Lawhon, desires that every member of the order be present and participate in the election.

FIVE POINT PUPILS WILL BE GIVEN PICNIC SATURDAY

A picnic is planned for all of the "five point" pupils from both the town and rural schools, and the Junior health club pupils from Messenger, Wyche, Jumbo, and Dawn to be given next Saturday afternoon, May 6, in the City Park. All the children are to meet at the court house at 2:30 o'clock and go in a group to the park.

S. L. Easley, Jr., is reported to be resting better today after an illness of two weeks of influenza.

Loan Books Closed.

The local board of the Seed Loan division of the R. F. C. closed their books Monday morning of this week, having made 234 applications for Deaf Smith County farmers. This board is composed of George Muse, chairman; A. H. Streu and C. H. Dyer.

For Mother's Day and Graduation.

We are making the best prices we have ever made for Mothers Day photos. Same price schedule for graduates. A drastic reduction makes it possible to have excellent photos for these two occasions. Mothers' Day is Sunday, May 14. Bring us your kodak films. Hanna & Hanna. 17

Cook With Gas

FOR
**SPEED
SAFETY
COMFORT
ECONOMY
EFFICIENCY**



Symbol of Dealer

West Texas Gas Co.
GOOD GAS WITH DEPENDABLE SERVICE

GIFTS

for the
Graduates

- Sheaffer's Pens and Pencils
- Amity Bill Folds
- Gentlemen's and ladies' Stationery
- Care Nomes and Shari Toilet Sets
- Vanities and Perfumes
- Body Powder

Corner Drug Store

The Best in Drug Store Goods
The Best in Drug Store Service.

**VEGETABLES
FRUIT**

Come to our Store Thursday,
Friday or Saturday for many
varieties of

**FRESH FRUIT AND
VEGETABLES**

We hope to have Fresh Black-
berries this week end.

Fresh Ripened
STRAWBERRIES

Fruit and Vegetable
House
Mrs. Ross Fuller.

GROCERY SPECIALS
FRIDAY AND SATURDAY, MAY 5 AND 6

LEMONS	Per Dozen 16c
BEANS, green, two No. 2 cans	17c
COCONUT, bulk, pound pkg	19c
ORANGES	Sweet and Juicy, Dozen 10c
TISSUE, Fort Howard, 3 rolls	20c
FLAKES, whole wheat, 2 pkgs	15c
CORN, two No. 2 cans	15c
CHERRIES	Red Pitted, Gallon 44c
SUGAR, powdered, 2 pkgs	15c
HOMINY, two cans	11c
BAKING POWDER, K. C., 50 oz	35c
RAISINS	Four Pounds 25c
MUSTARD, prepared, quart pantry jar	19c
SPINACH, two No. 2 cans	21c
CREAM -- 14c	EGGS, In Trade -- 10c

WE BUY CREAM IN EXCHANGE FOR
SUBSCRIPTIONS TO THE BRAND.

**CARL'S CASH & CARRY
GROCERY**

Phone 324

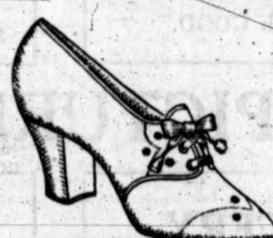
SPECIALS FOR FRIDAY AND SATURDAY, May 5-6

LADIES' FOOTWEAR

—One lot of white fabric Sandals and Oxfords, **\$1.39**
regular \$1.98 values, at, the pair—

—One lot of white sport Oxfords **\$1.29**
regular \$1.79 values, at, pair --

—One lot of Sport Shoes, have Cuban heels
and genuine crepe soles, colors in **98c**
white, blue, red, pair -----



NEW PRINTS

—Johnson Chentz Prints, absolutely fast colors, have just received a new case of the most beautiful colors we have ever shown, at, the yard—

8¹/₃c



SILK HOSE

—Beautiful full-fashioned Silk Hose, 45 gage picot tops, one of the finest hose we have ever shown—Two pairs for—

\$1.00

—Save your cash register coupons, when you have saved up \$25.00 worth we will give you \$1.25 worth of merchandise for them. Think of this—it means that you will get back 5 per cent of all your purchases made at this store. We want to help our customers and to make it to the interest of every one to trade here.

Sprolws & Cronin Co.

FOR JOB WORK, TRY THE BRAND

OF HEREFORD

STAR THEATRE

OF HEREFORD

ANNOUNCES

PROSPERITY WEEK

**Sunday, May 7th, Through
Saturday, May 13th**

THE FOLLOWING MERCHANTS ARE MAKING IT POSSIBLE FOR YOU TO SEE THE SIX PICTURES, LISTED BELOW FOR ADMIS-
SION OF

10c

Sunday and Monday We Are Sponsoring the Production, "ROCKABYE" with Constance Bennett.

PATTERN HATS

Why not get MOTHER a pretty Pattern Hat for Mothers' Day, or Sister a pretty Hat?

Graduation Hats

We have just what you are looking for in a variety of colors, also in black and white.

Tams

We have a nice selection of Tams in white and all colors.

**VOGELE MILLINERY
PARLOR**

FROCKS AND GOWNS

—Graduation and Mothers' Day will soon be here, so come in and see our lovely selection of beautiful



LINGERIE, HOSE, GLOVES, SCARFS, PURSES, LINEN HANDKERCHIEFS

—You will find in our new stock something that every mother or daughter will appreciate.

MAY SALE ON DRESSES

—Our May Sale on Ladies' and Children's Dresses, in Voiles, Linens and Broadcloths at \$1.00

Reduction On Every Dress in the House.

—Our \$10.00 Dresses Are Marvelous Values.

**FASHION DRESS
SHOPPE**

THURSDAY ONLY, See Leg Tracy and Lupe Valez in
"HALF NAKED TRUTH"

Sponsored by

IKE'S CAFE

You will enjoy this show the same as you do all the meals you
EAT WITH IKE.

We Never Close!

"ALWAYS A GOOD PICTURE, MOST TIMES GREAT"

PROSPERITY MAY

All This Month Your Dollars Will Buy THREE Times More Than Ever Before. SPECIAL BARGAINS On All Nationally Advertised Items.

50c Chamberlin Hand Lotion	39c	60c Listerine	39c
25c Johnson's Baby Powder	19c	\$1.00 Wine of Cardui	79c
25c Bayer's Aspirin, 12's	15c	50c Peppodent Tooth Paste	39c
40c Bayer's Aspirin, 24's	29c	\$1.20 Syrup Peppin	89c
39c Pond's Cold Cream	29c	30c Sal Hepatica	24c
\$1.00 Listerine	79c	60c Sal Hepatica	47c

Over 75 Other Popular Items at Special Prices—On Display. Shop Here and Save Both Time and Money.

CLOSE DRUG STORE

Sponsoring Friday Night Only, Jack Oakie In "SAILOR BE GOOD."



Permanent Wave, up from	-----	\$1.50
Finger Wave and Shampoo	-----	35c
Finger Wave	-----	25c

Sponsoring Wednesday night's Show—
John Barrymore in
"TOPAZE"

I have just installed a new permanent waving machine which enables me to do better work. The machine is especially good to re-wave old permanents and is the only machine like it in Hereford.

Do You Want to Look Your Charming Self? Then Consult Me First for Beauty Work. We Use SOFT WATER for Shampoos.

STAR BEAUTY SHOPPE

Phone 26

Star Theatre Building

"ALWAYS A GOOD PICTURE, MOST TIMES GREAT"

TEXAS MARKET AND GROCERY

Sponsoring Edna May Oliver In "PENQUIN POOL MURDER."

BROOM good one	19c
LUNA SOAP, 10 bars	21c
OATS, Crystal Wedding	18c
PEANUT BUTTER, quart	20c
COCONUT, bulk, long thread, lb	17c
HARDWATER SOAP, Kirk's	5c
SALMON, No. 1 tail, pink	10c
PINEAPPLE, broken slices, No. 2 1/2	15c
PORK & BEANS, Tall Boy	10c
PRUNES, gallon	27c
POTTED HAM, 2 for	5c
CATSUP, large bottle	10c

MEATS

HAMBURGER, nice and fresh, lb	5c
SAUSAGE, pure pork, lb	5c
CHILI, fresh, home-made, lb	12 1/2c
BOLOGNA, Minceed Ham, Franks, lb	12 1/2c
CORN FED BABY BEEF, lb	15c
(Round, Loin or T-Bone)	

WATCH OUR WINDOWS FOR OTHER SPECIALS.

TEXAS MARKET AND GROCERY

PHONE 353.

FREE DELIVERY



Greasing

—Is a SPECIAL JOB with us. With every greasing job goes a written guarantee, so you are at liberty to bring the car back if you are not satisfied.

Every Part Greased According to Our PHILLIPS CHEK CHART.

Sponsoring Saturday Night's Show, BILL BOYD In "MEN OF AMERICA."

Phillips Service Station No. 1

East of Court House

:: L. A. Phillips, Manager.

Road Tire Service

Phone 69

**Starting Sunday 'King Kong' For 3 Days
May 14-15-16**

THE GREATEST THRILLER OF THE YEAR

SEE THE SIXTY-FOOT GIANT GORILLA

International Sunday School

Lesson

May 7

JESUS FACES THE CROSS

Mark 10:32-45

32. And they were on the way, going up to Jerusalem; and Jesus was going before them; and they were amazed; and they that followed were afraid. And he took again the twelve, and began to tell them the things that were to happen unto him.

33. Saying, Behold, we go up to Jerusalem; and the Son of man shall be delivered unto the chief priests and the scribes; and they shall condemn him to death, and shall deliver him unto the Gentiles.

34. And they shall mock him, and shall spit upon him, and shall scourge him, and shall kill him; and after three days he shall rise again.

35. And there come near unto him James and John, the sons of Zebedee, saying unto him, Teacher, we would that thou shouldst do for us whatsoever we shall ask of thee.

36. And he said unto them, What would ye that I should do for you?

37. And they said unto him, Grant unto us that we may sit, one on thy right hand, and one on thy left hand, in thy glory.

38. But Jesus said unto them, Ye know not what ye ask. Are ye able to drink the cup that I drink? or to be baptized with the baptism that I am baptized with?

39. And they said unto him, We are able. And Jesus said unto them, The cup that I drink ye shall drink; and with the baptism that I am baptized withal shall ye be baptized:

40. But to sit on my right hand or on my left hand is not mine to give; but it is for them for whom it hath been prepared.

41. And when the ten heard it, they began to be moved with indignation concerning James and John.

42. And Jesus called them to him and saith unto them, Ye know that they who are accounted to rule over the Gentiles lord it over them; and their great ones exercise authority over them.

43. But it is not so among you; but whosoever would become great among you, shall be your minister.

GIRLS! DON'T BE SKINNY! MEN ADMIRE CURVES

I WAS FLAT CHESTED, RUN DOWN AND SUNNY UNTIL I TOOK VINOL IRON TONIC. THEN MY FIGURE BEGAN TO FILL OUT AND I GOT MORE CURVES TO MY BODY. HAVE NO TROUBLE GETTING BOY FRIENDS FOR DANCES AND PARTIES NOW. GET VINOL AT YOUR DRUGGIST. IT TASTES GOOD.

Get Your VINOL Today at City Drug Store

If your purse is lean (and whose purse isn't?) we have Front-Page News for You!



It's news when anyone can give more safety, more style, more mileage in a tire than was ever given before at a lower price! That's exactly what Goodyear has done in the new 1933 Pathfinder—a tire that's certainly built and priced in tune with the times. It will pay you to look it over, because you'll see for yourself that it has more actual quality than many top priced tires of other makes—and it certainly gives more for your money than any tire selling for less.

The New 1933 Goodyear Pathfinder \$4.50 and up

- 1 20% longer average tread wear
- 2 20% thicker tread
- 3 20% higher non-skid blocks
- 4 Full Center Traction
- 5 More shoulder
- 6 Hand-curved sidewalls
- 7 Full coverage in all circumstances
- 8 The most non-sliping tire at its price

Goodyear Pathfinders

4.40-21	\$4.65
4.50-21	\$5.25
4.75-19	\$5.65
5.00-19	\$6.10
5.00-20	\$6.30
5.25-18	\$6.85
5.25-21	\$7.45
5.50-19	\$7.90

GOOD YEAR IRELAND-BEAVERS MOTOR CO.

Jesus—40/ them—cryptic word, "shall rise again," recorded at the close of the preceding paragraph (verse 34). "Ambition for heavenly greatness is a virtue; for any other, a sin." (Crannell).
Reasons for the Ambition of James and John.

There were reasons why James and John thought they should be given the places of highest honor. If, as is probable, Salome was Mary's sister, they were closely related to Jesus; they were of the family of his favorites; they were among the very first to be called. Were they afraid that Peter would get ahead of them? Naturally, one of the two honor-seats would go to him. They picture a central throne with six seats on either side. Matthew makes their mother do the interceding, or second it. Doubtless they thought her word would weigh with Jesus; and, motherlike, she would be ambitious for them.

Golden Text: And it came to pass, when the days were well-nigh come that he should be received up, he steadfastly set his face to go to Jerusalem.—Luke 9:51.

Time: March, A. D. 30, in the last month of Christ's earthly life. Place: Perea, the region on the east of the Jordan. Jericho, on the way to Jerusalem.

Introduction. Whoso finds his greatness in service will make the larger contribution to the common good the greater he becomes; forgetting himself, he will find a realm in which, to his surprise, he will be remembered; losing his life, he will find it. Here is a new attitude, a new form of self-expression, which itself is greatness.—Andrew Sledz, "St. Mark's Life of Jesus."

Jesus Foretells His Death. "Behold, we go up to Jerusalem; and the Son of man." Christ's favorite designation of himself, signifying the divine assumption of complete humanity. It is used here with a special fitness, because it was as Representative Man that Christ died on the cross, making an atonement for the sins of mankind. "Shall be delivered unto the chief priests and the scribes." The members of the Sanhedrin, the chief Jewish court—seventy eminent leaders selected from the chief priests (former high priests) scribes (men learned in the sacred law), the elders (heads of the great Jewish clans). The high priest was the 11st member, and president. "And they shall condemn him to death, and shall deliver him unto the Gentiles." The Roman rulers of Palestine; for, though the Sanhedrin could condemn to death, the Romans kept the actual execution of the condemned within their own power.

The Disciples' Worldly Ambition. It is one of the sorriest experiences of Jesus' career that just now, when the shadow of the cross began to fall across his path, he had to see them disputing about honors and rewards. When he had expressed regret over the young ruler's unwillingness to give up his riches for the kingdom's sake, Peter had boastfully answered: "We have left all and followed thee; what shall we have?" (Matt. 19:27). Jesus answered them that their reward was to be a magnificent one (Mark 10:29-30), but how little they understood the nature of the coin in which it should be paid!

And now James and John come, with their mother, begging the honor seats by Jesus' throne. One may suppose that the disciples ignored the seriousness of the impending crisis and the dangers of it; but they looked for speedy victory; especially in the face of Jesus' "cup" and "baptism." There is a double meaning to Jesus' prophecy that they are to share in his cup and baptism. Beyond and besides all that that double figure implies there would be participation in his glory; and so their proud ambition would be realized in a very real sense. To die with Christ always means new life with him; to share his cup, to share his joy; his cross, his glory (Romans 8:17). The meaning of verse 40 is: fitness, not personal influence, decides such matters as this. The honors of the kingdom have been "prepared" for the disciples who shall show themselves most like the Master, and most faithful to him.

Jesus' Special Mission—to Save Others. "For the Son of man came not to be ministered unto, but to minister." This is one of the greatest verses in the Bible, embodying the very heart of Christianity. "Christ's service was to be utterly unselfish. He would go the whole length with it. He saw that we should demand from him all that he had; saw that we should use up his very life; that our needs and necessities would press upon him so sorely, so urgently, that he would spend himself, and be spent, in this hard service." A hero of Christian service, "was one of our American physicians who died a few years ago. When he was buried, the hearse that carried him was attended by sixty pall-bearers, each of whom owed his life to the dead physician. Behind the hearse walked 800, nearly all of whom owed their ability to be in the line to the dead man. Dr. Aronson inherited a small fortune, and accepted it and his gifts as a call to service. He fitted himself in the best schools at home and abroad for his chosen work, as with Hercules of old he had asked, "Why strength more than any other man if not to serve?" When through with his preparation he gave himself to East Side, and opened a small private hospital for consumptives. Giving himself up to his labor of love there, amid God's power, he consumed his life."—Rev. J. Frank Smith, D. D.

THE CHOICE OF MASTERS

By T. F. BOHANNAN

There is no way by which one may be absolutely free. If he is not the servant of one thing, then he is of another. The Lord said, "Choose ye this day whom ye will serve" (Josh. 24:15).

Then due to the fact that Jesus also said, "Man can not serve two masters; for either he will hate the one, and love the other, or else he will hold to the one and despise the other; ye cannot serve God and mammon." (the devil), Matt. 6:25. Which one are you serving? Paul says, Know ye not that to whom ye yield yourselves servants to obey, his servants ye are to whom obey. Whether ye sin unto death, or by obedience unto righteousness. (Rom. 6:16.) Every man is, by his own choice, the servant of the master he serves. Moses said to the Israelites, Because thou servedst not the Lord thy God with joyfulness and with gladness of heart, for the abundance of all things, therefore shalt thou serve thine enemies which the Lord shall send against thee, in hunger and in thirst and in nakedness and in want of all things, and he shall put a yoke of iron; until he has destroyed thee." (Deut. 28:47-48). In the history of Israel we see

THE CHURCH WORLD

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Church school at 9:45. Morning worship and communion at 11:00. Evening service at 8:15. The subject of the sermon for the morning hour will be, "Pentecost: Some Lessons It Teaches." The subject of the sermon for the evening will be "Preaching Christ to the Scientific Mind." A cordial welcome to all.

First Presbyterian Church

REV. E. P. GIESER, Pastor.

Sunday school, 9:45 a. m. Sermon at 11:00 a. m. Young people's C. E., 7:00. Religious play, "The Terrible Meek," by Amarillo and Tulla young folks, at 8:00 p. m. Mid-week Thursday services at 8:00 o'clock.

First Baptist Church

REV. V. M. CLOYD, Pastor.

Sunday school at 9:45 a. m. Sermon at 11:00 a. m. B. T. S. at 7:30 p. m. Evening sermon at 8:00 o'clock. Teachers meeting, Wednesday at 7:30 p. m. Prayer meeting Wednesday evening at 8:15 o'clock.

Illustrated what befalls every man. Those who boast of freedom by living in sin are in the most abject slavery. God's invisible hand was Israel's only protection from their enemies and on account of their sins they were made to serve Assyria, Babylon and Rome.

When they forgot God they became a prey to their enemies, and God is our only defense against sin and the devil. We have the choice between a service of honor to God or a service of degradation to sin. To serve sin is a crime against the dignity of man—he was made for a much higher purpose. He is capable of a much higher place in life.

Service to God feels the spirit, while service to sin starves it. The soul of man can get what it needs only in God. The soul gets only prison fare in the service of sin.

"Wherefore do ye spend money for that which is not bread, and ye labor for that which satisfieth not? Harken diligently unto me and eat which is good and let your soul delight itself in fatness."—Isa. 55:3. While Christ is our Master in him we have the only freedom that is available to man on earth. "If the son therefore shall make you free, ye shall be free indeed."—John 8:36. Where-with Christ hath made us free and be not entangled again with the yoke of bondage.—Gal. 5:1.

Christ's yoke is easy, and his burden is light. The yoke and the burden of sin are heavy. In the yoke of sin man bears the burden divine yoke Christ bears the burden, and what is the reward of servitude? Sin promises only one thing and that is death, but serving Christ brings one to Glory, honor, immortality and the Eternal Life.

St. Anthony's Church

Sunday, May 7: Mass at 8:00 a. m. Week-day masses at 8:00 a. m. May devotions each evening at 8:00 o'clock.

This being the first Sunday of the month, the usual 10:00 o'clock mass is said at Bovina. There is a possibility, however, that another priest may say the mass at Bovina this week, and if so the usual ten o'clock mass will be sung here.

Tomorrow, May 5, is the first Friday of the month. As during the past few months, the Holy Hour before the Most Blessed Sacrament Exposed, will be held from three to four in the afternoon, and it will be closed with benediction.

This holy hour will be specially offered to Divine Providence for a much-needed rain in the Panhandle, particularly in this immediate locality. A goodly representation of the congregation should be present. As this is a special hour offered to our Divine Saviour each month by way of honor and veneration, as well as in reparation for human defects, those not members of the parish may be desirous of coming. A hearty welcome is extended. A more pleasing way of paying our respects to our Creator could hardly be conceived. The program includes prayer and congregational singing.

First Methodist Church

REV. E. E. ROBINSON, Pastor.

Sunday school at 9:45 a. m. Preaching at 11:00 a. m. and 8:00 p. m., special music at both preaching hours.

Young people meet at 7:00 p. m. "I was glad when they said, Let us go into the house of the Lord." Let us worship our God and neglect not his teaching. "Come, let us reason together."

Assembly of God Church

Wm. A. COXE, Sr., Pastor.

Sunday school at 9:45, Jack Hager, superintendent. Morning worship at 11:00. Prayer services at 3:00 p. m. Christ Ambassador services at 7:00 p. m.

MEN'S BIBLE CLASS

The Men's Bible Class meets each Sunday in the I. O. O. F. hall at 9:30, and it is requested that all members and those who desire to become members be there.

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on time each Sunday. Only the Bible is used as a text book, and the lesson next Sunday will be taken from the eighth chapter of John. A cordial invitation is extended to all persons not regular attendants with other classes to become one of our number. If you love the Bible and its teaching you will be pleased. Visitors always welcome. No collections.

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LOCALS

Mr. and Mrs. R. J. Folkes and son, Charles Glenn, of Amarillo spent Sunday with Mr. and Mrs. John R. Allen.

A. B. Hamlin and family of Clinton, Oklahoma, have been visiting his sister, Mrs. O. L. McKee, and family the past week.

Miss Lillie Hostetter, county librarian, returned Sunday from Wichita Falls, where she attended the biennial state convention of librarians.

Mrs. B. R. Anderson of Borger arrived Saturday to visit her parents, Mr. and Mrs. W. A. Ricketts.

Mrs. John R. Allen and Mrs. Edna Rutherford spent the week end in Amarillo with Mrs. Allen's mother and sister.

Mr. and Mrs. L. A. Ricketts and son, L. A., of Dimmitt spent Sunday with their daughter, Mrs. Louise LeGrand.

Mr. and Mrs. C. D. Shaw, Mr. and Mrs. Dudley and Chas. Galbreath of Lubbock spent Sunday visiting Otho Beene, who is seriously ill in the Hereford Hospital and Mr. and Mrs. Charles Whitehead.

Prentiss Rosson and Bob Wilson were in Amarillo transacting business Tuesday.

We grind all kinds of grain. West Texas Feed & Seed Co. 17

Ivin S. Hamilton and daughter, Miss Vera, of Lubbock, were here Monday and Tuesday visiting with relatives and friends.

J. W. Berry, Pete Hicks and Marion Powers of Jumbo were here Monday transacting business.

Mr. and Mrs. W. S. Smart have had as guests the past week Mr. Smart's father, W. A. Smart; his two sisters, Mmes. Scott Richardson and Henry Norman, of Wollers, Oklahoma, and his niece, Mrs. Effie Richardson, of Lawton, Oklahoma. These relatives were called here by the serious illness of Mr. Smart. Reports this week are that he is improving.

Mrs. Elizabeth Bunch and Mrs. Johnnie House of Fort Worth, who were in Hereford for the Rebekah lodge meeting Tuesday night were guests in the home of Mr. and Mrs. E. B. Fridley.

Mr. and Mrs. W. A. Burrows of Amarillo visited in the home of Mrs. Burrows parents, Mr. and Mrs. R. F. Barnes, the first of last week.

Mr. and Mrs. E. L. Keith and little sons, Wayne and Gene, of Borger visited Mrs. Keith's parents, Mr. and Mrs. R. F. Barnes, Sunday.

Rev. Noel Fincher of Chillicothe, was in Hereford last week to visit his brother, M. D. Fincher, who is suffering from a car accident of several weeks ago.

Urin Strey left Thursday morning for Amarillo to attend a Kelvinator school held there one day. He will receive instructions in all the mechanical working parts of the new Kelvinator and on sales.

Mrs. C. C. Acker and little daughter, Mary Ann, left Thursday morning for Mangum, Oklahoma, where they will visit friends, and attend an alumni banquet.

Mr. and Mrs. Glenn Weir and Miss Virginia Lillard were in Friona Monday night visiting friends.

Mr. and Mrs. I. O. Crosthwait and family and Mrs. Jennie Bourn spent Sunday in Plainview with the daughter of Mr. and Mrs. Crosthwait, Mrs. Frank Daniels.

Marlin Gilliland returned this week from Kansas City where he has been for several weeks.

Mrs. Ivor McClendon of Claude is here visiting her parents, Mr. and Mrs. George H. Gulna, and her sister, Mrs. Lee Chamness and family.

Mr. and Mrs. R. J. Folkes and son, Glenn, of Amarillo spent Sunday with friends in Hereford, Mr. and Mrs. John R. Allen.

J. B. Kerby and Lloyd Doughty, who have extensive property interests in Hereford, were here from their home in Weatherford this week looking after business matters.

H. D. Wedel is in Kansas City and Mexico, Missouri, this week on a business trip.

Mmes. Ralph Smith, Bill Smith, Dick Dixon and Glenn Weir attended the American Legion Auxiliary meeting in Amarillo Tuesday afternoon.

If the seed needs cleaning we can do it. West Texas Feed and Seed Company. 17

Mr. and Mrs. Homer Newton and Mr. and Mrs. L. V. Hicks of Dimmitt visited here Sunday afternoon.

Mr. and Mrs. Ed West, Miss Mamie Cox and Herman Troutman of Dimmitt were Hereford visitors Sunday afternoon.

Mr. and Mrs. J. M. McEntire and son, Ray, of Dimmitt spent Sunday with Mr. and Mrs. Hubert McEntire.

Miss Myrtice Williams of Plainview arrived this week to make her home with her mother, Mrs. Vera Williams, for the summer.

Mrs. C. W. Murray arrived last Thursday night from El Paso where she spent the past winter with her sister.

Mrs. Sank Ramey spent Tuesday in Plainview with her sister and friends.

Mr. and Mrs. Jno. Flannigan and son, Bob, and Winfred Fuller of Dimmitt were in Hereford Sunday afternoon.

Mr. and Mrs. V. Stambaugh of Bellview, New Mexico, were in Hereford visiting friends Sunday.

Miss Frances Landrum was in Amarillo Monday.

George McMahon of Clovis was here Tuesday on a business trip.

Herman Luken made a business trip to Amarillo Tuesday.

Buk garden seed. West Texas Feed and Seed Company. 17

Dr. and Mrs. W. E. Kilgus-Smith of Amarillo motored to Hereford Tuesday night for a social visit with friends. Just as they arrived, a long distance telephone call informed them that their small daughter, Mary, had fallen from a pony and had broken her left arm just below the shoulder, and they hurriedly returned home. The child is in an Amarillo hospital.

St. Anthony's will have two masses Sunday, May 7, at 8:00 and 10:00 a. m. On Mothers' Day, May 14, there will be a May Crowning.

GOLDEN WEDDING

(Continued from Page One)

blushes of 50 years ago crept into Mama Wagner's cheeks as she caught a glimpse of the richly decorated sanctuary, and a tremulous hand sought Papa's arm. The organ strains pealed forth, and together they walked down the aisle into the sanctuary, and paused at the gold-draped, rose-decked prie-dieu. How strange it seemed, yet how familiar! Surely it was not 50 years since Jacob and she had first walked together to the altar to receive God's blessings and the seal of His Sacrament upon their union. The time had gone so quickly.

The celebrant entered, and after a few words of congratulation, began the Litany of the Saints. The congregation joined in the responses, beseeching the saints, the chosen friends of God, to obtain from His Fatherly bounty, choice favors and blessings for the jubilarians. The mass followed and as the beautiful blessings were repeated for them, they both recalled how wondrously those pledges had been fulfilled during the past 50 years. But the crowning joy of all was reached at the communion, when these two hearts, united in the love of the divine heart of Jesus, begged a share in His blessings for all their children, yes, and the wee grandchildren, too. And surely the power of that prayer reached even to far-off Illinois, where Jacob, Jr., unable to be present at Hereford for the happy ceremony, joined them in spirit and devotion.

A Jubilee—a Golden Jubilee—a day of rejoicing. And cause enough was there for joy. May God give our nation—may He give to the world—mothers and fathers such as these, who are themselves a blessing to the land wherein they dwell. Then indeed might we proclaim a nation-wide—a world-wide, Jubilee. For in the joy of such a gift well may we be jubilant—well may we laugh and sing.

Central School Track Meet To Be Held Friday

Youngsters of Central school are keyed up over the outcome of the various events scheduled in declamation and track contests for Friday, May 5. Practically all children in the school will participate.

The program begins at nine o'clock, with the story telling and declamation. Each room will be represented by two contestants. The dashes will be started at 11 o'clock, and at 1:00 p. m. the other events, including relays, jumping, vaulting and other track features, will follow. Participants include:

High First: Phyllis Gene Radovich, Cornelia Hamilton, John Douglas Pitman, Thurmond Williamson, Patty Ball, Vernadrene Wright, Bruce Beene, George Beach.

Low Second: Kathryn Danforth, Betty Jean Stroud, Reese Reeves, Bruce Smith.

High Second: Margaret Ray, Rena Rae Renfro, John Estes, Larry Trimble, Lois Agnes Glibbreath, Ruth Temple Hastings, Teddy Bill Majors, Harold Close.

Low Third: Obed Carraway, Bennie Wombie, Geneva Henry, Peggy Reed.

High Third: June Dameron, Billie Louise Davis, Elmer Mathias, Harold Boyd.

Low Fourth: Alvin Hacker, Glen Hypock, Motire Clayton, Doris Painter.

High Fourth: Dorothy Nelle Trimble, Vivian Olson, Buddy Cawthon, Delphus Fellars.

Low Fifth: Annie Jo Owens, Bobbie Turner, George McLean, Clifford Estes.

High Fifth: Betty Jo Cockrell, Joy Wagley, Floyd Ross and Merlin Conklin.

High School Class Visit Amarillo Plants

A party consisting of four teachers and 16 pupils from the high school visited in Amarillo last Saturday on a sight-seeing trip to industrial plants. Prof. G. M. Hudson and wife, and three of the high school teachers, Misses Neville Wrenn, Irene Crawford and Bess Westbrook, accompanied the following pupils:

Wilma Jo Jones, Ruth Marie Mounts, Irene Buckner, Myrtle McGowan, Billie Ross Phillips, Rex Tynes, Jr., Jim Alfred, Homer Henslee, Margaret Paetzold, Florence Boardman, Patricia Wederbrook, Berry Orr Jacobsen, Robert Holland and Reavis Kerr. The party visited and were shown through the United States helium plant, the Great West Mill and Elevator plant, Southwestern Service Company, Potter county court house and the Amarillo News-Globe plant.

The high school pupils making the trip were members of the physics class, instructed by Mr. Hudson.

Panhandle Press to Talk Over Problems May 5-6

Newspaper men and women of the Panhandle will probe into present day newspaper problems at Amarillo when the 20th annual convention of the Panhandle Press Association is held there May 5 and 6. Topics to be discussed this year are more timely than they have ever been.

While many frills and furbelows of former conventions have been omitted, ample amusement has been provided. Among the entertainment features are the annual banquet tendered by Col. Ernest O. Thompson, a banquet and dance at the newly erected Amarillo Country Club, an old-time western barbecue by the Globe-News Publishing Company and an inspection of the new Panhandle-Plains Historical Society Museum at Canyon.

Members have been urged to arrive Thursday evening, May 4, in time to witness a special presentation of "The Front Page," famous newspaper play enacted by a cast composed entirely of Amarillo News and Globe staff members.

Sam P. Harben, secretary of the Texas Press Association, will attend the meeting. Lowery Martin, publisher of the Corsicana Daily Sun and president of the state organization, is also expected to be present. Others prominent in newspaper circles who will be in attendance are Ralph Shuffler of Odessa, president of the West Texas Press Association; Ed L. Manson of Clovis, president of the New Mexico Press Association, and J. J. Taylor, "State Press" of the Dallas Morning News.

Officers of the Panhandle Press Association are Van W. Stewart, Perryton, president; T. E. Johnson, Amarillo, vice president; Lyman E. Robbins, Amarillo, secretary; J. M. Noble, Canadian, director, and John L. McCarty, Dalhart, director.

Mrs. Seth B. Holman of The Brand plans to attend the sessions held Friday.

"Spooks" Passes to Reward; Children Sad

Spooks has gone away! A casual statement when heard by the average adult—but the passing of Spooks brought real tragedy into the lives of two innocent little girls to whom death means little, but the loss of their pup means at least temporary unhappiness.

Spooks, it should be explained was the pet and constant companion of Betty and Eddie Joe Connell. Monday Spooks got in the way of Daddy's car, a wheel passed over her head. Betty and Eddie Joe were in the car, and saw the dog try valiantly to climb in with them, only to fall back with that pleading, loving look in her eyes. She fell back, too weak to reach her little mistress, and they are wondering and grieving about that mysterious thing called Death, which stepped in and claimed their pet. They have others—many others—but they are not Spooks—there will never be another Spooks.

Hereford Represented In Interscholastic Meet

Hereford high school was well represented in the District Athletic League meet held in Canyon April 21 and 22. There were entries from cities and towns all over the Panhandle, and much interest was shown in the various activities.

Among the contestants from Hereford were Ora West, who entered declamation; Patricia Wederbrook, who entered extemporaneous speaking and won the honor of participating in the finals; Paul Conaway, who entered boys' extemporaneous speaking; Bill Phillips, who won third place in his group of boys' declamation contest.

The boys' debate team, Loys Carmichael and Sherman Morgan, did remarkably well and received high mention. However, they were defeated by Amarillo. The girls' debate team, Myrtle McGowan and Wilma Jo Jones, won two debates but were defeated in the semi-finals.

Miss Irene Crawford, who coached these students, felt as if much beneficial experience was derived by those taking part.

Throughout the school year there have been several debates and extemporaneous speaking with the neighboring towns. Among them were Amarillo, Friona and Canyon. The students wish to express their appreciation to the men of Hereford who so kindly consented to judge or furnish transportation on these different occasions, and to thank Miss Crawford who has worked diligently and faithfully with the students participating in these events.

W. A. Ricketts, pioneer citizen of Hereford, has been seriously ill for the past week with erysipelas. He is reported some better today. His many friends are wishing him a quick recovery.

STORK SPECIALS

Born to Mr. and Mrs.—
Geo. Rogers, March 7, girl.
J. E. Ford, April 7, boy.
C. P. Broff, April 7, girl.
L. B. Lookingbill, April 9, boy.
H. J. Lack, April 11, boy.
H. Frazier, April 12, boy.
W. B. Griffin, April 15, girl.
Jim Ricketts, April 16, boy.
W. H. Knox, April 16, girl.
H. E. Hawkins, April 27, boy.

Ray Barber and Family Home from Long Trip

Col. and Mrs. Ray Barber and little daughter, Margaret, returned last week from a month's travel through South Texas where he held auction sales of 4-H Club livestock at San Saba, San Antonio, Llano, Cherokee and Hondo, dropping over into Roswell to auction in the Eastern New Mexico Hereford Association annual sale.

Mr. Barber said they went as far south as Texas does, and he waded out into the Gulf where the Rio Grande flows into it. The county known as the Rio Grande Valley, he says, is very beautiful now and looks like Paradise with its lovely homes and intensively cultivated tracts, but closer contact with the people reveals the depression has hit terribly hard down there.

Many former residents of Hereford live in South Texas, and the Barbers brought back with them pleasant greetings to home folks here, interspersed with reminiscences and family incidents to make an abundance of interesting stories.

Rev. William A. Cox of Hereford was in Amarillo this week attending the Shield of Faith Bible and Literary School.

Assembly of God Revival Continues

Revival services at the Assembly of God church are progressing, according to Rev. William A. Cox, minister, with a number of conversions and an increase in attendance.

Rev. Cox is being assisted by Evangelist Rev. Gordon Lindsey of Portland, Oregon, and Ivie Parker, singer, of Taft, California, also William Cox, Jr., with instrumental music. Services are held in the church edifice each evening at 8:00 o'clock, except Monday evening, and at 11:00 o'clock each Sunday morning.

Prayer services are held each Sunday afternoon at 3:00. Sunday school Sunday morning at 9:45, and Christ Ambassador services at 7:00 p. m.

A cordial invitation is extended to all to attend each and all of these services.

Football Today

The football game, scheduled to have been played Wednesday afternoon between the Seniors and Ineligibles vs. next year's squad, was postponed, and will be played this Thursday afternoon at Whiteface Field.

Mrs. Jennie Bourn of Mineral Wells is visiting with her brother, J. O. Crosthwait and family.

Glee Club to Give Free Concert Friday Night

Announcement is made that the high school glee club will give a free concert in the school auditorium on Friday night, May 5.

This is the annual spring concert, and this year will be given in observance of National Music Week.

The glee club is composed of 25 members, all of whom have had intensive training over a period of time, and are fully competent to entertain any audience. Lovers of good vocal music are urged not to miss this opportunity of hearing grouped voices in chorus, solos, duets, and special numbers.

Rev. J. Hoytt Boles and Jack Cantrell of Tulsa were here Wednesday visiting Rev. E. P. Giese and arranging stage settings in the Presbyterian church for the play, "The Terrible Meek," to be staged there next Sunday night. Rev. Boles is a student of religious drama, and promises Hereford folks a good, clean show.

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SUGAR	16 lbs pure granulated, in cloth bag	49c
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PEAS No. 2 can	10c	PEACHES 16-Pound Size	35c
CHERRIES No. 2, two for	27c	BLACKBERRIES 16-Pound Size	36c
CATSUP Van Camp's, large bottle	12 1/2c	PRUNES 16-Pound Size	29c



California, navel, dozen

12 1/2c



Fine, crisp heads, each

6c



300 Size Dozen

19c

COFFEE, Folger's 2-pound can 59c, 1-pound can	31c	TOILET SOAP Lux, two bars	13c
VANILLA WAFERS Tulip Brand, large box	18c	SALAD DRESSING Quart jar	25c
BAKING POWDER 50c Size, K. C.	34c	CHIPSO Large package	19c

Compound

Swift's Jewel or Mrs. Tuckers, 8-lb Carton

49c

POST BRAN Large size, 3 for	25c	SPINACH No. 2 can	9c
RAISINS Four-pound package	25c	LYE Hooker, 3 cans	25c
SPUDS No. 1, Utah, 10 pounds	12 1/2c	TOILET TISSUE Fort Howard, 3 for	23c
TOMATO JUICE Monarch, 3 for	25c	GRAPE JUICE Quart bottle, 33c, pint bottle	16c

STRAWBERRIES

Fine and Fresh, box

10c

BLUEING Medium bottle	5c	LIFE BUOY Shaving Cream, 35c size	29c
BROOM Five-tile	19c	CAKE FLOUR Gold Medal (1.5 lb Hershey's Baking Chocolate FREE)	24c
SORGHUM Pure Country	47c	Thompson's Malted Milk Gilbel's Chinese Puzzle free, \$1 value	43c
BLACK-EYED PEAS Fresh, pound	10c		

CELERY

California Venice, nice bunch

12c

MEATS

HAMBURGER, nice and fresh, lb 5c
SAUSAGE, pure pork, lb 5c
CHILI, fresh, home-made, lb 12c
Bologna, Mixed Ham, Frank's, lb 12c
CORN FED BABY BEEF, lb 15c
(Round, Loin or T-Bone)

FOR JOB WORK, TRY THE SEAM