

# The Hereford Brand

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Our Slogan—"More People—More Farms"

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THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JULY 29, 1937.

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## CELEBRATION THIS WEEK FEATURES BARBECUE, RODEO AND PARADE

### Harvest Over 2,000,000 Bushels In This Territory Stage Is Set For Crowd Of 5000 Visitors

#### AROUND TOWN

Sights and Faces Seen

Glenn Boardman this week showed some exceptionally fine Irish potatoes which the Boardmans raised on their irrigated land south of town. From three acres they expect from 400 to 500 sacks of potatoes, which they are selling at \$2.00 a sack.

Robert Petersen has become a rabid auto autograph hound. His collection now includes autographs from Jim Farley, Postmaster General, and Tex Thornton, explosives expert, who shoots oil wells with nitro-glycerine.

Sign on safe at Fraser Grain Company: "This safe is not locked, and there isn't any money in it."

A stranger declared Wednesday that the telephone bell in the E. B. Black Company sounds like a fire alarm.

Lawrence Wombie, Ab Posey and Abe Martin have been busy this week planning fishing trips to Creede, Colorado. They expect to get away in the next few days.

Frank Gyles and Chas. Bennett enjoyed collecting funds for the barbecue here Friday, and both declare they want to be on committees of this type as often as possible.

Riding in an automobile is one thing, and riding in a Chicago taxicab is another, according to John McLean, who still can't understand how he got safely to the convention hotel.

#### Revival Meeting Holds Interest Here This Week

With Rev. E. L. Sheets, Nebraska evangelist in charge, the Old Camp Meeting Revival this week continued to attract wide interest and good attendance; with his powerful sermons according to Rev. W. A. McCann, pastor of the Assembly of God Church here.

Meetings are held each night at 8:15 o'clock. Rev. McCann said, and the public is invited to attend. Meetings are also being held at 10 o'clock each morning. "Rev. Sheets is a forceful and interesting speaker, and is bringing us many worthwhile messages," Rev. McCann stated. "We are glad to have secured the services of such an outstanding speaker and we want you to hear him during the revival meeting. Special music is also being featured at the meeting, which opened here July 18, and will continue through August 22."

Rev. Sheets' subject for Friday night has been announced as "Women's Curiosity Satisfied." The morning services are based upon studies centering around the theme "Gifts of the Spirit."

Regular Sunday morning services will be held at 11 o'clock in the Assembly of God church, one block north of the high school, and Rev. Sheets will be in charge. Sunday evening services will be held on the revival lots just south of the Baptist church.

#### Auction Sale To Open Tuesday

Dr. D. L. Haney of Mangum, Okla., announced that public auction sales will be started again in the sales pavilion here Tuesday, August 3. The weekly sales were discontinued during the harvest season, and Mr. Barber said that a large amount of livestock was expected to be included in the opening sale Tuesday.

#### Hereford Has 972,500 Total From Harvest

##### BRAND SURVEY DISCLOSES 430,000 BUSHELS NOW IN STORAGE

An unofficial survey compiled by the Hereford Brand Wednesday indicated that over 2,000,000 bushels of wheat have already been harvested in this immediate territory. Most of the wheat included in the survey was believed to have been produced in this county.

##### Ship 1,591,500 Bushels.

The total gained through the survey was 2,037,500 bushels, and of this amount 1,591,500 bushels had already been shipped, while 430,000 bushels is held in elevators in this section. The survey included Hereford, Dawn, Black, Summerfield, Vega, and Adrian. Figures were not available, however, on Gulky Switch.

Hereford led the harvest parade with an estimated 495 cars, which figure at 1,500 bushels to the car, gives a total of 742,500 bushels already shipped from this town. A check found all five elevators carrying capacity storage, which totaled 230,000 bushels. When the car total is added to the stored wheat, a grand total of 972,500 bushels is seen as already harvested here. In addition to this figure there is also considerable wheat which has been stored by farmers in their own grain bins, plus additional wheat to be harvested. Wheat is still coming in to elevators here.

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#### Thieves Return Car And Refill Gasoline Tank

"At least they were accommodating," remarked C. A. Skelton in regard to thieves who Saturday night took his new Packard coupe from in front of his home in Hereford. The remark was occasioned by the fact that the automobile was returned Sunday with more than a half tank of gas.

The car was found by Paul Foster, Jr., Sunday night where it had been abandoned in the State Park picnic grounds. It was taken Saturday night by thieves, who pushed it up the road and then started the motor. Mr. Skelton believes.

The automobile, which is almost new, was covered with mud and 471 miles were registered on the speedometer as a result of the theft.

#### Surface Work Started On Road

Previous estimates for completing the surface work on Highway 60 across this county by August 15, were today advanced to the last of August by contractors. Delayed completion was attributed to the scarcity of labor and to difficulty in securing caliche on the east end of the project.

The six-mile strip west of town has already been "shot" with one coat of asphalt but will be temporarily closed for a second coat this week. The strip will then be permanently opened, contractors said.

Part of the strip east of town has also been surfaced with one coat and temporarily opened. While caliche work is being completed on the five miles adjoining the

#### Local Firms To Close Friday Noon

That Hereford business firms will close for the barbecue at 12 o'clock Friday and remain closed through the rodeo until 5 o'clock Friday afternoon, was announced today by H. V. Hennen, Chamber of Commerce secretary.

Mr. Hennen said the announcement followed a directors' meeting Wednesday, and that the cooperation of every business house in town was south in observing the closing hours.

#### Judges Named For Election On August 23

Election judges were this week named by the commissioners court for the 10 voting precincts in Deaf Smith county, and preparations were made for the amendments election August 23. Supplies are already being distributed for the coming election in which voters will ballot on six proposed constitutional amendments.

The following judges were named:

Precinct 1, Hereford east division to vote in county treasurer's office in court house; J. H. Head and Dave Alexander, judges.

Precinct 2, Hereford west division to vote in commissioner's court room in court house; E. S. Ireland and C. H. Dillehay.

Precinct 3, vote in J. A. Roe residence; Grady Wilson and J. A. Roe.

Precinct 4, vote at Sims school; J. M. Chapman and Jack Fortenberry.

Precinct 5, vote in Fairview school; R. L. Campbell and A. R. Norman.

Precinct 6, vote in Ford school; Geo. Benson and Carl Strafus.

Precinct 7, vote in Dawn school; Alfred May and A. T. Frye.

Precinct 8, vote in Messenger school; Charles Brown and J. T. Guinn.

Precinct 9, vote in Bippus school; George Bippus and C. J. Steen.

Precinct 10, vote in Daniel school; Clarence McBroom and Joe Moore.

The polls will open at 8 o'clock Monday, August 23, and will close at 7 o'clock that evening.

Paul Barnett returned from Dallas this week where he transacted business.

#### Light Docket For District Court Term

##### GRAND JURY WILL BE EMPANELLED HERE NEXT MONDAY

Featuring a light docket, district court will open in Hereford Monday, August 2, it was announced today by Leonard Foster, clerk, who said that a total of 78 cases now appear on the docket for the August term.

The grand jury will also go into session with the opening of the August term Monday, Mr. Foster said, and indictments from this source may increase the present docket.

##### 56 Civil Cases.

On the docket at the present time are 56 civil cases, 27 of which are appearance cases; the list also includes 26 additional non-jury cases and three jury cases. On the criminal docket are 22 cases. One charge on drunken driving is scheduled to be tried in the present court term, while seven additional arrests have been made on this charge, according to Sheriff J. O. Newell, and indictments may follow.

"The docket for the August term is about the same as that for the last term," Mr. Foster said, "and both dockets are considerably lighter than average."

##### Tatum On Bench.

Judge Reese Tatum will sit on the bench during the August term and comes here from Dalhart, where he has been holding court. Horace L. Schloss, court reporter.

(Continued on last page)

#### IOOF Officers Installed Here Monday Night

Officers of the Hereford I. O. O. F. Lodge were installed Monday evening at the lodge hall here by F. M. Kester, district deputy grand master. Light refreshments followed the installation service, which was attended by more than 20 members of the local lodge.

Officers installed were Edgar Sowell, noble grand; George W. Brunley, vice grand; H. P. Keenan, warden; P. A. Turnbow, inner guardian; Lee R. Conklin, right supporter to noble grand; Robert G. Blue, left supporter to noble grand; J. H. Wilson, chaplain; T. W. Roberson, right supporter to vice grand; Frank Given, left supporter to vice grand.

Mr. Kester as district deputy serves lodges in Hereford, Vega and Dimmitt.

#### CELEBRATION PROGRAM

HEREFORD, TEXAS  
FRIDAY, JULY 30

Parade ..... 10:30  
Free Barbecue (bring your cups) ..... 12:00  
Baseball Game ..... 1:00  
Rodeo ..... 3:30  
Dance, City Hall ..... 9:30

SATURDAY, JULY 31

Parade ..... 9:30  
Rodeo ..... 2:30  
Aerial Stunts ..... 4:30  
(Featuring Ovid Pinkert)

Dance ..... 9:30  
Hereford business firms will close at noon Friday for the barbecue. American Legion Carnival will operate both days.

#### Stage Is Set For Crowd Of 5000 Visitors

##### LEGIONNAIRES SPONSOR EVENT HERE FRIDAY AND SATURDAY

Two parades, a free barbecue, two big rodeo days, two dances, baseball games, and aerial stunts headline the program of the American Legion Celebration scheduled here for Friday and Saturday, July 30-31.

Opening with a parade at 10:30 o'clock Friday morning, the celebration will recall frontier days in this area as cowboys ride prancing ponies through the streets of Hereford. In addition to the rodeo entries, the Legion has also invited all men and boys in this territory to bring in their horses and to join the parade. Cowboy chaps and 10-gallon hats will punctuate the occasion.

Free Barbecue. The barbecue, another highlight of the celebration, is free to the public and sponsors have made preparations ample to take care of the crowd this year. Those attending the barbecue were urged to bring their own cups, however.

Immediately following the big feed a baseball game will present the famous Northcutt nine vs an all-star Hereford team. The Northcutt team is composed of 11 brothers and is one of the two brother teams in the United States. The Northcutt family resides at Bellview, New Mexico, and has gained national recognition during recent months. On Friday, the rodeo will begin immediately following the baseball game.

Two Big Dances. Saturday morning will feature another parade at 9:30 o'clock. The Saturday rodeo is scheduled to begin at 2:30 o'clock and will be followed by aerial stunts by Ovid Pinkert.

A big dance will be featured each night, and will be held at the City Hall.

As added attractions to the rodeo here Friday and Saturday, efforts are being made to get Red Randolph, Amarillo rodeo clown; and Mrs. Jack Yale also will be one of the featured bronc riders if present plans mature.

With a string of 50 head of the best rodeo stock in the Panhandle ready for action here Friday and Saturday, July 30-31, American Legion officials today said that plans are now complete for the big two

(Continued on last page)

#### Friends Pay Final Tribute Monday to Pioneer Resident

##### DOW MERCER, VETERAN FIRE CHIEF, IS BURIED HERE

Funeral services for Dow Mercer, 55, pioneer Deaf Smith County resident and veteran member of the Hereford Fire Department, were held from the First Baptist church Monday afternoon, July 26, at 4 o'clock, conducted by Rev. W. E. Barnes, pastor.

Mr. Mercer died instantly when a gasoline truck which he was driving overturned 12 miles west of Hereford on a country road. The accident occurred around 6:15 o'clock Friday afternoon.

##### Friends Pay Tribute.

Large crowds thronged the church to pay final tribute to Dow Mercer, their friend and a substantial citizen of this area since childhood. Friends testified their love and appreciation for him with floral wreaths which blanketed the altar of the church. The flowers included wreaths from the Hereford Fire Department and from the City of Hereford in testimony of friendship and in recognition of his outstanding service to the community.

Lorenzo Dow Mercer was born at Alvarado, Johnson County, Texas, October 2, 1881, and came

(Continued on page four)

#### Riglers Attend Funeral For Air Crash Victims

Mrs. W. M. Rigler of this city and Miss Sayde Rigler, instructor in the Hereford schools, left Tuesday for Plainview where they will attend funeral services for Arthur B. Rigler, grandson of Mrs. Rigler, and nephew of Miss Rigler.

Arthur B. Rigler, known as the flying cadet, was killed Monday when a plane from the U. S. Naval air station crashed at an auxiliary landing field during maneuvers at Pensacola, Florida. The ship went into a spin and crashed from a low altitude.

Arthur Rigler, 25-year-old reserve student, was the son of J. E. Rigler, prominent dairy farmer of the Plainview area. He graduated from Plainview high school in 1935 and studied at Texas Tech before going to Pensacola. Funeral services will be held at Plainview Thursday afternoon or Friday.

He is survived by his parents, five brothers and four sisters, in addition to his grandmother and aunt of this city.

#### Cooling System Is Installed By Foster's Cafe

Paul Foster this week announced the installation of a modern air-conditioning machine in his cafe in Hereford. The new machine was installed Friday and has been in operation since.

Other than the Star Theatre, Mr. Foster is one of the first merchants in Hereford to install air-conditioning equipment. The system, on a principal of circulating air, Mr. Foster said, and is one of the most modern on the market today. In addition to cooling the building to a comfortable temperature, it also brings a continuous stream of fresh, washed air into the building.

The machinery was shipped here from California and purchased after the inspection of several differ-

(Continued on page four)

#### Roy Hastings Sustains Burns

Roy Hastings is this week recovering from severe burns on his face and body which resulted when he removed the radiator cap from a tractor which he was driving on the J. G. Evans farm, eight miles southwest of Hereford.

The accident occurred Monday afternoon and although painful, the burns were not considered as serious. He is the son of Mr. and Mrs. Henry Hastings.

(Continued on page four)

#### Robinson, Injured In Wreck, Says He Feared Blow From Hitch-Hiker

Richard Robinson, 16, was this week reported to be recovering from injuries sustained when the automobile which he was driving overturned on the W. I. Scheelhaugen place, Friday night around 9:00 o'clock.

The accident was attributed by Robinson to the fact that he had picked up a hitchhiker, who he feared was about to strike him. "The man kept running his hand nervously along the back of the seat," Robinson said. "We came to the turn—and that is all I remember."

A passing truck reported the accident in Hereford; Edwin Sev-

#### Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	93	63	0.00
Friday	97	64	0.00
Saturday	94	66	0.00
Sunday	98	74	0.00
Monday	91	60	0.00
Tuesday	100	64	0.00
Wednesday	98	66	0.00
Thursday	??	66	0.00

(Continued on last page)



### Zenith Shows Dual Power Radio Sets

George McConnell this week announced the arrival of \$2,500 worth of 1938 Zenith radios, which are now on display in his electric shop in Hereford.

"We are exceptionally glad to announce the new convertible set," Mr. McConnell said. "This set is built to convert from six-volt storage battery power to 110 A. C. high line with the flick of a finger—and we believe is the answer for those who expect to

use power from rural electrification lines, but who still want the best in radio performance until the lines have been constructed. There is nothing to buy when you decide to make the change."

He said that the entire new Zenith line is now on display here and that all of the sets include the sensational robot dial, which is almost human. The line also includes a big variation of new style cabinets and features sets in all price ranges, Mr. McConnell said.

Miss Sallie Glibreath, who is spending the summer here after attending Kansas State College at Manhattan the past school year, is recovering from a tonsillitis last Friday.

### "Puppy Love" Uncovers Old Art



Forgotten pictures, gathering dust for years in an old attic, brought the hope of new life to Mrs. Alida Clark, seventy-nine years old, of Maywood, Ill., a suburb of Chicago. She swapped one of the pictures with Arthur Lloyd, Jr., of Oak Park, an antique dealer, for a cocker spaniel, shown in the picture here. When the dealer cleaned it up he was told by an art authority that it was the work of an old French master, Jean Baptiste Greuze.

### Grasshopper Damage Told By Clayton Man

"Fields were cleaned, bare and not a twig of grass remained after hordes of grasshoppers crossed Union County, New Mexico," declared Jas. G. Wayne, SOCS project supervisor of Clayton, New Mexico, in an address before the Hereford Lions Club Wednesday.

He related how the hoppers hatched out in that section and started eating strips a fourth of a mile wide, then gradually spread in width to 10 miles as they progressed. The destruction continued, he said, until they reached the flying stage.

"If grasshoppers invade this county, by all means kill them as rapidly as possible," he advised. "We expect another scourge in Union county next year because the eggs of the hoppers this year will hatch out then."

Mr. Wayne suggested that people of this section help Dallam and Hartley county farmers in their fight against the hoppers, which he believes next year may migrate into this section.

Pictures were shown of the grasshopper armies as they marched across Union county eating crops and grass. He attributed much of the destruction to the fact that the area was unable to secure poison when it was needed most.

### Progressive News

BY OLIVE PERKINS  
Mrs. Ray Hershey spent Friday afternoon with Mrs. Arch Conklin in Hereford.

The Sunday school held an ice cream social at the Hershey home Saturday night. About 40 enjoyed the evening.

Mr. and Mrs. Paul Cavender and children of Amarillo visited her parents, Mr. and Mrs. Jim Park, Sunday, and called on friends in the neighborhood.

Mr. and Mrs. Jess Caldwell and daughter of Dawn, and Mrs. Samuelson of Canyon spent Sunday in the C. P. Caldwell home.

Mrs. Hammer and Miss Ona called on Mr. and Mrs. J. L. Click Sunday.

Mr. Wallace and Claude Ricketts are putting in irrigation wells on their farms. Mr. Wallace owns the section the school house is on and Mr. Ricketts a section two miles north of the school house.

Mr. and Mrs. Allan Powelson of Hereford spent Sunday with Mr. and Mrs. Lynn Powelson.

The Christian Endeavor of the Christian church held their Sunday evening services with Miss Ira Jeanne Ricketts.

Miss Eunice Caldwell spent last week with Mrs. Joe Kendall at Hereford.

C. C. Bowman and family spent Sunday with Mr. and Mrs. O. E. Boyer and sons in Hereford.

Club met last Wednesday with Mrs. Luke McBrayer and helped her quilt. Cake and lemonade were served. Mrs. J. L. Park and Miss Lucille were visitors. The next meeting will be held at the school house.

Ben Conklin visited the Ray Hershey home last week end.

Mr. and Mrs. Frank Tindell and daughter and family of Peoria, Ill., called Saturday on Mr. and Mrs. Ray Hershey. The Tindells were neighbors of the Hersheys when both families lived north of Dawn.

Mr. and Mrs. Jess Miller of Hereford called in the J. L. Click home Wednesday evening.

### John McLean Tells Of Trip To Convention

John McLean, secretary of the Hereford Lions Club, Wednesday told some of the high points of his recent trip to Chicago as delegate to the Lions International Convention. Mr. McLean left Hereford July 18, and returned Sunday, July 25.

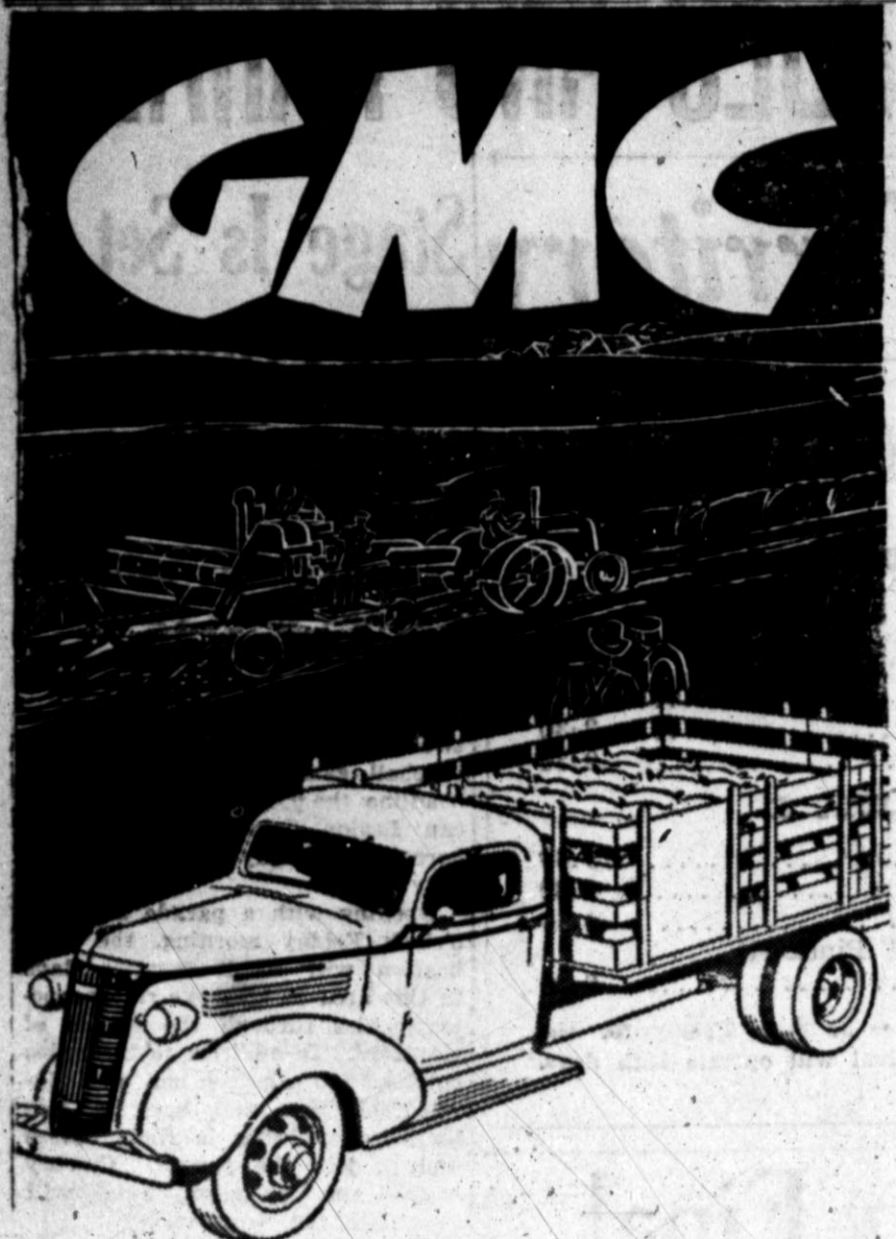
He stated that more than 15,000 delegates registered at the convention and that Texas was represented with the largest delegation. Oakland, California, was selected as the convention city for 1938.

Mr. McLean also distributed souvenirs from the convention, and wore one of the Texas delegation jackets while making his report. He included many interesting sidelights of the convention along with the regular business report. He will complete his report at the session here next Wednesday.

Miss Ella Aikman returned home Sunday after a two weeks vacation trip. Miss Aikman visited in the home of Mr. and Mrs. John Toles in Lubbock, who accompanied her to Ruidoso where they spent several days, and to Old Mexico for a few days, and for a visit to Carlsbad Caverns.

A WANT AD WILL GET THAT FLOW!

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What You Have  
**INSURE**  
**John McLean**  
Insurance Agency  
Phone 273



## TRUCK-BUILT for Your HEAVY loads

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GENERAL MOTORS TRUCKS & TRAILERS

## Norton Motor Co.

HEREFORD, TEXAS

### Messenger News

BY MRS. J. N. MESSENGER

Things are looking fine after the one inch rain of Tuesday evening, and one-fourth inch Sunday evening. Row crops never looked better this time of the year than they do now.

Ernest Potter and wife and their son and his wife and their little boy from Missouri called on Geo. C. Messenger Sunday as they were going home on their way to Dallas to the exposition. Mr. Potter owns several selections of land south of Geo. Messenger's which he has been farming for Mr. Potter, and they looked things over and were well pleased with things they said. They didn't see anything all the way from Missouri to beat this country.

Mrs. Mae Abbott spent Saturday night with her mother, and she took her mother and Stephen to Sunday school and preaching services at Friona at 11 a. m.

We are able to hear tractors any time night and day running plowing for wheat the coming year.

Truck loads of wheat passed by all day yesterday and part of the night, hauling to Friona. Many are still cutting.

Ed and Quinten Gwynn, who are working for Geo. Messenger, took a day off on account of the rain last week and met their folks and went fishing at Canyon.

Mrs. Guinn and son from Lariat called at the Geo. Messenger home Thursday. They report things look fine all the way.

### CHRISTIAN CHURCH

Sunday school, 9:45; morning worship, 11; Endeavor at 6. Mrs. Seed's class will be in charge of the morning worship, with A. Petersen as their speaker. The C. E. will meet at the home of Mr. and Mrs. C. H. Dyar for a social preceding the program. The congregation will worship with the other churches at the evening hour at the Methodist church. Dr. R. C. Snodgrass of the First Christian church, Amarillo, will be the guest speaker.

### Adrian News

BY MRS. A. G. BELL

The Methodist conference met Sunday in an all day meeting. Rev. Haynes delivered the morning sermon. After a basket dinner conference was held. Several laymen spoke. No night services were held.

Highway 66 has been called to Adrian and work has started on the topping.

Gordon McAdoo and family of El Paso spent last week with his uncle, P. M. McAdoo.

Mr. and Mrs. Glen Huls and Mary Dean Renfro of Jaden visited Mary Dell's mother, Mrs. Kenneth Zearing, one day last week.

Mr. and Mrs. Jack Monahan of Colorado are here harvesting their wheat.

Mrs. Taylor's mother and sister, Mrs. Jones and Miss Jewel, of Plainview were here for the week end.

Mrs. Mildred Lovelace and baby are visiting at Morse.

Miss Lottie Zearing is visiting her brother in Amarillo.

Miss Evelyn Plummer who has been with Mrs. Skaggs six weeks, returned to her home in Hereford Monday.

Mr. and Mrs. Jim Rhodes of Dalhart visited her parents, Mr. and Mrs. John Ross, last week.

Robert Bell is home from Dallas for a visit.

Harvest is about over and combines are returning home. The three eating houses here have been overflowed, and 275 cars of wheat were shipped from Adrian.

Will Pfeiffer of Columbus, Kas., visited his old friend, G. W. Symms, last Friday.

A new telephone line from Albuquerque to Amarillo has posts set to the cap rock. They pay the owners \$100.00 a mile to go through his land.

Mrs. J. M. Mussengale and sons of Lockney are visiting her daughter, Mrs. Hugh Fortenberry.

Mrs. John Hallburton and Mrs. Roy Ivy of Vega attended the shower at Mrs. Witt's Thursday.

Mr. and Mrs. Will Moore of Hale Center are visiting his sister, Mrs. Norman Jacobson.

Mrs. Witt entertained the missionary society in the form of a supper for Mrs. Taylor, who is leaving soon for Roy, N. M., to make her home. Games were played, Evelyn Calhoun gave piano selections and Mrs. Tolbert sang, and Mrs. Taylor was presented a silver set in appreciation of her splendid work here. Refreshments were served to 36 guests.

Gordon Beck spent Sunday with his family in Canyon.

Mrs. Horton of Snyder has been here with her daughter, Mrs. F. Brown, several weeks.

Mrs. Norman Jacobson entertained Margaret and Lola Taylor with a farewell party last week. Two tables of monopoly were played by the 16 young people who attended. Refreshments of sandwiches, ice cream and cookies were served.

### METHODIST CHURCH

The pastor will deliver a timely and helpful message Sunday morning. Two hours spent at Sunday school and church will help you through the day and do your soul good. Sunday school 9:45, church worship 11 a. m. Be on time.

Dr. R. C. Snodgrass pastor of the First Christian church, Amarillo, will be the speaker at the evening hour. He fills engagements throughout the nation. We are fortunate in having him with us. Come and bring a friend to the cooperative evening services at 8:15. Good preaching, singing and fellowship—and a cool auditorium. T. C. Willett, Pastor.

Robert Bell arrived Sunday to spend his vacation with his parents, Mr. and Mrs. Allen Bell of Adrian.



## WELCOME

To Hereford

JULY 30-31

For The Big Rodeo  
And You're Always Welcome

## AT THE TEXAS MARKET AND GROCERY

We join the American Legion and residents of Hereford in inviting you to attend the big celebration. A big rodeo and Free Barbecue—plenty of fun! We'll be looking for you.

### Save On Quality Foods

We specialize in Quality Foods at Low Prices. Before you go home be sure to shop our big complete store for

FRESH MEATS  
VEGETABLES  
FRUITS  
STAPLE AND FANCY GROCERIES



ENJOY ONE OF  
OUR FINE  
STEAKS

Grain-Fed, Home-Killed  
WHITEFACE BEEF!

## TEXAS Grocery & Market

"NOT HOW CHEAP—BUT HOW GOOD"  
PHONE 222 C. G. HILL, OWNER WE DELIVER

# CONTAINER WARNING!!!

State and Federal Authorities  
Are Active In Enforcing the Law  
Against Buying and Selling

## POOR CREAM

The consumer of dairy products is entitled to reasonable protection. Farmers and Creamery men both have a responsibility here which they cannot and should not want to evade.

Many containers now used on the farm for holding and transporting cream to market should be discarded at once. Creamery managers and farmers are jointly responsible for containers being used.

Syrup pails, coffee cans and other similar containers with open seams must not be used.

Fruit and mayonnaise jars, jugs and crocks which cannot be properly steamed and sterilized should not be used.

Rusty containers of all kinds should be discarded, and cream should never be put in oil cans.

Regulation cans with sanitary seams can be secured at very small cost.

This department asks for your cooperation in eliminating use of illegal and undesirable containers.

Bureau of Foods and Drugs  
State Health Department.

Hereford Creamery Co.

S. B. Walker and Son

E. J. Hudson, Produce

Welty Produce

Hollywood Produce Station

I. H. Spratt

Furr Food Stores

Hereford Poultry & EGG

E. Rogers

West Texas Feed & Seed

Carroll Hagar

Flowers Grocery

HEREFORD BUYERS CANNOT ACCEPT CREAM IN UNLAWFUL CONTAINERS



## Stout Hearted Farmer Pitcher Plays 21 Men; Lions Win 14-4

BY HOMER FOX  
In like a Lion and out like two Lions, and we don't mean maybe—those Meat-eating Sonofaguns took their muzzles off and devour the A. & M. bunch like a cat after a warm bowl of milk. You could feel a nervousness among the Farmer bunch before the game started—they seemed to dread for the time to come when the Lion would strike, but this old sand-storm had been brewing all summer, and last night she tore loose in the worst way, at least for A. & M.

The Lions imported a big, husky left-handed cotton picker from way down state by the name of Robt. Bell, and he flung a little old five hit game with excellent support. Donovan, another left hander did the elbowing for the Farmers, and he gave up 10 hits without any support. The first frame was scoreless, just feeling one another out. But the Meat Eaters started in the second. Willis singled, Emmons singled, Marcum caught Cogdell out on the shin but couldn't keep it. Perkins popped to Catcher, Posey crashed one through second. Brown hit to short, and every man on the team handled the ball, but Flash was safe on first. Bell singled into right field, just as well could a home run cause no one could even pick the ball up after it stopped rolling, and Bell cleaned the bases and scored himself. What a ball game, what a ball game—19 men playing for the Lions against one left handed pitcher. Anyway, the Lions had six runs on three hits.

The Farmers made two in the third. Coffee flew out to Perkins in center. Donovan was safe on a bobbie by Posey. Close dropped Clayton's fly. Close smeared Sherman's fly. Donovan scored. Morgan flew out to Perkins—that flat-head caught everything that they hit to him. Clayton scored after the Catch. With the score 6 to 2 the boys made a ball game out of it until the fifth the Lions made two runs off two singles. The Farmers came back in the same frame and made two eyes on two singles.

Then came the sixth! The Meat Eaters started roaring, that old black duster broke loose and covered those pig-stopping boys up. They used everything from a double shovel to a one-way, but the ball hit every place but in a glove. Marcum sent out the 808, he broadcast, he begged and he cried for just one ball player, but was useless. They kicked the ball, they stepped on it, rolled it, and finally Bull started trying to dribble it to a base, but they couldn't get em out. By this time they claimed the Lions had won the two Umpires over, and this stout hearted lad was now playing against 21 men and still trying to win, but the Farmers were crushed, mashed, covered up completely. After 6 runs the Lions gave up or out and look the field and

the game was 14 to 4 in favor of the Meat Eaters. Too bad you missed it, 'cause there Aint no more.

## Bethel Items

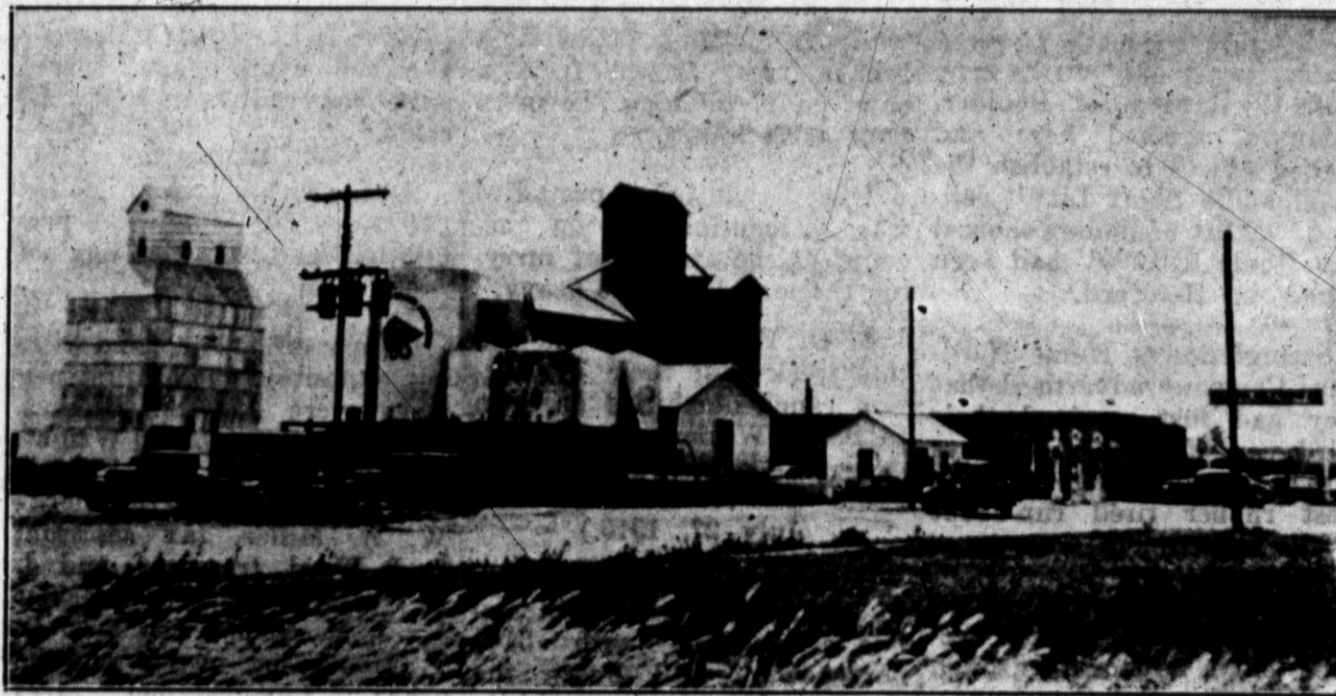
BY CORRESPONDENT  
Everyone is busy trying to kill weeds.  
Singing at Bethel Sunday night was well attended. There was a large crowd from Big Square.  
Mr. and Mrs. Miller McClung and sons, and Mr. and Mrs. Conrad Drilhabenty of Mangum, Oklahoma, Mr. and Mrs. Alfred Cribb of Paducah, visited over the week end in the Geo. Bagwell and Kay Roberts home. Mrs. McClung is a sister of Mrs. Roberts and Mother of Mrs. Bagwell.

Mr. and Mrs. J. G. Davis visited the Kay Roberts home Sunday. Jim Bagwell and family visited relatives in Petersburg this week.  
Mr. and Mrs. Harry Rothwell and Mariene of Ada, Okla., spent the week end in the E. R. Rothwell home. Mrs. Rothwell, who has been spending the past week with them, returned home.  
Mrs. Seaborn Teague and daughters are visiting her parents, Mr. and Mrs. J. A. Bagwell.

Mrs. A. M. Brownlee of Temple, Arizona, spent Friday night in the Jim Bagwell home.  
Bethel club met Friday with Mrs. Jack Baker. Present were Mmes. Earl and Vern Lant, Jim Givan, Jim and Geo. Bagwell, K. Roberts, J. G. Davis, J. C. Williams and Misses Kathleen Rothwell and Christine and Grace Marie Bagwell. Visitors were Mrs. A. M. Brownlee and Mrs. Dow Durce. Miss Schultz gave an interesting demonstration on fermented pickles. The ladies served sandwiches, olives, cake and punch.

Guests of Mrs. Edgar Johnson this week are her mother, Mrs. J. M. Stratton; her sister, Mrs. Eddie White, Mr. and Mrs. J. B. White and children, Byron Wayne and Joy Ann, of Dallas; her twin sister, Mrs. J. T. Wheeler and sister, John A. of Socorro, N. M.

## Alton Fraser Completes Modern Elevator



On the extreme left in the above photo may be seen the new elevator just completed here by Alton Fraser. One of the few new elevators in this section, it is modern throughout and features an electric dump to expedite the handling of trucks and trailers. In connection with his old elevator, the new structure gives Mr. Fraser a storage capacity of 90,000 bushels.

## Summerfield News

BY MRS. ASA ATCHLEY  
Miss Ruth Love and James Gandy were married at Turkey July 24, by his uncle, Rev. J. B. Barker. The bride is the daughter of Mr. and Mrs. A. A. Love of Friona, the groom a son of Mr. and Mrs. J. P. Gandy of Wyche. They will make their home in Hereford where the groom has been employed the past year.  
Misses Thora Baker and Nadine Hams of Turkey visited Helen Ann Oglesby Sunday.

Frank Lookingbill and family are visiting in Oklahoma.  
Thos. Kern and family and F. Gandy of California are visiting in the Oglesby home this week.  
Mr. and Mrs. Harold Close of Hereford visited the Ray Johnson home Sunday.

Mr. and Mrs. D. Knight of Canyon visited the F. Stanleys last week.  
The revival will begin on the fourth Sunday in August.  
Mrs. B. C. Roberson entertained with a birthday party for her

daughter, Doris Gail Friday.  
C. Lookingbill and family of Amarillo visited here Sunday.  
C. T. Cox of Lockney was in the J. A. Noland home Sunday.  
Mr. and Mrs. Lee Curry, Mary Lee Neill, Pearl Pracher and W. Walsler attended the golden wedding anniversary of Mr. and Mrs. W. A. Davis in Clarendon last week end.  
Ray Hanna and family and Mrs. Alice Hanna of Amarillo

spent the week end in the Oglesby home.  
Mr. and Mrs. Paul Sweet of Canyon visited the J. R. Oglesby home Sunday.  
Mrs. D. J. Neill who has been visiting the Curry home, returned to Lubbock Monday.  
Wiley Nance and family of Lockney were in the Noland home last week end.  
Miss Plunk of Canyon spent Sunday in the J. A. Noland home.

## Otto Hutchins To Be Buried At Bellview

Otto Hutchins, pioneer resident of the Bellview community, died Monday night in a Lubbock hospital following an illness of several weeks from blood poisoning. Funeral arrangements had not been completed Wednesday. A resident of the Bellview section for more than 25 years, Mr. Hutchins had many friends there and in this community as well. He is survived by his wife, two sons and one daughter, also a brother, Bill Hutchins, of the Bellview community. He was a member of the Methodist church and prominent in community affairs.

Miss Ebel Rice returned Wednesday from Mexico City, where she spent several days visiting friends. Miss Rice attended the first semester of summer school at State University, and visited in Mexico before returning to her home here.

## Union Sunday Night Service

First Methodist Church

8:15

Preacher,

Dr. R. C. Snodgrass

Pastor First Christian Church  
Amarillo

Welcome

Penney's Greatest Advance Selling of  
**BLANKETS**  
FALL PRICES WILL BE HIGHER!

### TWO REASONS WHY YOU SHOULD BUY NOW!

OUR LAY-AWAY PLAN makes it easy! You make your selection NOW. We hold it until wanted. No need to carry blankets home in hot weather. No need to invest the entire cost of your blankets now. Choose from complete stocks—pay a small deposit, the balance in easy payments!  
FALL PRICES WILL BE HIGHER! We anticipated the price rise—we looked ahead—we bought huge quantities and at favorable prices. These savings are being passed on to you. Many of these blankets can't possibly be offered later at these LOW PRICES. Choose yours today!

try our layaway plan

you can't lose

only 50c down on each blanket — balance as you want.

you can't lose

we offer to give all your payments back any time you want.

you can't lose

our company kept the blanket mills running last winter and spring while other merchants hesitated

you can't lose

here is the cream of the blanket crop — most beautiful blankets ever shown in Hereford.

you can't lose

buy what you will need for a cold winter.

you can't lose

we will refund all you have paid for any reason at any time to suit you. blankets are higher now and will be higher as the cold weather approaches.

Hundreds of  
**BLANKETS**  
To Select  
From!



Heavyweight Pair:  
Cotton  
Plaids! **1.98**  
Pair

he weight you want for cozy comfort in warmer weather! In choice of colors. 70" x 80"

Value Plus in these beautiful  
**COMFORTABLES**



Cut Size, **9.90**  
2' x 84" Each

Shimmery Celanese in lovely bedroom colors. Some in reversible shades! Filled with all new wool! Rayon corded edges. We can't duplicate this low price after present stock.

Extra Long! Part Wool—not Less than 5%  
**PLAID PAIRS**



Size **2.98**  
72" x 90" Pair

The tall man's favorite! Inches to spare for extra tuck-in! These fine quality, heavy weight blankets in colorful plaids insure complete rest and comfort.



**Woolgora Blankets**  
Size **5.90**  
70" x 80" Each

Double woven of virgin wool and angora, blended with silk and a little rayon for lustre!

Not Less than 25% Pure Virgin Wool!  
**WOLVERINE PAIRS**



Size **3.98**  
70" x 80" Pair

We don't need to tell you about these blankets—they're famous the country over! Plenty of wool to give extra wear—they look like all wool! Handmade DurroSheen binding.

## CLOSE DRUG STORE

Always **COOL**  
70°

Refresh Yourself At  
**OUR FOUNTAIN**

Cowboy Special

Jumbo Strawberry  
Ice Cream  
Soda  
**9¢**

Banana Split

3 Dippers  
**13¢**  
Fruit Salad  
Sundae  
**10¢**

We Serve Borden's Ice Cream

EVERY FRIDAY AND SATURDAY SPECIAL  
BORDEN'S CREAMED COTTAGE  
CHEESE, Pound **20¢**

New Stock Fresh  
**Double K**  
SALTED NUTS  
OF All Kinds

Vacation  
**Toilet Articles**  
On Our  
**10c Table**

50c Jergen's Hand Lotion **39¢**  
50c Unguentine **39¢**  
\$1.50 Alarm Clock **98¢**  
6 Bars Cashmere Bouquet Soap **49¢**  
35c (500 Sheets) KLEENEX **29¢**  
50c Ipana Tooth Paste **39¢**  
35c Tooth Brush **29¢**

Cini "8"  
**Movie Camera**  
—Vacation memories kept with action — Let us demonstrate.  
**\$9.95**  
Complete Outfit less than  
**\$30.00**

Refreshing  
Soda Fountain Menu  
LIME **10¢**  
Coolers **10¢**  
Raspberry Sundae **10¢**  
Malted Milk **15¢**  
Frosted Root Beer **10¢**  
FRUIT Sundae **15¢**  
BORDEN'S QUALITY ICE CREAM ALWAYS USED  
Pint **15c**

**HENS**  
WILL LAY AND PAY THEIR WAY  
IF FED  
**Merit Egg Mash**  
EVERY DAY

Because, Merit Egg Mash is made from the proper ingredients in the right proportion—it will get the best results from hens. Don't let your hens be star boarders. Take advantage of the years of experience and research behind MERIT FEEDS and get best results as do successful poultrymen everywhere.

FLY SPRAY  
LICE POWDERS  
POULTRY REMEDIES  
OF ALL KINDS

We Buy  
Cream, Eggs  
Poultry, Hides

West Texas  
Feed & Seed  
PHONE 265



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN Publisher and Manager  
JIMMIE GILLENTE Editor

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### NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office at 402 Main Street, Hereford, Texas.

### CELEBRATE GOLDEN ANNIVERSARY

One of the most noteworthy special editions published in the Panhandle in recent months was that of the Panhandle Herald, at Panhandle, Texas, the past week.

Commemorating 50 years of progress on the part of The Herald, Dave Warren, present owner and publisher, traced not only the history of the paper, but included a history of the town as well. The edition consisted of 48 pages and was filled with ads on the part of local merchants. From a pictorial angle, the paper was also replete.

From every standpoint, the edition was well balanced and certainly congratulations are due Publisher Dave Warren, Editor Bill Miller—and the community and merchants which the Herald serves.

### SIX STATE AMENDMENTS

Although a small vote is predicted and little attention is being focused on the State Amendments election August 23, the questions under fire are well worthy of attention.

One is the controversial question over the fee system for paying county officials. Repealed two years ago, the fee system will be returned if Texas voters so desire. Another important amendment is the proposal to set up a discount system for the payment of state and county property taxes. The amendment provides for a three per cent discount if taxes are paid by the end of November and a one per cent discount if paid by the end of December.

Still another amendment affects the state banking laws, making them conform to federal banking laws and repealing the law which calls for double liability of stockholders in state banks which become insolvent.

An amendment will also be voted upon which provides \$1,500,000 annually to aid destitute children. Payments would amount to as much as eight dollars per month for needy children. Another proposal is that a Department of Public Welfare be created to administer various social service programs.

One of the amendments affects Harris county only. Still another is aimed to do away with the anti-dueling provision in the state oath now administered to public officials.

With possible exception of the last two mentioned, the amendments should be carefully considered by all Texas voters—and certainly every voter should go to the polls August 23 and cast his vote in what he believes the interest of better government.

## By Their Words AND OURS

Another milestone was passed by the Miami Chief last week and the paper rounded out 38 years of business in Roberts County. R. B. Haynes, present editor, has been with the publication for the past 11 years.

O. V. Hartshorn of the county agent's staff is anxious for some one to try eating grasshoppers, recommended as a "delectable dish" by Dr. Roger C. Smith, Kansas State College entomologist, in a recent news story appearing in the Denver Post. Dr. Smith's recipe for the delicacy is to pull of the grasshoppers' legs, keep without food eight to nine hours, sprinkle the hopper with salt, oil or butter. The hopper is then a good substitute for popcorn, Dr. Smith says. Hartshorn is now worried over what to serve with

grasshoppers.—Dulhart Texan.

The grading crew on the new highway, 33-60, has not yet made its appearance at Friona, but information from a reliable source states that the grading and drainage structures are practically all completed from Farwell to Borina and that all drainage structures are completed across the entire county. The local manager of the work is quoted as stating that the entire contract of grading and drainage structures will be completed across the county by the first of August.—Friona Star.

One of the most disastrous hail losses in many years occurred in two separate sections of Donley county about 9:30 Monday afternoon wiping out the best prospects since 1930. While the wind reached high velocity, no twister was noted. It came in puffs, destroying 17 windmills within a radius of 10 miles of Clarendon, seven within two miles of the courthouse.—Donley County Leader.

Try First to Buy in Hereford

## Classified Ads

### Are Little Workmen Who Pay Big Dividends

At a cost so small that it can hardly be considered at all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

### THREE INSERTIONS For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or, sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE

# Hereford Brand

## A LONG TIME AGO IN HEREFORD

From The Hereford Brand, July 27, 1906.)

J. H. Ransom of Boulder, Colorado, arrived here and opened offices to establish the "Panhandle Short Line" railroad. A list of donors showed that "only \$10,500" had been raised in Hereford.

Stringfellow - Hume Hardware Company advertised that they had just received their third car of buggies, surreys and hacks, including the Nobbiest rubber tired run-about in the city.

C. C. Ferguson purchased one of the W. G. Slagle sections north of town through B. W. Miller and Company.

Many of the young people and some of the older ones were patronizing the skating rink which has just opened in the Stone Building. Spectators were having a jolly good time.

E. B. Orr this week sold his grocery business to J. D. Curt-singer.

Claude Norton came in this week from Montana with a broken arm, caused from a cow pony pitching down a bluff with him.

The Rock Lake postoffice was discontinued "on account of the expense of carrying the mail being too heavy."

C. G. Witherspoon and son this week sold their 7½ section ranch northwest of town to S. F. Williams.

From The Hereford Brand, July 27, 1916.)

Barnhart and Rice announced the new Overland automobile series 75B, with 31½ horsepower. All over the country this car was said to be doing up to 50 miles an hour.

National News Postmaster General Burleson predicted one cent letter postage rates. President Woodrow Wilson signed the Rural Credit Bill creating a system of 12 land loan banks under direction of the federal board; he used two pens.

The Star Theatre advertised The Battle Cry of Peace—a call to arms against war—with reserved seats at 50 cents.

Deaf Smith county polled 291 votes for state-wide prohibition, and 80 votes against prohibition.

County officials elected without opposition in the first primary were Jas. A. Hughes, county judge; C. D. Wright, county attorney; A. O. Thompson, county and district clerk; W. A. Miller, tax assessor; J. J. Ward, treasurer, and J. A. Stegall, constable, precinct 1. J. M. Boone won over R. T. Moses for justice of the peace. Commissioner races went to W. W. Bennett, precinct 1; W. B. Parmer, precinct 2; R. J. Kibbe, precinct 3, and W. N. Phillips, precinct 4. The sheriff's race was the only run-off race, with C. F. Purcell and E. F. Connell as high men.

The band now boasted 24 instruments and was directed by Mr. West.

## Dow Mercer

(Continued from page one)

with his parents to Deaf Smith County in May, 1890, when he was only eight years of age. The family was one of the early families in this section and settled on a ranch four miles southeast of La Plata, which served as the first county seat. The family at this time consisted of Mr. and Mrs. L. D. Mercer, Dow Mercer and four girls, Minnie, Kate, Fannie and Tot. Mr. Mercer died in May, 1891, and was buried at Alvarado; Minnie Mercer Moffet died in 1894, and was buried in Hereford.

### Here Since Childhood.

Since he came here with his family in 1890, this section has been home to Dow Mercer. He grew to manhood in the old La Plata neighborhood and there he worked as a ranch hand, a vocation he truly loved and never forgot. He saw the population of this county grow from a few scattered families into one of Texas' outstanding agricultural and cattle communities. With the coming of the railroad into Deaf Smith County, the county seat was moved from La Plata to Hereford—and Dow Mercer was among those pioneers who helped transfer buildings and the old court house to the new location.

In 1906, the Mercer family moved to Hereford, and since then he has called Hereford his home. On September 7, 1918, he married Miss Beulah Head, who survives him. Two children were born to this union, but both died in infancy.

Even in the early days Dow Mercer took an active part in combating fires—a terrible menace to pioneer towns. When "smoky row" was demolished, Dow Mercer was in the bucket brigade. From that time he continued to work with the Hereford Fire Department—and served longer than any other member in its history. About 25 years ago he was elected fire chief and has held the post from that time until his death. Under his guidance the Hereford Volunteer Fire Department came to be one of the outstanding small town departments of the state, and every man on the department today respected and loved him as a capable chief and as a friend.

After first coming to Hereford he was employed by D. R. Gass & Company for a number of years and was also engaged in the real estate business. For more than 20 years he had been in the oil business here. He was always a willing worker for improvement and betterment of his town and community.

### Loved Children.

Although he was a busy man, Dow Mercer was also a great lover of children and could always find time for a kind word with them. During the depression he assisted many children with gifts, and probably had as many friends among the youth of this community as were numbered among adults.

His acquaintance was spread over the entire Panhandle and numerous friends from other towns came here for the funeral services, some of whom had known and loved him since the early days when he went from La Plata to Amarillo for mail and supplies.

Special songs by the choir at the funeral included, "It Is Well With My Soul," and "Sometime We'll Understand." Mrs. Ray Conway sang a solo, "Does Jesus Care?" and special organ numbers were played. Members of the Hereford Fire Department appeared in uniform as a delegation at the services.



SELLING REAL ESTATE 25 YEARS AGO. Shown above is Will W. Bennett, local merchant, who today operates a news stand here. When this photo was made in 1912 he operated a real estate office.

Call bearers were Finis Owen, Hall Beavers, Jim Clark, George Muse, Cliff Acker and Luther Reese.  
He is survived by his wife, Beulah Mercer, of Hereford; his mother, Mrs. Enna Mercer, Los Angeles, California; three sisters, Mrs. Kate Montgomery of Santa Anna, California; Mrs. Fannie Sigler of Los Angeles, and Mrs. Frank Goodloe, of San Bernardino, California.  
Interment was made in West Park Cemetery.

## Hereford Has

(Continued from page one)

Adrian Runs High.  
The Adrian community is also a wheat mecca. From that community 275 cars have been shipped, giving around 412,000 bushels. In addition it was calculated that 70,000 bushels are stored there—a total of 482,000 bushels. Vega was reported to have shipped 112 cars, or 168,000 bushels, and to have 70,000 bushels stored—a total of 238,000 bushels.

Summerfield has shipped around 45,000 bushels and counting stored wheat was estimated to have handled 70,000 bushels. Black was estimated to have handled around 150,000 bushels.  
Dawn community has handled around 125,000 bushels, and now has an estimated 50,000 bushels in storage.

Harvest Almost Over.  
Estimates vary as to the amount of wheat which farmers are storing in their own bins, but grain men conservatively set the figure at 100,000 bushels. This is not included in the total estimate, however, since it is a blind guess. Tuesday and Wednesday saw around 75 loads of wheat coming to Hereford each day, but the present crop was believed to be practically over.

Official government reports will be presented through The Brand as soon as they are made available, and the above report was compiled from an unofficial survey in this area.

### Visit in Alexander Home Sunday.

Visitors in the D. H. Alexander home Sunday were their old friends, Mr. and Mrs. Zimmer and family of Stratford, their son, Burt, of Canadian; Mrs. Alexander's sister, Mrs. R. G. Alexander, her husband and son, Conrad, of Silverton; two brothers of Mrs. Alexander, Dr. Charles Donnell and J. A. Donnell and their families of Canyon.

### Sherman Visitors Here.

Mr. and Mrs. Colby Conkright are entertaining as their guest Mrs. J. J. Flannery, of Sherman. Mrs. Flannery, who is Mrs. Conkright's mother, arrived Sunday.

## Hospital Notes

Mr. and Mrs. Joe Pitts of Hereford announce the birth of twin daughters, Saturday, July 24. One of the girls weighed four pounds, 10 ounces, and the other weighed four pounds, eight ounces. Both mother and babies were resting nicely.

Tom Crawford of Friona was admitted to the hospital Sunday as the victim of an automobile accident near Friona. He expected to leave this afternoon.

John Silvertooth, Friona, entered the hospital as a medical patient Monday, and was today reported to be rapidly improving.

Keith Brock, Friona, also entered the hospital Monday as a medical patient and was today resting nicely.

Otto Massey of Hereford Thursday morning underwent a major operation.

Albert Lens Johnson, Wellington, who was confined to the hospital after breaking his back in a 30-foot fall in an elevator here, was today reported to be improving as rapidly as might be expected.

Mrs. A. G. Schlab, Dimmitt, who underwent an operation last week, was reported to be rapidly improving.

## Cooling System

(Continued from page one)

ent types of machines, Mr. Foster said. "We want you to visit us and to note the remarkable degree of satisfaction which comes from eating in comfort."

Foster's Cafe is not only one of the first Hereford firms to install air conditioning machinery, but is one of the first small town cafes in this section to make such an improvement.

Arthur Hare, an old pupil of Mrs. J. F. Ward, came in Saturday from Hollis, Oklahoma, for a short visit in the Ward home.

## Want Ads

### For Sale or Trade

FOR SALE: Liberty grain blower with International Farmall motor. Good condition, \$125. Ray L. Johnson, Summerfield, Texas. 27p

FOR SALE: Improved section of wheat land in central Deaf Smith count. 400 acres in cultivation. \$500 cash, balance terms. Federal Land Bank Loan. Call 9661 or write Box 1974, W. D. Tenney, Amarillo.

FOR SALE: Best home in Hereford for small family. Furnished or

unfurnished. Terms on part, but will take some cash to handle. Modern in every respect, conveniently located. Inquire at Brand Office. rh

FOR LEASE: Implement house, known as Hereford Implement & Appliance Co. Inquire at First State Bank or see owner, W. S. Williams, 842 Travis, Amarillo, Texas. 28-3p

FOR SALE OR TRADE for Live-stock: Windmill complete including pipe casing, tower, sucker rods, etc. One room house, 14x14, three drinking tubs, four miles of wire and posts. This stuff is nearly new. See Claude Higgins. 29-3c

FOR SALE: Thoroughbred gilt, weight 160 pounds, price \$20. L. Z. Oldham, 2½ miles west town. 1p

FOR SALE OR TRADE for Hereford property: A five room house in Canyon, on Happy Highway. Modern, near normal. Phone 60-W. Mrs. Troy Womble. 30-3p

FOR SALE OR TRADE: Six room house with bath and large basement, one acre of land, city conveniences. Will trade for smaller place and other consideration. Call at Brand Office. 29-3c

FOR SALE: 320 acres of land, located in east part of Parmer county. This land is unimproved, 200 acres in cultivation. Price \$125.00 per acre. See us for bargains in farm and ranch lands. M. A. Crum, Friona, Texas. 1p

FOR SALE: Four lots with good two-room house and well. Across street north of the old Golden Rule Hatchery. \$500 cash. Write or see me at 1223 Wallace Street, Clovis, New Mexico. 1c

FOR SALE OR TRADE: Seven good yearling heifers, 3-4 Short-horn, 1-4 Jersey. Will trade for shipping cattle. R. W. Eliston, Hereford, Texas. 30-3p

FOR SALE: Five room house with bath, modern conveniences, price reasonable with down payment. Mrs. J. B. Hammer, 506 Schley, telephone 98-W. 29-3p

### For Rents

FOR RENT: Garage bedroom, cheap. 206 Lee Avenue, Phone 692-J. 1c

FOR RENT: Five room house, freshly painted and remodeled. Close in to school. See E. B. Black. 1c

FOR RENT: Two clean, cool bedrooms by day, week or month. Mrs. Harry Whitchurch, 500 West Second Street. 1c

LAND TO LEASE: Small piece of land to lease for wheat at once. See Claude Higgins. 1p

FOR RENT: Quarter section wheatland. Thirteen miles north west of Friona. A. J. Olson, Clovis, Texas. 29-3c

### Wanted

WANTED: To buy stock hogs. Any kind so that they are healthy. G. W. Brumley. 29-3c

WANTED TO BUY: Brooder sow or feeder hogs. O. L. Rutherford. 30-3c

### NOTICE

I have leased Mr. C. H. Carl's produce house and poultry and cream station and will continue good service to all Mr. Carl's customers and to new customers. Flowers Grocery & Market. 28-4c

ALL OUR PRODUCTS, sweet milk, sweet cream, Bulgarian butter milk, chocolate milk, Brody's orange juice and ice cream, delivered twice daily or can be purchased at our downtown office at 212 West Third Street. Prairie Dairy, Phone 6. 23-4c

Introductions to lonely, affectionate, people. Many wealthy. Marriageable. Reliable, dignified service. Tracy F. Major, Hereford, Texas. 1c

WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hatters. 11-4c

### Lost and Found

LOST: STRAYED or STOLEN. White faced heifer, branded M-L Bar on left side. J. W. Marshall. 29-3p

LOST: Bi-focal glasses. Reward. H. L. Broadwell. 1p

LOST: A brown leather key case with several keys on it. Lost somewhere down town. Finder please return to Brand office. 1c



... and if history repeats itself as it has many times with M-M TWIN CITY TRACTORS, the UNIVERSAL "Z" you buy now will be a truly modern performer for many years. It's as far ahead of the parade as was the famous Twin City 12-20 in 1919.

The "Z" is built "VISION-LINED" so you can see all the jobs you are doing far better—and assure the utmost in power and economy on all drawbar, belt, power take-off, power lift, row crop and hauling jobs the year round.

The "Z's" economy engine has far fewer parts and is distinctly different. All parts such as magneto, governor, water pump, oil pump, oil filter, etc., that are usually hung on the side of the engine, are built-in features on the Z. This assures easiest accessibility and best operating vision ever offered. No conventional cylinder head or base pan. Practically the whole engine can be serviced from the side—crankshaft runs on ball bearings—burns regular gasoline or distillate with maximum economy.



M-M "Quick-On—Quick Off" machines with "Toe-Tip" operated power lift and easy "Slip-pin" hitch are distinctly different—backed by seven years of success, 2-4 row cultivators and planting attachments, 2-3 row middle breakers, 2-4 row listers, 2-4 row sweeper and 4 row chock planters, as well as mowers, field cultivators, etc. Many money saving features. These are the original quick attachable and quick detachable tractor implements with the SQUARE-TO-BAR hitch.



# DAVIS-McCRACKEN

HEREFORD, TEXAS



**SOCIETY**

**BRIDE-ELECT IS HONOREE AT TEA**

One of the outstanding parties of the week, both for the beauty of the party itself and for the size of its guest list, was the tea given Wednesday afternoon by Misses Ruth Conkwright and Vida Hicks at the Hicks home, honoring Miss Ruby Thompson, who is scheduled to become the bride of Mr. Troy Carmichael Sunday, August 1.

Flowers in soft pinks and yellows were arranged in artistic groups about the rooms. Meses. Barnard Hicks and A. J. Schroeter presided at the lace-laid tea table, assisted by Miss Nancy Conkwright. Tall white candles burned in crystal candelabra at each end of the table. Pink tall-man roses, interspersed with dainty white wedding bells, in a deep flanged silver bowl formed the attractive centerpiece. Tiny wedding bells were used as plate favors.

Guests were greeted by Miss Ruth Conkwright and the receiving line was made up of Mrs. A. O. Thompson, mother of the bride-elect. The honoree, Mrs. D. R. Carmichael mother of the groom-elect, Mrs. Jennie Thompson, Mrs. Dewey Lawrence of Tyler, Texas, Mrs. W. E. Barnes and Mrs. Timothy Tinsley of New York.

Others in the house party were Meses. H. G. Conkwright and J. W. Hicks.

The guest list included Meses. Wirt Phillips, W. E. Barnes, Hyer, Earl Wilson, Will Alexander, C. T. Guseman, Buford Crosthwait, Arthur Thompson, Artis Daniel, F. H. Oberthier, Timothy Tinsley, Dewey Lawrence, Sank Ramey, E. B. Black, A. A. Foster, John McLean, R. Schroeter, D. R. Carmichael, O. G. Hill, R. J. Orr, Ian Shore, Barnard Hicks, John Coffee, G. W. Brumley, George Muse, Allen Povelson, Geo. W. Heard, J. P. Slaton, J. D. Bourn, Essie Cardwell, Bobbie Roles, J. A. Buckner, Sallie Carter, Ella Kerr, F. J. Eberle, Matt Gilliland, John Patton, Nestor Gase, Lyle Woodford, T. W. Roberson, Colby Conkwright, J. T. Gilbreath, Jr., Homer Brumley, Bill Edelman, Bill Mitchell, Lilburn Ray, L. H. Woodford, Elmer Patterson, C. C. Acker, J. E. Beyer, Harold Hicks, H. L. Broadwell, R. P. Conoway, W. E. Dameron, C. H. Dillehay, C. H. Dyar, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, H. H. Hawkins, J. C. McCracken, C. J. Mounitz, Glenn Snyder, W. J. Stanford, A. C. Thompson, A. O. Thompson, O. T. Williams, H. G. Conkwright, A. J. Schroeter; Misses Mary Posey, Katherine Kirby, Edah Park, Eva Gleason, Ruth Harding, Verna Culppeper, Elizabeth Ireland, Betty Jones, Jessie Morris, Thelma McMinn, Mary Elizabeth Stanford, Eloyse Pitman and Nancy Conkwright.

**METHODIST MISSIONARY SOCIETY MEETS**

The Woman's Missionary Society of the Methodist church met at the church Wednesday afternoon. Rev. T. O. Willett gave the opening prayer. Mrs. D. H. Bryant conducted the devotional. A summary of the Missionary Bulletin was given by Mrs. W. O. Fox.

Mrs. F. L. Terrell read The Minutes from the Northwest Texas Society.

Three visitors were present, Meses. Cawthon Bryant, Drew Ridgway and Dodson. The meeting closed with the Lord's Prayer repeated in unison.

**DOUBLE BIRTHDAY CELEBRATIONS**

To celebrate the third birthday of little Misses Danna Kay Mitchell and Geraldine Patterson, their mothers, Mrs. Bill Mitchell and Mrs. Elmer Patterson, entertained with a double-birthday party Wednesday afternoon at the Patterson home.

The color schemes and two birthday cakes were features of interest. The pink and white cake was topped with three pink candles and the green and white cake boasted three green candles.

A variety of games were played and pictures were taken of the group. Favors were bright balloons and toy dolls.

Those enjoying the happy occasion were Mary Ruth May, Marian Jo Wilson, Kathryn Keeter, Naomi Weaver, Bobby Rae Posey, Nancy Patterson, Sharon Dee Moore, and the two honor guests.

**Card of Thanks.**

We take this means of expressing our sincere appreciation of our friends who were so kind and considerate during the recent illness and death of our dear wife and mother. Your loyalty during the time of need will live in our memory, forever. May God bless you.

John W. Perkins  
Mr. and Mrs. Ed F. Perkins  
Mr. and Mrs. R. E. Peckin.

Mr. and Mrs. Orlin Caraway and three children of Cheyenne, Wyoming, are recent visitors in the home of her parents, Mr. and Mrs. W. R. ...

Mr. and Mrs. Harry Johnson of Amarillo spent Sunday here visiting in the home of her sister, Mrs. C. H. Dyar. Miss Betty Jean Johnson remained in Hereford for a week's visit.

Mr. and Mrs. I. O. Crosthwait and Mr. and Mrs. Buford Crosthwait were guests in the home of their daughter and sister, Mrs. Frank Daniel, in Plainview Sunday.

**Card of Thanks.**  
Members of the Hereford Fire Department, in this time of sorrow, with to express their appreciation to the public for their kindness and extended sympathies

upon occasion of the death of our loyal chief, Dow Mercer.  
This department, like the entire community, will miss Dow Mercer's assistance and guidance, but even more will we miss his presence among us. For more than 30 years he gave freely of his time, money and energy to serving his community through the fire department.

His death came as a shock to

all of us, but as we carry on we will be with an everlasting memory of his faithful service, and we shall do our best to live up to the standards which he taught and expected of us.

**Announcing**  
**THE HEREFORD BRAND**  
**As REMINGTON**  
**Typewriter Dealer**  
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**OTHER MODELS** \$39.50  
**As Low As** . . . . .

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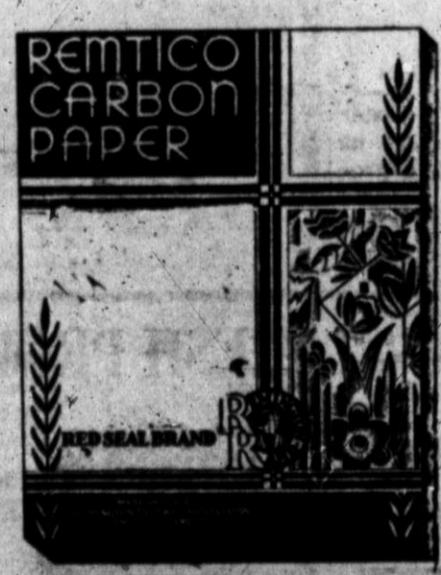
**MODEL 11**

**MODEL 16**

**\$64<sup>50</sup>**  
**\$115<sup>50</sup>**  
**\$115<sup>50</sup>**

Free Carrying Case

**\$5.00 Down Buys a New Remington**  
**Payments As Low As \$3.00 Monthly**



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**REMINGTON MIMEOGRAPH INK AND Correction Fluid**

**REMINGTON TYPEWRITER RIBBONS—75c**

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**JOB PRINTING** . . . . . **OFFICE SUPPLIES**

**The Hereford Brand**

**SALES** . . . . . **PHONE 30** . . . . . **SERVICE**



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## Y. W. A. HAS PROGRAM ON STEWARDSHIP

A program of unusual interest was given at the meeting of the Y. W. A. of the First Baptist church at the church Monday afternoon. Miss Mary Posey, leader of the program on Stewardship, explained the meaning of each letter in the word Steward, and gave seven rules for good Stewards: S-servant of God; T-trustee of God's gifts; E-example for others; W-worker in God's kingdom; A-ambassador for God; R-reader of the Book; D-doer of God's word. A song on Stewardship was sung in unison.

A one-act play was given, which portrayed the story of a young girl's dream in which the characters explained the meaning of Stewardship. Taking parts were Genece Standifer as Jan, Dorothy Funderburg as the Steward, and Mrs. Travis Caraway as the Steward's friend. Thornton Shirley read a poem, "Want to Give."

A short business meeting was conducted when plans were made for a watermelon feast to be held at the conclusion of the next meeting which will be at the home of Mrs. Jack Roberson next Monday evening at 7:30. Each girl may invite a guest.

Members present were Mary Posey, Audrey Cockrell, Odessa Long, Thornton Shirley, Ione Wood, Genece Standifer, Dorothy Funderburg, Dot Owen, Mrs. Travis Caraway and Mrs. Jack Roberson, sponsor. Visitors were Misses Wanda Blagg and Addie Longbottom.

## AUXILIARY WILL NOT MEET IN AUGUST

The Woman's Auxiliary of the Presbyterian church has discontinued regular meeting for the month of August. The regular work of the Auxiliary will be begun in September.

## OUT-OF-TOWN GUESTS HONORED AT LUNCHEON

Four Hereford visitors were honor guests at a lovely luncheon given Monday noon by Mrs. A. Petersen at her home on North Main Street. The visitors, who are house guests of Mrs. H. M. Redford, are Misses Katherine and Lena Schwartz of Dallas, and Mrs. Nita Hampel of Nacogdoches, all sisters of Mrs. Redford, and Miss Chloe Mizell, also of Nacogdoches. Informality furnished the keynote for the affair. The luncheon was served at quartet tables covered with pink and white cloths and centered with garden flowers.

Sewing and conversation were enjoyed during the afternoon by the guests, who were the Misses Schwartz, Mrs. Hampel, Miss Mizell, and Misses C. H. Dyer, Harry Seed, W. E. Dameron, R. G. Blue, Earl Phillips, Ellis Coombes, Carl Cockrell, J. B. Stoker, Carl Williams, Frank Lucas, H. M. Redford and Miss Frances Dameron.

## C. E. MEETS IN HOME OF MISS RICKETTS

The Christian Endeavor Society of the First Christian church met Sunday evening at 8 o'clock at the home of Miss Ira Jeanne Ricketts. A social hour previous to the religious service was enjoyed in which a real boxing match furnished amusement.

Basil McKinley led the program for the evening and directed the discussion on Religious Activities. Interesting talks on such activities were made by Earl Oldham, Ira Jeanne Ricketts and Carl Oldham. A round table discussion concluded the program. The group welcomed a new member, Richard Petersen. Miss Betty Jean Johnson of Amarillo was a visitor.

Mr. and Mrs. W. E. Dameron and family were business visitors in Amarillo Tuesday.

## PARTIES HONOR GUESTS OF MRS. REDFORD

Four visitors in the home of Rev. and Mrs. H. M. Redford have been the honorees at a number of informal parties the past week.

Mmes. C. H. Dyer, W. E. Dameron, Harry Seed and Miss Frances Dameron gave a dinner party Thursday evening for Mrs. Redford's guests who are three sisters, Misses Katherine and Lena Schwartz of Dallas, and Mrs. Nita Hampel of Nacogdoches, and Miss Chloe Mizell, who is also from Nacogdoches.

The party was held at the home of Mrs. Dyer.

The dinner was served buffet style from a lace covered table in the dining room. A mound of colorful midsummer blossoms formed the centerpiece, flanked by tall silver candeliers in crystal holders. Guests found their places at the small tables which were adorned with bright blossoms and candles.

Those present were Mmes. W. B. Dameron, R. G. Blue, A. Petersen, Clara Nance, Earl Phillips, Carl Williams, Travis Dameron, H. M. Redford, Frank Lucas and the honor guests.

## CLUB CELEBRATES SEVENTH ANNIVERSARY

Members of the Busy Bee sewing club celebrated the club's seventh anniversary with an afternoon party Thursday at the home of Mrs. Carrie Kropff. Officers for the ensuing year were elected. Those chosen were Mrs. Oscar Rutherford, president; Mrs. Oliver Rudd vice president, and Mrs. John Kropff, secretary-treasurer.

Ice cream and orange-ant cake were served to Mmes. Oliver Rudd, Charles Danforth, John Kropff, Russell Hunter, Lee Caldwell, W. A. Long, Luther Peevley, John Huntzinger, John Johnson and the hostess.

## Announcement

Mr. and Mrs. Don Baker of Borger have announced the birth of a son on Friday, July 23. The new arrival weight eight pounds and has been named William Arthur. Mrs. Baker was formerly Miss Kathleen Hawkins, daughter of Mr. and Mrs. H. H. Hawkins, of this city.

## KNITTING CLUB HAS SPEND-THE-DAY PARTY

A Spend-the-Day party with a luncheon at noon was given for members of the Knitting club at the home of Mrs. O. C. Holt Tuesday. Vases of garden flowers decorated the entertaining rooms. The attractively appointed table in the dining room had an arrangement of marigolds for a centerpiece. Guests knitted and sewed in the afternoon.

Those enjoying the day were Mmes. W. M. Emmons, Travis Dameron, Ernest Medkief, W. J. Stanford, J. T. Gilbreath, Jr. and the hostess.

## FORD COMMUNITY CLUB HAS PICNIC

Members of the Ford Community club and guests enjoyed an ice cream supper and picnic at the home of Mr. and Mrs. Clarence Carnahan Sunday evening. The out door entertainment was in the form of a general get-together for members of the community.

The next regular club meeting will be held at the home of Mrs. L. J. Straufus, Thursday afternoon, August 5. All members are urged to be present.

## A WANT AD WILL GET THAT FLOW!

## RUTH LOVE, JAMES GANDY WEDDING ANNOUNCED

Announcement has been made of the marriage of Miss Ruth Love, daughter of Mr. and Mrs. J. D. Love, and James G. Gandy, son of Mr. and Mrs. J. P. Gandy, on Saturday, July 24. The marriage took place at the home of Mr. and Mrs. Jack Hanna at Turkey, with the Rev. J. B. Barker officiating.

Mrs. Gandy is a graduate of Hereford high school, an attendant Austin College at Sherman.

The young couple will be at home in Hereford after a short wedding trip to East Texas.

## NOTICE TO BANKS

The Commissioners Court of Deaf Smith County will, on the 9th day of August, 1937, receive from any banking corporation, association or individual banker in Deaf Smith County a proposal for the depositing of the public funds of the County in such bank or banks. The contract will cover a period which is the unexpired term of the present contract with the County Depository.

EARL W. WILSON, County Judge, Deaf Smith County, Texas. 29-2c

## GUESTS FROM KENTUCKY ARE HONORED

Mr. and Mrs. William G. Conkwright and Mr. J. C. Conkwright have returned to their home in Winchester, Kentucky, after a two weeks visit here with relatives and friends. The two Messrs. Conkwright are brothers of H. G. Conkwright; and J. C. Conkwright is Colby Conkwright's father.

The out-of-town guests were named as honor guests at a picnic held in State Park on Monday evening of last week. Some 30 relatives and friends attended the delightful gathering.

## Wiley Robersons Have Visitors.

Mrs. W. V. Gearheart and children, Charles and Eva Mae, returned to their home in Lamesa Thursday after a two weeks visit here with her sister, Mrs. Wiley Roberson and family. Mrs. Roberson and son, Donald, accompanied her home and also visited three sisters and a brother in Littlefield, Enocks and Morton. Mrs. Roberson returned to Hereford Saturday, while Donald remained in Littlefield for a two weeks' visit.

Mrs. W. L. Davis is visiting her mother in Sulphur, Oklahoma, this week.

## Students Employed On Project.

Thirty-one students employed on part time National Administration Student Aid jobs at North Texas Agricultural College last year were assigned to a farm improvement project on which they made a plane table map of 250 acres of college farm land. "Those agricultural students received valuable training and their work accomplishments will be used as a community demonstration project of soil conservation methods," M. E. Lobo, professor of horticulture at NTAC, reported to J. C. Kellan, Texas Youth Director.

## CARD OF THANKS

We wish to express our deepest appreciation to the host of friends for the many beautiful floral offerings and for the kind words of love and sympathy offered during the illness and death of our beloved wife and mother. May God's richest blessing be with each of you.

H. H. Miller, Ipea Miller, Alma Miller, Carol Miller, Pat Miller.

Mr. and Mrs. Barney Hicks were in Amarillo on business Tuesday.

Sardines	2 cans	7c	12 cans	41c
Pickles	Sour or Dil.	9c		17c
Pen-Jel	2 pkgs			25c
Minute Tapioca	2 pkgs			25c
Mustard	Quart jar			10c
Vienna Sausage	2 cans	17c	6 cans	49c
Potted Meat	2 cans	7c	12 cans	41c
Corned Beef	12-oz can			19c
SPiced Beans	15-oz can			8c
Catsup	14-oz bottle			10c
Tea, Lipton's	1/4 lb	21c	1/2 lb	39c
Grape-Nut	Pint	16c	quart	24c

**Fight the Heat with What You Eat!**

**VINEGAR** Pure Cider Per Gal. **24c**

**Pork and Beans** Van Camp's, 16-oz can 25c  
16-oz can, 4 for

**HOMINY** Van Camp's No. 2 can 9c

**PEAS** Rosedals 17-oz can, 2 for 25c

**PEAS** American Wonder No. 2 can 10c

**TOMATOES** No. 2 can 3 for 23c

**PRUNES** Everfresh No. 2 1/2 can 2 for 25c

**Ginger Snaps** Two Pounds 25c

**KRAUT** No. 2 Can 3 for 25c

**White King GRANULATED SOAP Large Package 31c**

PINTO BEANS	Re-cleaned, 2 pounds	15c
MATCHES	8-box carton	19c
CRACKER JACKS	3 for	10c
NOODLES	1-lb pkg	15c
BROOMS	Each	23c
EXTRACT	Imitation vanilla, bottle	10c
PICKLES	Fresh cucumber, jar	25c
SYRUP	Sugar Bud No. 10 can	69c
	Devised Sandwich Spread SPREAD, Gebhardt's, 2 cans	17c
SPINACH	Libby's tall No. 1 can, 2 cans	21c
	Six cans for	59c
PREPARED SPAGHETTI	Libby's, 16-oz can	9c
TOMATO JUICE	Libby's, 14-oz can	7c
	20-Ounce Can	9c
LIGHT GLOBES	Mazda, 25, 40, 50 and 60 watt, each	15c
MUSTARD GREENS	Turnip Green, No. 2 can, 3 cans	25c
APRICOT NECTAR	Heart's Delight, 12-oz can, 3 cans	25c
GRAPEFRUIT JUICE	Bestex, No. 2 can	9c

**QUALITY MEATS**

STEAK	Baby Beef	15c
Hot Barbecue	Per Pound	15c
Chuck Roast	Per Pound	15c
HAMS	Wilson's Tender Picnic	26c
BACON	Slab	28c

**FRESH PRODUCE**

Watermelon	Large	25c
	Each	
ORANGES	288 Size	23c
	Dosens	
Cantaloupes	Nice	10c
	Each	
Blackeye Peas	Garden Fresh	6c
	Pound	
CUCUMBERS	Per Pound	5c

THESE PRICES GOOD FRIDAY AND SATURDAY!

Save At **FURR FOOD**

SHARE TOO IN THE *Extra Mileage* FEATURES THAT YOU GET IN **U.S. ROYALS**

**THE SIGN OF SAFETY**

U. S. Government Statistics show that more people are killed in automobile accidents in the United States each year than were killed in the World War. Many of these accidents are caused by use of faulty tires. Don't delay—equip your car with U. S. ROYALS NOW!

at No Extra Cost

Exclusive Safety Bonding in U. S. Royals makes every ply a safety ply... protects you from high-speed blowouts. Famous Cop-wheel Tread protects you from skidding. Tough, longer-wearing Tempered Rubber protects your pocket-book... assuring you of more safe miles.

**U. S. TIRES**  
Cost No. More Than Ordinary Tires!

"I feel my children and myself are so much safer — since our automobile has been equipped with U. S. ROYALS, and they ride so much easier than ordinary tires do."

**THOMPSON'S SERVICE STATION**  
ARTHUR THOMPSON, Manager  
Magnolia Products

INSTANT TIRE SERVICE PHONE 191  
Be safer on *Royals*



### Ash Steps From Car, Falls Six Feet to Ground

William Ash, former Umbarger resident, is recovering from injuries received recently when he stepped from his car after it had been raised six feet by hydraulic lifts at a garage in Amarillo. Ash said he was not aware that the car had been raised.

When he stepped out he fell six feet, breaking both arms and one rib; his lip was also badly cut.

Although he is now a resident of Amarillo, Mr. Ash is well known in this section as a pioneer wheat farmer of the Panhandle, especially at Umbarger, where he previously resided.

#### Dillehays Back Home.

C. H. Dillehay and family returned Tuesday afternoon from Austin, where Mr. Dillehay has been attending the University of Texas during the summer months. They expect to remain here until school opens in September.

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

### CLAYTON SCS LEADERS INSPECT LOCAL PROJECT

Soil Conservation Service leaders of Clayton, New Mexico, Wednesday visited Hereford and inspected the SCS project in this county. The visitors included Jas. G. Wayne, manager of the Clayton project, Geo. Berrier, project agronomist, A. M. Easterly and Ben H. Clark, project engineers.

#### Kansas Visitors in Beyer Home.

Mr. and Mrs. J. E. Beyer have as their guest, their daughter, Mrs. Harold Hicks and daughter, Katherine, of Winfield, Kansas. Mrs. Beyer met her daughter in Amarillo Monday, where they visited P. L. Beyer and family, returning to Hereford Tuesday. Mrs. Hicks will be joined here by Rev. Harold Hicks about the middle of August. He will visit here two weeks before they return to their home at Winfield where he is pastor of the First Baptist church.

**CLOSE-OUT on all Summer Merchandise, Friday, Saturday and Monday, as the "BOSS" has gone to market and we must make room for FALL STOCK. BUY NOW. POULAR STORE.**

Joe Kellehor of Enid, Oklahoma, has been looking after business interests here this week.

### Nation Honors Memory of Sen. Robinson



Honoring the memory of Senator Joseph T. Robinson, who died suddenly in Washington at the age of sixty-four, President Roosevelt, cabinet officers and members of congress attended the state funeral in the senate chamber. Funeral services were held later at Little Rock, Ark., where the body was interred. The senate majority leader, respected and beloved by political allies as well as opponents, had led the fight to have the Supreme court bill passed at this session. He had been a familiar figure in Washington for 34 years.

### Vega News

Mr. and Mrs. O. C. Booth of Cross Plains spent the week end here with relatives.

Miss Edith Shields has returned from Carlsbad, where she has been teaching summer school.

C. E. Winder has sold his home to Roddy Harwell and the family will spend the winter in El Paso. Mrs. J. T. Richardson and Mrs. Mary Jordan spent Thursday in Amarillo.

Ed Jacobsen was a Vega visitor Thursday.

Vega has shipped 90 cars of wheat, Adrian 180, 25 from Everett Switch, and 25 will be shipped from Wildorado. About two-thirds of the crop is harvested.

Mrs. A. Cole of Pampa was here on business Thursday.

Farmer Jones and family are visiting in Arkansas.

Mr. and Mrs. Wayne Jones, recently married in Tulsa, spent the week end with Mr. and Mrs. W. A. Williams. Mr. Jones is a nephew of Mrs. Williams.

J. Taylor of Amarillo was here Wednesday.

Mrs. Kerrow is visiting relatives in Hedley.

Sheriff Halliburton and son spent several days this week at Dallas and Breckenridge.

Mrs. Fred Cotton and Roxana are visiting Mrs. Paul Hood at Claude.

Miss Kate Warren was a guest of Miss Lenora Gills last week.

Miss Helen Shelton of Amarillo spent the week end here with her parents, Mr. and Mrs. J. T. Shelton.

Miss Oneda Jordan and Mrs. O. Smith visited the Richardsons last week.

Mrs. Joe Shields and Doris spent Sunday in the Shields home.

Mmes. Chas. Gauk and Glen Boydston were in Hereford Friday.

Mrs. Claude Turner and Verney were in Amarillo Thursday.

Miss Rachel Shields was home from school in Canyon last week end.

Mrs. Ora Sanders of Wooten.

### Country Looks Good.

Ohio, and Mr. and Mrs. Henry Seidel were guests in the Mrs. Ray Harris home recently.

Several Vega Methodists attended conference at Adrian Sunday.

Mmes. Lester Dysart and F. Ingram visited the Carlsbad Caverns last week end.

Mr. and Mrs. P. H. Walker returned Saturday after a weeks visit with relatives in Beavers, Oklahoma. Mr. Walker's mother returned to Hereford with them to spend the winter here.

Mr. and Mrs. W. F. Gills left Sunday for Fort Worth to market for fall merchandise.

Mrs. A. L. Thomas, son Marvin and daughter, Mrs. W. N. Griswold, left Friday to visit a daughter and sister, Mrs. Chas. E. Kemper, in Liberal, Kansas. Marvin returned Sunday, accompanied by Chas. Kemper. Mrs. Thomas and Mrs. Griswold are expected home today. Marvin reports that this is the best country he saw on his entire trip. Kansas crops are being devoured by grasshoppers and Oklahoma crops hurt by drouth and sandstoms, he said.

Mr. and Mrs. Gaston Baer are in Dallas this week buying new fall ready-to-wear for their store.

## Farm Land for Sale!

Offers for the purchase of the following lands in Deaf Smith County will be considered by The Texas Land and Mortgage Company, Limited, if submitted on its form of Application for Purchase of Land, which will be furnished on request.

1246 Ac. 16mi. W. and 6 mi. N from Hereford, Sec. 29 and part of Sec. 32, Capitol Lg. 407. 3872 Ac. 12 mi. N. and 4 mi. W. from Hereford, Sect. 15, 16, 17, 24, 25 and 35, Blk. K-7.

Also Land for Sale in Neighboring Counties.

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## The Texas Land and Mortgage Co., Limited

615 Myrick Bldg.

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**ALEMITE SERVICE**

For a grease job that counts, let Buford Crosthwait, our Hi-Pressure man, turn his guns loose on your car. When he gets through you will feel and hear the difference! And, too when Buford greases your car, you get a 100 per cent Alemite Greasing Job.

**Keep Your Car Clean  
It Conserves the Paint**

Our indoor wash and grease rack insures you a cleaner and better wash job. We vacuum clean your upholstery and clean out the inside of your car. Just phone us and we'll be glad to call for and deliver your car to you.



**IRELAND MOTOR CO.**

BUFORD CROSTHWAIT  
In Charge of Washing and Greasing.

### Needlework, Not Nudity, Is New Style For Chorus Girls

The dancing daughters will wear their chignons two inches longer this season and while you will thus see at least two more inches of chorus girl, the chances are you will see considerably less than you did before.

The change, Dave Gould, dance director expects, will be general throughout the picture industry as well as in the Broadway musicals.

"Last year chorus girls were five feet, three inches," he explained, "and you saw a lot of them. This year we're giving you more chorus girl to look at—she'll have to measure five feet five—but you'll see less of them because they'll be well covered."

Taller girls wear clothes infinitely better than their shorter sisters, it appears, and designers such as Adrian have been itching for years to glorify the chorus steppers with needlework instead of nudity.

Film musicals and kindred ex-

travaganzas will be the first to reflect the vogue toward greater height and more clothing.

Nobody knows what happens to short girls when Hollywood changes its mind and simultaneously alters the world's fashion pictures, but then nobody cared what happened to the taller girls a year ago when the stubbler 1936 edition was the rage.

Weight requirements will be unchanged, Gould is confident.

"I figure that a girl weighing 110 to 114 pounds fills the ideal weight requirements," the director confided, "and most fashion designers seem to agree with me."

Platinum blondes are out. The era of the golden blonde is in. And color will be an important factor now that color is becoming increasingly popular.

In case you're interested in statistics, chorus girls who are brunets will go tinty, taking a slightly reddish hue for their topknots. Redheads will darken their tresses for a brownish effect. The lead black variety of hair will take on a bluish tinge, copying as faithfully as possible the style set by the raven-tressed beauties of history.

"This year, Gould explained, "we're going to give the public something to think about besides mere legs and arms. We're going to give them style and gorgeous dresses, and the finest dancing the screen has ever seen and—oh, something beyond mere, ahem, limbs."

### Trees Fight Many Obstacles For Existence

It is interesting to note how many adverse circumstances trees will often overcome by adapting themselves to the conditions present, writes a park ranger from Hot Springs National Park, Arkansas. In order to exist, all plants and animals must be flexible enough to adapt themselves to a great variety of circumstances. This is a law of nature's kingdom which applies everywhere. In high altitudes, for instance, trees must adapt themselves to live under the most adverse conditions known for plant growth. High winds, cold, extremes of all kinds, must be successfully combated.

From these bravely struggling trees of timberline to the coastal tropical trees we find them always adapting themselves to their environment, often succeeding against great odds. Wherever plants grow, unfavorable conditions of temperature, light, humidity and wind must be encountered. Factors of competition range from disease and insect pests to fires. Plants have difficulty enough in overcoming nature's handicaps, but when man steps in and further unbalances things, they often fall.

Man-caused fires are one of the forests' worst enemies. Although nature struggles valiantly to overcome the damage caused by man, so that fire scars in time may become moderated or lost to sight by new foliage, the tree will never be quite the same again. Its resistance is weakened, its growth slowed down, it is left open to disease and parasitic infestation.

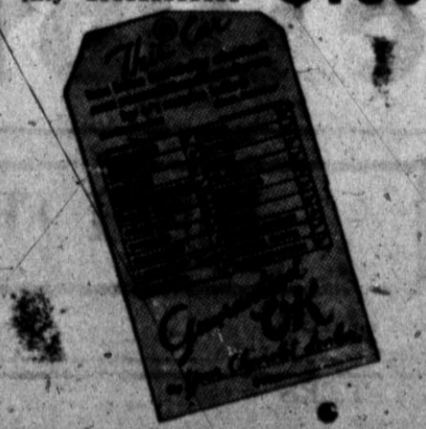
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Save TIME and MONEY  
See your CHEVROLET DEALER first  
FOR Guaranteed OK USED CARS

- 1934 CHEVROLET L. W. B. TRUCK, thoroughly reconditioned mechanically, original finish, good tires and overload springs, load limit license \$550
- 1934 CHEVROLET MASTER COACH, original finish, good upholstery, motor reconditioned \$350
- 1933 CHEVROLET MASTER COACH, motor completely reconditioned \$265
- 1932 CHEVROLET SEDAN, new paint motor reconditioned, good tires, with plenty of service left \$225

- 1929 FORD PICKUP, good mechanical condition, good tires, good buy \$90
- 1934 DODGE COACH in good condition mechanically, new tires, original paint \$350
- 1936 CHEVROLET STANDARD COUPE, with 20,000 miles, good tires, motor and appearance \$350
- 1936 OLDSMOBILE SEDAN—low mileage, beautiful blue finish, interior, motor and tires are all in tip-top condition, with radio \$550

1931 CHEVROLET SEDAN, new paint. This is a good buy for only \$150



USED CARS WITH THE OK THAT COUNTS

ALL MAKES ALL MODELS USED CARS AND TRUCKS  
**BRUMLEY-WOODFORD MOTOR CO.**  
HEREFORD, TEXAS

## GROCERIES for Better Summer Menus

<b>GREEN BEANS</b> White Swan No. 2 can	<b>15c</b>	<b>PACKARD'S CORN MEAL</b> 5 lb. Sack <b>21c</b> A Home Product	
COCOA Hershey's, 1-pound can	15c		
NAPKINS 50 count, 2 packages	15c		
WAXED PAPER 2 boxes	15c		
SHOE POLISH Shinola, 2 boxes	15c		
EXTRACT, VANILLA 8-ounce bottle	15c		
TEA One-fourth-pound sack	15c		
MARSHMALLOWS Pound package	15c		
SALAD DRESSING Or SANDWICH SPREAD, Miracle Whip, half pint	15c		
<b>TOMATOES</b> No. 2 Can 3 For	<b>21c</b> (Limit 6 cans)		
<b>SALMON</b> Fancy Pink 2-cans	<b>21c</b> (Limit 6 cans)		
<b>SUGAR</b> Brown 3 pounds	<b>21c</b>		
<b>Pork and Beans</b> White Swan 3 cans	<b>21c</b>		
<b>CORN FLAKES</b> 2 packages	<b>21c</b>	<b>ALL BRAN</b> Large box	<b>21c</b>
<b>MEXICAN BEANS</b> Fancy re-cleaned, 3 pounds	<b>21c</b>	<b>MLK</b> 6 small or 3 tall cans	<b>21c</b>
<b>OXYDOL</b> Medium size box	<b>21c</b>	<b>COCOANUT</b> Long Shredded, pound package	<b>21c</b>
<b>LAUNDRY SOAP, Crystal</b> White, P. & G., or Red & White, 5 bars	<b>21c</b>		

**The Best In FRUITS VEGETABLES**  
FRESH CORN 3 for 19c, dozen **35c**  
LEMONS 300 size, dozen **35c**  
LETTUCE Large head **4 1/2c**  
BLACKEYED PEAS Home grown, 2 lbs **15c**  
CARROTS, BEETS, Onions, home grown, each **5c**

**Peanut Butter** Quart Jar **25c**  
**Sweet Pickles** Paradise Quart Jar **25c**  
**JAR LIDS** Kerr 3 dozen **25c**  
**Toilet Tissue** Six Rolls **25c**

**Weir's** RED & WHITE



# LOCALS

Mrs. Carrie Turnbow was in Amarillo on business Wednesday.

Carl Dean Mountz, student in an Amarillo business college, spent the week end here, visiting his parents, Mr. and Mrs. C. J. Mountz.

Mrs. Clara Nance left Sunday for a week's visit in Amarillo with her daughter, Mrs. Harry Johnson and family.

Miss Mary Posey spent the week end in Amarillo visiting Miss Ora West. The two girls were roommates at Wayland College.

Mr. and Mrs. Cliff Hicks and family left Sunday for a several weeks vacation trip spent in Ohio and Illinois visiting relatives.

Mrs. J. R. Hastings and son, Gene, of Dimmitt were in Hereford Tuesday visiting in the home of their daughter and sister, Mrs. Jack Wright.

Mr. and Mrs. Cleatus Crump of Wagoner returned to their home today after a short visit in the home of her parents, Mr. and Mrs. S. L. Walser.

**CLOSE-OUT** on all Summer Merchandise, Friday, Saturday and Monday, as the "BOSS" has gone to market and we must make room for FALL Stock. **BUY NOW. POULAR STORE.**

Mrs. H. H. Hawkins leaves today for a two weeks visit in the home of her daughter, Mrs. Don Baker, at Borger.

Mr. and Mrs. Hiram Painter and son, Jimmy, returned Wednesday from Los Angeles, where they have been for several months.

Robert Bell of Dallas is here this week visiting his parents, Mr. and Mrs. Allan Bell of Adrian, and other relatives.

C. L. Hodges and Dick Norton of Kansas City arrived in Hereford Wednesday to visit his parents, Mr. and Mrs. Ohas. Hodges.

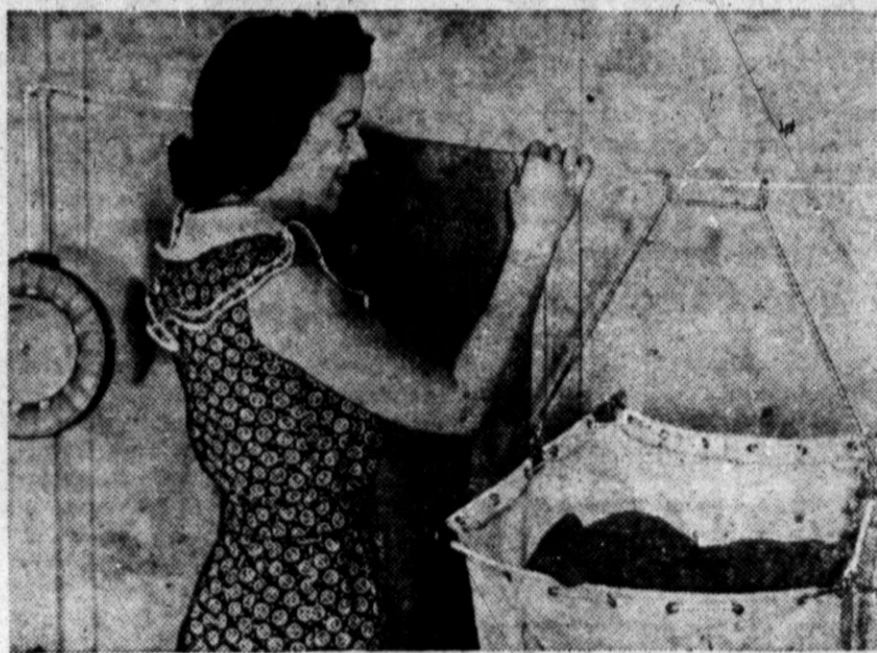
Dr. Dale Suplee and wife of Dallas were week-end visitors with their grandmother, Mrs. E. J. Williams, enroute to Colorado on a vacation trip.

Bill Davis and J. C. McCracken, Minneapolis - Moline dealers for this territory, will attend a dealer meeting in Amarillo Friday.

Mrs. Ellis Coombes and two children, Dorothy and John Samuel, returned Friday from a two weeks vacation trip spent visiting relatives in Seymour.

Miss Lois Standifer was an Amarillo visitor over the week end. She was a guest of Miss Norma Jean Foster, a former Hereford resident.

## It's Good-by to Wash Day "Blues"



Time and labor saving gadgets are increasingly helping to banish the blues from the housewife's wash day. Arlene Causey shows how easy it is to hang up clothes with the aid of a new canvas clothes basket suspended on the clothes line wound on a new automatic self-tightening reel. The devices were on display at the recent Summer International Home-furnishing Markets at the Merchandise Mart in Chicago.

## Donkey Softball Game Scheduled Saturday Night

Sponsored by the Lions Club, a donkey softball game will be played on the Hereford field Saturday night, July 31, it was announced by Bull Marcum, committee chairman.

One team will be selected by the Lions Club and the other will be chosen by Homer Fox for the game. Bleachers are being provided and the grounds generally improved for the game.

The donkeys have been used in several Panhandle towns during the past few weeks and are attracting much attention. The game here will be similar to donkey ball games of past years, except that it will be played at night under the flood lamps, Marcum stated.

The personnel of each of the teams will be announced at the game Saturday night.

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

## Stage Is Set

(Continued from page one)

day celebration. Preparations have been made to take care of a crowd of more than 5,000 persons and Frank Gyles, barbecue chairman, today announced that plenty of barbecue with all of the trimmings will be served at noon Friday, July 30.

**Enough for Everyone.** "This year we will have enough for everyone," he declared, "and we are expecting a big crowd."

In addition to the regular daily prize awards in the rodeo competition, Chas. Bennett, commander of the local Legion post, announced that grand prizes will be awarded at the close of the rodeo. The grand prize list follows: Bronc riding champion, one pair of \$25 chaps; calf roping champion, one pair of \$25 boots; steer riding champion, one pair \$10 spurs; bareback riding champion, \$12 Navajo blanket; ribbon roping champion, \$20 Stetson hat; five \$3.00 belts will be awarded second place winners, and one \$3 belt will be awarded to second best in each event.

**Prizes Run High.** Persons desiring to secure rules and regulations regarding the rodeo may do so by contacting Mr. Bennett. Contestants will be required to enter and pay their entrance fees by 11 o'clock each morning prior to the contest that afternoon.

Contestants will also take part in the parade each afternoon. Stock will also be drawn for at the office each morning at 11 o'clock.

Daily prizes follow: bronc riding, first prize, \$15; second, \$10; third, \$5. Steer riding, first \$10; second, \$7.50; third, \$5. Calf roping, first \$25; second, \$15; third, \$10. Ribbon roping, first, \$25; second, \$15; third, \$10; fourth \$5. Bronc riding and steer riding entrance fees have been set at \$2, while calf roping and ribbon roping entrance fees are \$3.

**Plan Big Carnival.** In connection with the celebration a carnival will be featured both days, including special rides and midway attractions adjoining the rodeo grounds in State Park. The 50 head of stock are being furnished by F. L. Davis of Texaco, and include the same string of animals which were used in the Clovis Pioneer celebration and the Tulla celebration recently.

## Light Docket

(Continued from page one)

er, will also return here for the coming term.

The grand jury list for the August term follows: Mont. E. Baker, H. M. Beach, George Beams, Claude Benton, James R. Lipscomb, W. L. Davis, W. M. Stewart, Toye E. Price, Cliff Estes, J. F. Hickman, H. E. Danforth, Cries Renfro, Alton Fraser, E. R. Biggs, H. E. Miller and W. W. Ireland.

No petit jury will be called for the first week of district court, according to present plans, the first petit jury being scheduled for August 9.

Mr. and Mrs. C. B. Williams and daughter, Marie, left Tuesday for a month's visit with relatives in Tennessee and Kentucky. Mr. Williams will spend some time in Hot Springs, Arkansas, for medical treatment. Before returning to Hereford, Mr. and Mrs. Williams will visit the Pan-American Exposition in Dallas. They expect to be at home by the first of September.

Mrs. Jerry Behrens and children of Corsicana, who have been visiting her parents, Mr. and Mrs. J. F. Ward, left Saturday for Clarendon to visit Mr. Behrens' relatives. She will be joined there by Mr. Behrens who will accompany her back to Hereford for a short visit.

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

## Home Programs Hold Interest

County agricultural and home demonstration agents in 146 counties have reported an enrollment of 489 families in the Extension Service, whole farm and farm home, or whole ranch and ranch home demonstration program, according to S. A. McMillan, extension economist in farm management and chairman of the committee which drew up the plan. McMillan said that the response to the demonstration was living up to the expectations of the committee. The group contemplated the establishment of only a few well-scattered demonstrations in 1937, he pointed out, and the report, although incomplete, is encouraging.

Extension district 1, the Panhandle area, leads in enrollment with 17 counties listing 54 demonstrations. Other high districts include No. 4, in the Dallas and Fort Worth section, 14 counties and 52 demonstrations; and district 11, centering around Houston, with 18 counties and 49 demonstrations.

The demonstrator's first move is to list the improvements they hope to make from the "front gate to the back yard" over a five-year period. Extension agents report that many farm families have already completed improvements suggested by the survey.

## Alfalfa Finds Favor In Swisher County

Like many farmers in Deaf Smith county, producers in Swisher county are considering alfalfa as a possible money crop. In this section alfalfa has become especially popular with irrigation farmers who practice feeding out their crops to dairy herds, chickens and hogs.

The following item comes from Happy, Texas:

"Swisher county, traditional stronghold of wheat, is being invaded by another agricultural monarch. This time a year ago there was not an acre of alfalfa under cultivation in Swisher county. This year the first cutting of 178 acres is under way.

"With the new crop has come new machinery for operation. Mowing machines, side delivery

rakes and automatic hay balers are in evidence everywhere as cutting and binding season begins. It is expected that the yield will be at least one ton per acre for the four cuttings. With alfalfa selling at one half the price of bran and of equal value as farm food, there is the possibility that alfalfa growing in this county will become a profitable commercial undertaking as well as an important livestock and dairy crop.

Mr. and Mrs. Maurice Mitchell of Amarillo are visiting with her mother, Mrs. W. T. Womble. They will also spend a few days in Colorado, accompanied by Mrs. W. T. Womble and Mr. and Mrs. L. L. Womble.

Mr. and Mrs. C. H. Dillehay and family returned Monday from Austin where he attended the first semester of summer school at the State University.

Mrs. Milton Orr and baby left Sunday for their home in Clovis after a short visit here with her parents, Mr. and Mrs. Frank Marra.

1901 **E. B. Black Co.** 1937  
**FURNITURE - UNDERTAKING**  
 Ambulance Service—Day or Night  
 Hereford, Texas

# STAR

Midnight Preview Saturday Night  
**SUNDAY - MONDAY**

A Sensational New-Theme Newspaper Story of what happens when a vengeful girl reporter dares to revive old scandal!

"WHO SAYS I CAN'T PRINT THIS"

**FRED MacMURRAY**  
**FRANCES FARMER**  
**CHARLIE RUGGLES**

in **'Exclusive'**

with **Lloyd NOLAN**  
**Fay HOLDEN**  
**Ralph Morgan**

The Latest **PARAMOUNT NEWS** And **SELECTED SHORTS**

# STAR

**Thurs. - Fri.**  
**COOL COMFORT**

They met in Vienna, parted in Warsaw, kissed in London—and then headed for Gay Paree!

## 'The Emperor's Candlesticks'

with **Luise Rainer**  
 Winner of the 1937 Academy Award for the best screen performance!

and **William Powell**

## Saturday Only

Box Office Opens 1 O'Clock

When Stan and Ollie hit the West—the West goes wild and woozy! It's a panic of joy that would make Sitting Bull stand up and Laff!

A RUMBLE OF BOARS THAT ENDS IN A HOT! LAFF!

The Funniest Picture They Have Ever Made!

**Hardy**

Plus A Thrilling New Serial **"SECRET AGENT-X-9"**

## Tuesday Only

**2 FOR 1** Night—clip your calendar ad—good for this night—and enjoy the show!

The story of Love in a Nutshell—and every nut cracked!

The Laugh Convention's On At Hotel Haywire!

THE STARS SPELLED DISASTER... BUT BECAME HEROES OF MIRTH!

**'HOTEL DAYWIRE'**

with **LEO CARRILLO**  
**LYNNE OVERMAN**  
**MARY CARLISLE**

Plus Selected Short Subjects

## WEDNESDAY

**BARGAIN DAY**  
**10¢ MATINEE** **15¢ NIGHT**

A dramatic thunder bolt of a man who would fight anything meeting a woman who would fight back!

**MARRIAGE FOR Spite!**

TEACHES THE MEANING OF LOVE!

**Edward ARNOLD**  
**Francine LARRIMORE**

**John Meade's WOMAN**

**GAIL PATRICK**  
**GEO. BANCROFT**

Also **SELECTED SHORTS**

# Summer Appetizers

PRICES GOOD FRIDAY AND SATURDAY

**TUNA** WHITE 2 CANS **25c**

PINEAPPLE	15¢
Broken slices, No. 2 can	
TOMATO JUICE	25¢
C. H. B., three medium cans	
SOAP	19¢
Blue Barrel, five bars	
MALTED MILK	43¢
Thompson's (aluminum tumbler FREE) pound can	
POTTED MEAT	10¢
Three cans	
VIENNA SAUSAGE	15¢
Two cans	
SALAD DRESSING	39¢
Miracle Whip, quart jar	
POTATO CHIPS	22¢
Rutledge's, 25c size	

**DOG FOOD**  
 Scottie, Can **5¢**

**TAPIOCA**  
 Package **10¢**

**SARDINES**  
 Tall Can, 3 for **25¢**

**Peaches** NO. 10 CAN **46c**

TASTY SUMMER DRINK	9¢
(Makes two gallons) bottle	
WASHING POWDER	21¢
Magic, large box	
BLACKBERRIES	10¢
15-ounce can	
TAMALES	25¢
Ratcliff's, two cans	
CORNED BEEF	19¢
Can	
SOAP	25¢
Ivory, four medium bars	
CRACKER JACKS	10¢
Three boxes	
TOILET TISSUE	19¢
Fort Howard, 3 rolls	
GRAPEFRUIT JUICE	9¢
No. 2 can	
PEANUT BUTTER	28¢
Quart jar	

**OATS**  
 5-Pound Bag **29¢**

**SALT**  
 Morton's, 2 Boxes **15¢**

**EXTRACT**  
 Vanilla, 8-Ounce Bottle **15¢**

**CANDY** ASSORTED, BULK, 2 LBS **29c**

## FRESH FRUITS AND VEGETABLES

LETTUCE	5¢	TOMATOES	9¢
Head		Pound	
PEPPERS	10¢	APPLES	28¢
Pound		California Grovenstein, dozen	
BEANS	6 1/2¢	ORANGES	25¢
Pound		Dozen	

**PIGGLY WIGGLY**  
 ALL OVER THE WORLD



# The Hereford Brand

Published Every Thursday

SIXTEEN PAGES—SECOND SECTION

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 30.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, JULY 29, 1937.

FIVE CENTS PER COPY

## Short Course Program For August Listed

**CROWD OF MORE THAN 2,000 PERSONS TO ATTEND**

The program of the general assembly meetings of the Farmers' Short Course, which will be held at Texas A. and M. College on August 18-19, will feature several nationally known personages, according to E. R. Eudaly, extension dairyman and chairman of the joint program division.

The general assembly meetings for men and women, which will be held at Guion Hall each day between 10:30 and 11:30, will again be interspersed with group singing led by Walter Jenkins, song leader of Rotary International.

The principal speakers of the four sessions will be Dr. T. O. Walton, President of Texas A. and M. College, Monday; Honorable Hatton W. Sumners, Member of Congress, Tuesday; C. A. Cobb, director, Southern Division, AAA, Wednesday, and Miss Barbara Van Heulen, associate extension specialist of the Farm Credit Administration, on Thursday.

The chairmanship of the general assembly meetings will be held by H. H. Williamson, director of the Extension Service, on Monday; by Dr. T. O. Walton, Tuesday; Miss Mildred Horton, state agent and vice director of the Extension Service, Wednesday; and Jack Shelton, state agent and vice director of the Extension Service, on Thursday.

Preliminary estimates place the number of men and women who will attend each of the general assembly meetings at between 2,000 and 2,500, Eudaly said.

## Bill McLean On Honor Roll List

Austin, Texas.—A total of 700 students in the College of Arts and Sciences at The University of Texas made grades during the spring semester entitling them to places on the honor roll of that college.

Both quantity and quality of the work done by each student were considered in compiling the honor roll.

The list, just announced by Dean H. T. Parlin, includes the name of William Franklin McLean of Hereford.

## NYA to Employ 32 in Port Arthur

Work on a new National Youth Administration park development project at Port Arthur will provide part time employment for 32 youths, W. G. Alexander, district supervisor, has reported to the Texas NYA director.

Mr. and Mrs. R. K. Bruner of Fort Sumner, New Mexico, were renewing old acquaintances and visiting with friends here Saturday.

## GRAPHIC EXAMPLE SHOWS HOW NOT TO RIDE A DONKEY



Shown above is the method which most softball players employ in making a brilliant play in Donkey Softball games. For more details sponsors recommend the game between the Lions Club and a team to be selected by Homer Fox. The game is scheduled in Hereford Saturday night July 31, and will be played under flood lights on the softball field north of the high school building.

## Court Reporter Returns Here After Service With "Alfalfa Bill" Murray

### Diphtheria Takes Heavy Toll In Texas

Texas loses more than 300 of its children each year from one preventable cause, according to Dr. Geo. W. Cox, state health officer. Diphtheria, that ever present menace to children, was responsible in 1936 for 351 deaths.

No parent would allow his child to run in front of trains or automobiles, but many allow them to run the danger of contracting diphtheria. Prevention of diphtheria in children is a simple matter of inoculation with toxoid.

If you have a child six months old or more, take him to your family physician and ask to have a Shick test made to determine whether the child is susceptible or immune to diphtheria—for 75 to 90 per cent of children under 12 years of age are susceptible.

Information that as high as 90 per cent of all children under 12 are susceptible was gained from Shick tests carried out on thousands of children during the past decade, and indicates that young children should receive immunizing treatment without a preliminary Shick test. Such a test, however, should be carried out six months after preventive treatment to make certain that immunity has been established. On older children and adults, a preliminary Shick test is advisable, since immunity may already be present.

Diphtheria immunization is accomplished by the injection of toxoid. Your doctor can tell if the immunization was successful by giving you the Shick test four to six months after the last treatment of toxoid. It takes that long for protection to develop. There is no guess work about toxoid, it is a safe and proven preventative. The wise and cautious parent will take his child to the family doctor now, before school opens, and have him protected against the danger of contracting diphtheria, by immunization with toxoid.

When the August term of district court opens in Hereford, Horace L. Schloss will return with Judge Reese Tatum as court reporter. Schloss is not only a thoroughly competent court reporter, but he will have some unusually interesting stories regarding his work as stenographer and reporter in the Governor's Offices at the State Capitol, Oklahoma City.

Schloss was with Judge Tatum as court reporter in this district court during 1928, 1929, 1930, 1931, and 1932, when he resigned and went to Missouri for a vacation. He remained in Missouri for one month, and then went to Oklahoma City, associating himself with Governor "Alfalfa Bill" Murray. He worked with the colorful governor the last two years of Murray's four year term.

When Governor Murray's term expired by law, January 14, 1935, and Governor Marland was inaugurated, he returned again to Missouri for another month's vacation. He again returned to Murray as secretary and remained until November 30, 1936. Including both occasions, he spent about three and one-half years with Governor, returning May 1, 1937, to Judge Tatum.

Very little cotton was reported in the Friona territory, but row crops are in fine shape and showing a rapid growth; much of the row crops are knee high or better, while later plantings look fresh and green.

In row crop fields weeds are less in evidence than seen a week earlier. Most farmers are now busy getting rid of weeds—and with an occasional shower an abundant yield of sorghum grains and rough feed is expected in the section.

## Friona Section Expects Large Row Crop Yield

**PRACTICALLY ALL WHEAT HAS BEEN HARVESTED, IN THAT AREA**

A survey of the farm area 80 miles north and west of Friona this week revealed that the bulk of the harvest in that section has already been completed. Practically all of the wheat is expected to be in this week.

In many fields where wheat has been harvested, the farmers have plowed preparatory to planting the next crop, and in all these fields the land appears to be in the prime of condition, with little weeds or stubble showing.

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In row crop fields weeds are less in evidence than seen a week earlier. Most farmers are now busy getting rid of weeds—and with an occasional shower an abundant yield of sorghum grains and rough feed is expected in the section.

## Amarilloans Visit Here.

Here Sunday for a short visit with friends were Mrs. J. T. Webb, Mrs. A. L. Brint, Mrs. B. S. Arnold, Nancy Lee Brint and Frances Kinard, all of Amarillo. Mrs. Arnold is a one-time Hereford resident.

AN EXTRA ROOM? TRY A WANT AD!

## Offers Goat Milk As Quick And Sure Cure For Hay Fever Victims

If you are a hay fever victim, and are tired of discomfort and worry which hay fever causes, here may be the answer to your problem. Last week The Brand announced through its columns that it wanted a sure cure. A few suggestions have come in, and frankly they look pretty good.

However, it seems that hay fever is the result of different exposures—depending upon the individual and his or her personal reaction. For that reason The Brand is still looking for remedies. What results in cure for one person may not affect another, but we are sure if several more will submit their remedies a cure can be found to suit each individual in the Brand's big list of readers. Bring, mail or telephone your remedies to The Brand. We are after those hay fever causes, and your remedy will be appreciated.

From H. C. Odle of Meridian, Texas, comes one of the first remedies. It sounds reasonable, folks, but here it is—and you can be the judge. Mr. Odle writes: "I read in your last issue that you wanted a cure for hay fever. I am reliably informed that goat milk will effect a sure and speedy cure. There is usually at its worst, some kind of weed that will cause hay fever if the victim gets near it. Get a milk goat and feed this weed or vine or whatever makes the fever. Make the goat eat it for three days, usually you can taste the weed; this, it is claimed, inoculates the milk and results in the cure. I have not seen this tried, but I have known of cases of asthma cured for good by drinking goat's milk. If the patient is flincky

about drinking the milk, then don't tell them—they can't tell it from the best cow's milk. It does not have the acid in it that cow's milk does. "If you can't buy a goat there, I have a friend here that has some for sale."

H. C. ODLE, Meridian, Texas.

Need Clean Up. Mrs. E. J. Williams of this community is of the opinion that the entire section must be thoroughly cleaned of weeds and sanitation must reign supreme before hay fever can be overcome. She

## Coloradans To Seek Colored Grasshoppers

Bug-conscious Coloradans were asked to be on the lookout for grasshoppers bearing bright new paint jobs in gold, silver, green, pink and other colors.

State insect experts in the hopes of determining the route the migratory insects are taking from Colorado's heavily infested regions, are brushing colors on the dun wings of the mature insects.

Anyone observing strangely colored grasshoppers, especially in Colorado's rich northeastern "sugar bowl" counties where the insects have been increasing the last few days, have been asked to notify their county agents immediately. The destination of the millions of hoppers now growing to maturity on Southeastern Colorado rangelands has been one of the big question marks during the two weeks fight.

about drinking the milk, then don't tell them—they can't tell it from the best cow's milk. It does not have the acid in it that cow's milk does. "If you can't buy a goat there, I have a friend here that has some for sale."

H. C. ODLE, Meridian, Texas.

Need Clean Up. Mrs. E. J. Williams of this community is of the opinion that the entire section must be thoroughly cleaned of weeds and sanitation must reign supreme before hay fever can be overcome. She

## Select Site By Highway Bridge For Local Lake

**PROPOSED DAM WOULD BE OVER 1,100 FEET LONG**

After inspecting several possible locations, members of the lake and dam committee this week chose a location one-half mile west of town on the Rim Witherpoon and Jeff Gilbreath places.

They suggested the dam be located about 100 yards west of the highway bridge which spans the Tierra Blanca.

A survey made by A. O. Thompson and H. V. Hennen indicated that the dam, to be constructed properly, must be 1,100 feet from bank to bank, and 26.5 feet high. It is estimated that such a dam will create a lake covering 160 acres of land and extending two and one-half miles up stream, when it is filled.

Wilson Gyles, chairman, said that a committee will be appointed to contact owners of the land as to locating the dam on the proposed land. Provided arrangements can be made, the location and figures will be submitted to government officials for inspection and consideration.

Recreational Center. If created, the lake is expected to become a recreational center for this part of the Panhandle, offering boating, fishing and other water sports.

In addition to Mr. Gyles, members of the committee include J. P. Slaton, J. E. Hill, Vern Witherpoon and Jimmie Gillentine.

Committee members reported that further details could not be worked out until contact had been made with the land owners and the attitude of government agencies determined through application for the project.

## Library Gets New Volumes

Seven new volumes have been added to the County Library, according to Miss Lillie Hostetler, librarian, this week.

Two fiction volumes added were John Dawn, Coffin, and Murder Goes to College. Steal. Non fiction volumes included The Family and Its Relationship, Grove; Illustrated World History, Hammetton; Living Religion, Hart; Psychology and Life, Weatherhead; Group Leadership, Leigh.

brought in an article by Dr. Frank Thorne, scientist, regarding hay fever and its cause from rag weed. Since the article was copyrighted, it cannot be reprinted, but offers many interesting tips and may be borrowed at the Brand office.

One-Word Cure. Mrs. Eva Pitman summarizes her cure in just one word, "strychnine."

Try First to Buy in Hereford.

## STORIED RAMPARTS OF WORLD'S FAIR



First view of the entrance to the magic city being erected for the 1937 Golden Gate International Exposition on Treasure Island in San Francisco Bay. More than 1,000,000 persons are expected to attend the World's Fair.

## Mush 4,000 Miles to Bright Lights



Mr. and Mrs. P. J. Carroll of British Columbia—the far northern part of the province near Alaska—with their team of Alaskan dogs after their arrival in New York city, recently, by dog sled. Their sled is equipped with both wheels and runners. They have been traveling this way for one year and three months, picking up data for a book they hope to publish soon.

## SWIMMING DE LUXE



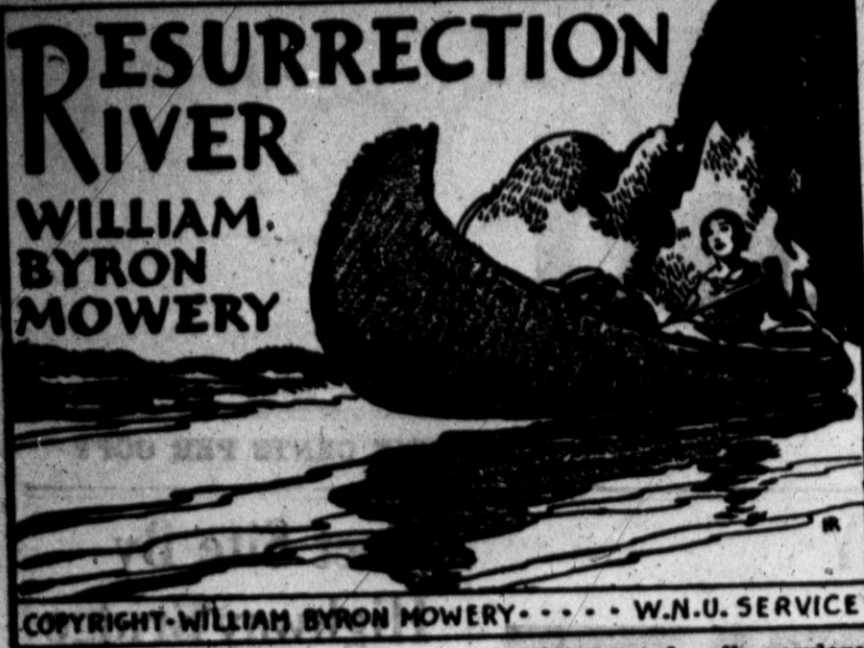
The latest word in portable dressing rooms designed for beach use, made its appearance recently at Santa Monica, Calif., when Jean Parker, film actress, introduced an individual cabinet. Housing but one person and resembling a large fire-cracker, the cabana is of lightweight construction and may be carried in one's car.

## PANHANDLERS DE LUXE



Judging from the expression on the faces of Zoe Dell Lennie, pretty pirate girl of the 1937 Golden Gate International Exposition, and Sam Johnson, president of the Angels Camp Club, Boosters' Club, who is seen here as a miner, there's plenty of joy in the pan. Miss Lennie uncovers the smile while Johnson reveals plans for a "Forty-sixer Mining Camp" at the Exposition.





RESURRECTION RIVER  
WILLIAM BYRON MOWERY  
COPYRIGHT-WILLIAM BYRON MOWERY... W.N.U. SERVICE

(Continued from last week)

When she entered Warren's tent he was standing before a chart that hung from the ridge-pole, the same big chart which she had seen at La Salle street headquarters in Chicago. Then it had been white; but now it was sprinkled with several dozen squares and oblongs of red. Many times Patricia had wondered what those red spots meant. They looked mysterious and a bit sinister.

"Warren"—she gave him the bank statement—"these people say I'm overdrawn, and I know perfectly well I'm not. They forgot to enter my September allowance."

Warren did not even glance at the paper. "They're right, Patricia. I'm sorry to say. Your credit for September—and for October, too—was not sent in to them. I dislike to tell you the bad news, dear; but I must. Your allowance has been cut off. Your father decided that the only way to make you come home was to stop your money."

Patricia stared at Warren, dumfounded. Her allowance cut off—she couldn't quite grasp so astounding a fact. Why, her allowance had always been one of the infallible things, like day and night!

Warren toyed with a letter knife on his work table. "Patricia," he said finally, "you surely must realize that I'm here at Dynamite Bay on business for the company, and that it's very important business. If my plans go through the firm stands to make an extremely handsome coup. I presume you know by now, I presume Tarlton told you, that Dynamite Bay is an extraordinarily rich mineral field."

"What!" Patricia broke in. For a moment this sudden revelation, settling a question which had plagued her for three months, made her forget all about the allowance. "Rich, extraordinarily"—Warren, is that straight?"

"It's straight," he stated. "The whole story isn't known yet, won't be known till complete surveys have been made; but we do know positively that the field is of the first magnitude."

"Now, dear," Warren went on in his patient, logical way, "this community house of yours broke into my plans very badly. Your whole project runs counter to the best interests of Wellington, Parkes & Lovett here at Dynamite Bay. Personally, I had nothing to do with cutting off your allowance. I merely kept your father informed of the situation, as I was duty-bound."

"But—but wait a minute," Pa-

tricia interrupted, all perplexed. "I don't follow you. What is this 'coup' that you're talking about? How am I damaging your plans? What are these plans of yours?"

Warren sidestepped. "We can't go into all the details, dear. It's a dry business matter."

"But I insist on knowing! I'm doing a good job over there among those men, a badly needed job; and I won't drop it without a solid reason why!"

Warren shrugged. "I don't see that you've got any choice. Now that your father has cut off your allowance, you'll have to give in and go back to Chicago."

That "give in" was decidedly the wrong expression to use on Patricia Wellington.

"I'll be damned if I go!" she burst out. "Dad can't order me around like that. He's not going to domineer over me. I'm a human being, the same as he is. I've got ideas and wishes of my own."

"But he's got the power," Warren reminded.

His remark drew Patricia's fire to him. "You've got power, too! You're a partner in the firm. You're the real brains of the firm. Look here, are you going to stand for this? You've got money, lots of it. You can advance me what I need. It's not much. Only a few hundred a month. Will you or won't you?"

Her sharp question put Warren on the spot. He dared not make good the allowance, for she would use the money to keep the community house operating. Already that Rock-Hog Den, plus the quiet word which Tarlton had passed out to the prospectors last Summer, had stalemated him for three exasperating months.

On the other hand he hesitated to antagonize Patricia by an outright refusal. On his work table stood a desk calendar with "October 8" staring him in the eyes. Their wedding date. The day on which he was to have married Patricia Wellington. That marriage, almost a certainty once, was a raging doubt with him now. Little by little Patricia had been drawn into the human current at Dynamite Bay; and it seemed to him that in proportion as she had drifted out into deep waters she had gone farther and farther away from him.

And he was not blind to her stormy emotions toward Craig Tarlton.

"Are you going to side with me or dad?" Patricia planned him down. "Can I keep my community house going? Yes or no?"

Warren made a swift decision. If he stood firm, Patricia would have to go home. Doubtless she would be furious with him, might

LOOKS FAR AHEAD



Emblazoned on the front of his sweat shirt are the letters of the future alma mater of two and one-half year old Norman Scott Barnes, son of Joan Blondell, screen star, by her former husband. When Norman reaches college age, the University of California, Los Angeles is to be favored with his patronage.

even break their engagement; but with patient effort he probably could win her around again. Certainly anything was better than for her to stay on at the Bay. She would keep that Den running to his great damage; if Tarlton returned, saw what she was doing and joined forces with her, she would be Tarlton's.

"Dear," he said firmly. "I'm compelled to refuse."

All Patricia's dammed-up anger at Warren's dishonesty and evasion, all the bitter disappointment of her Arctic trip with him, all the heartache over her failure to build up loyalty with him, came bursting out.

"All right, keep your money!" she blazed at him. "I don't need it. I'll get along without it. You are exactly like dad. You dictate. You give me just so much liberty, but no more. The only difference between you and him is that he's blunt about it and you're diplomatic. This allowance of mine—you're as guilty on that score as

he is. He wouldn't have cut me off if you hadn't suggested it. And you did—you did that behind my back!"

She paused for breath, plunged on: "Do you know what I think of you, Warren? You fall a little short of honesty all along the line. You're not absolutely honest with me or with dad or with the firm or with anybody or anything—except your own personal advancement. If you'd been honest with me, if you'd told me the truth about this situation when we first landed here, I probably would have never built that house. But you didn't. You kept me all in the dark, as Craig once said. Even now I don't know what this 'coup' of yours is. I wouldn't believe you even if you told me—you've lied and hedged and evaded so much—"

"Patricia," he begged. "Please, please."

"You think you can force me to go back home," she stormed on, "but you can't! I'm staying here! I'm keeping that Rog-Hog Den right on going. I'll get by somehow. I don't care if I do break into your plans. You never consider my plans. Try and make me go!"

Warren did not argue. Argument would only make her angrier at him. His course was plain, and he held to it.

"Pilot Odron," he informed her, rather sharply, "is getting one of the planes ready now to take you south. In half an hour—that'll give you time to change clothes—I'll send the Chiwaughimi metis around to help Ellyn pack your things and to strike your tent."

Patricia's glance met and clashed with his. The hidden threat in his words were not lost on her—he was going to make her

leave by pulling her tent down. White-faced with anger, she stared across the work table at him, defiant, her dark eyes flashing.

"You won't pull any raw trick like that on me, Warren Lovett!" she cried. "I'll show you something!"

She whirled on her heel, made for the door and dashed out into the rain.

Warren stepped over to the flap-front and watched her as she ran down toward the bank of Resurrection. Her threat puzzled him, and he could not imagine where she was going; but neither question worried him very much for he knew that in the last analysis he held the power.

At his work table he wrote a strategic letter to her mother intending to send it along with Pilot Odron so that it would reach Chicago as soon as she did.

As he was finishing the note, Lupe Chiwaughimi appeared at the tent door.

"M'sieu Lovett, come here. Look-see!"

Warren stepped over, looked where the metis was pointing. What he saw took him a staggering surprise. Where Patricia's tent had stood, there simply was no tent. It had vanished magically, as though the ground had swallowed it.

Down toward the bank of Resurrection a dozen husky prospectors, with Patricia's slender figure in their midst, were hurrying toward a big York at the water edge.

Everybody in the group was carrying something of Patricia's belongings—her trunks and suitcases, her cot, her tent and poles.

"What's happened. Lupe? Where's she going?"

The metis gestured across the stream. "She moving over dere. Over near dat chateau she has built."

It was characteristic of her to act first and think of the consequences afterward.

(Continued next week)  
Mrs. Ida Lee Price of Amarillo, who lived in Hereford for many years, spent the week end here with friends.

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THE ARCH  
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BIG CASH PRIZES



**BRONC RIDING CONTEST**  
Entrance Fee, Daily ..... \$2.00  
Prizes: \$15, First; \$10.00 Second; \$5 Third Each Day.

**STEER RIDING CONTEST**  
Entrance Fee, Daily ..... \$2.00  
Prizes: \$10 First, \$7.50 Second, \$5 Third Each Day.

**CALF ROPING CONTEST**  
Entrance Fee, Daily ..... \$3.00  
Prizes: \$25 First, \$15 Second, \$10 Third

**RIBBON ROPING CONTEST**  
Entrance Fee, Daily ..... \$3.00  
Prizes: \$25 First, \$15 Second, \$10 Third \$5 Fourth.

**GRAND PRIZES**  
Bronc Riding ..... 1 Pair Chaps (\$25 Value)  
Calf Roping ..... 1 Pair Boots (\$25 Value)  
Steer Riding ..... 1 Pair Spurs (\$10 Value)  
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ENOUGH FOR EVERYBODY  
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Auspices Hereford Legion Post 192



### Vivian Olson In Ceta Glen Pioneer Class

#### HEREFORD YOUNGSTERS WIN SECOND WITH STUNT PROGRAMS

The first graduating class to complete the three-year course prescribed by the Panhandle Presbyterian Pioneer Conference for intermediates received their certificates Thursday night at graduation exercises held at Ceta Glen.

The seven graduates were Geo. Faye Overstreet, White Deer; Vivian Olson, Hereford; Eunice Parker, Tulla; Jean Ithaca, Borger; Victor Aubrey, Jr., Borger; Carl Criswell, Canyon, and Jack Malone, Tulla. Rev. Charles L. Dickey, Canyon, presided at the closing program; Rev. Jack Myrose, Dalhart, and Rev. Victor K. Aubrey, Borger, registrar and conference guide, presented the certificates for courses completed and merit awards to the 84 conference members.

Rev. J. Hoytt Boles and Mrs. Virgil Davis, both of Tulla. Rev. Donald Harris, of Littlefield; and Miss Mildred Beasly of Canyon; who worked together in leading the various recreational activities, presented ribbons and awards to winners.

The Pirates group was awarded first place for good camping and Amarillo, with 22 intermediates, was recognized as the group traveling largest total of miles to camp.

The consecration service planned by the council and led by Rev. Dickey climaxed the four-day gathering Thursday night.

The youngsters were led by Sharielen McCarter, council president, in the impressive service.

During the camp, the Dalhart group won the stunt night program to be followed by a close second by the Hereford youngsters.

Those who attended the camp from Hereford were Ruth Temple Hastings, Rachel Ireland, Richard Ireland, Vivian Olson, Margaret Olson, Jack Thorns, Harold Close, Carlisle Rae Frye, Rev. and Mrs. J. C. Thorns and Mrs. W. M. Cogdell.

The senior conference opened Thursday following the close of the Pioneer Conference. This group also has a good representation from Hereford.

### CHERRIES - AND A PEACH



Throughout the nation this year millions of boxes of California cherries are carrying a succulent reminder that 1937 is the year of the Golden Gate International Exposition at San Francisco. Zoe Dell Landis, one of the Exposition pirate girls, displays the fruity invitation.

### Jumbo News

BY MRS. ULLMAN HUNTER

Mrs. Belle Oxford and Catherine were in Amarillo Monday.

Mr. and Mrs. Wilburn Axe are the proud parents of a new girl, born July 22. She has been named Josephine Yvonne, being the first grand daughter of Mr. and Mrs. F. J. Axe, there being six grandsons.

Mr. and Mrs. Finis Hunter were in Amarillo Wednesday.

C. Kring and his daughter, Mrs. McGinnis, spent Sunday with the Cone family at Dimmitt.

Mrs. J. E. W. Jennings of Lubbock spent this week visiting with her Hunter and Simpson relatives here.

Mr. and Mrs. Jelly Short of Dimmitt and Mr. and Mrs. John Short of Muleshoe spent Sunday with their sister, Mrs. Dewey Owens.

Mesdames J. B. Speer and D. J. Lovell of Canyon called on Mrs. Ullman Hunter Saturday.

Miss Catherine Oxford spent the week end with Mrs. John Coke of Flag. Before her marriage in May, Mrs. Coke was Miss Maurine Wilder of this community.

Mr. and Mrs. Finis Hunter spent Sunday with her parents, Mr. and Mrs. L. O. Norman of Arney.

Gib Landis of Amarillo was in this community Sunday looking over the irrigation farms.

Mr. and Mrs. Addison Hunter accompanied W. A. Hunter to Lubbock Wednesday.

World's Nickel Supply  
A Canadian company produces 21 per cent of the world's nickel.

### Frio News Items

MARGARET MOBLEY

Miss Koma Hyatt and Ethel Womble of Canyon visited friends in this community Sunday.

A very nice crowd attended Sunday school Sunday.

Mr. and Mrs. Jack Springer and grand daughter, Jackie of Kress spent Sunday night in the Lester Sparkman home.

Mr. and Mrs. Elmer Jones and daughter, Freda Collins, Mr. and

Mrs. T. L. Sparkman, Jr., and Miss Alma Andrews visited in the C. S. King home in Pringle last week.

B. F. Fulkerson of Roswell, New Mexico, spent several days in the J. E. Springer home.

Lawrence Battles of Battles, Arkansas, is visiting his brother, Hubert Battles.

W. M. S. met with Mrs. H. M. Mobley Wednesday of last week, with five members present. Next meeting will be August 4.

Mr. and Mrs. F. M. Campbell of Ralls, and Mr. and Mrs. Ches-

ter Campbell of Lubbock are visiting in the K. F. Campbell home.

Mr. and Mrs. Richard Simpson and daughter, Sherry Ellen, of Pampa spent Wednesday night in the J. E. Andrews home. Mrs. Simpson will be remembered as Miss Gladys Benson.

Mr. and Mrs. R. S. Mobley and family of Flag, and Mr. and Mrs. Remon of Spur visited the H. M. Mobleys Saturday.

Rhea Robbins and daughter, Wynema, of Groom spent Friday night in the H. D. Robbins home.

Raymond and Margarette Mob-

ley had their Sunday school class at dinner Sunday, celebrating their birthday.

Mr. and Mrs. Woodrow Williams and daughter, Margaret Ann, of Floydada are visiting relatives here.

Claude Price and Mrs. Coleston of Floydada visited H. M. Mobley and family Friday evening.

Mrs. P. M. Cook, who has been visiting in the J. M. Dixon home, returned to her home in Amarillo Sunday.

Mr. and Mrs. Paul Williams were in Clovis Wednesday.

### COURTHOUSE RECORDS

#### Marriage Licenses.

J. G. Gandy and Miss Ruth Love, July 24.

Troy Carmichael and Miss Ruby Thompson, July 24.

Mechanic and Materialman Lien. D. H. Alexander, Lee Lambert, part of block 53, City of Hereford.

#### Warranty Deeds.

L. C. David et ux to Jess M. Carter, SW 1/4, section 77, block K-3.

Jess M. Carton to W. W. Hill, SW 1/4 section 77, block K-3.

Peter Buser et ux to W. E. Dameron, SE 1/4 section 34, T8-R3.

#### New Automobiles.

Elvin J. Ridling, July 24, Chevrolet coupe, Brumley - Woodford Motor Co.

Jeff Roberson, July 24, Pontiac coach, Norton Motor Co.

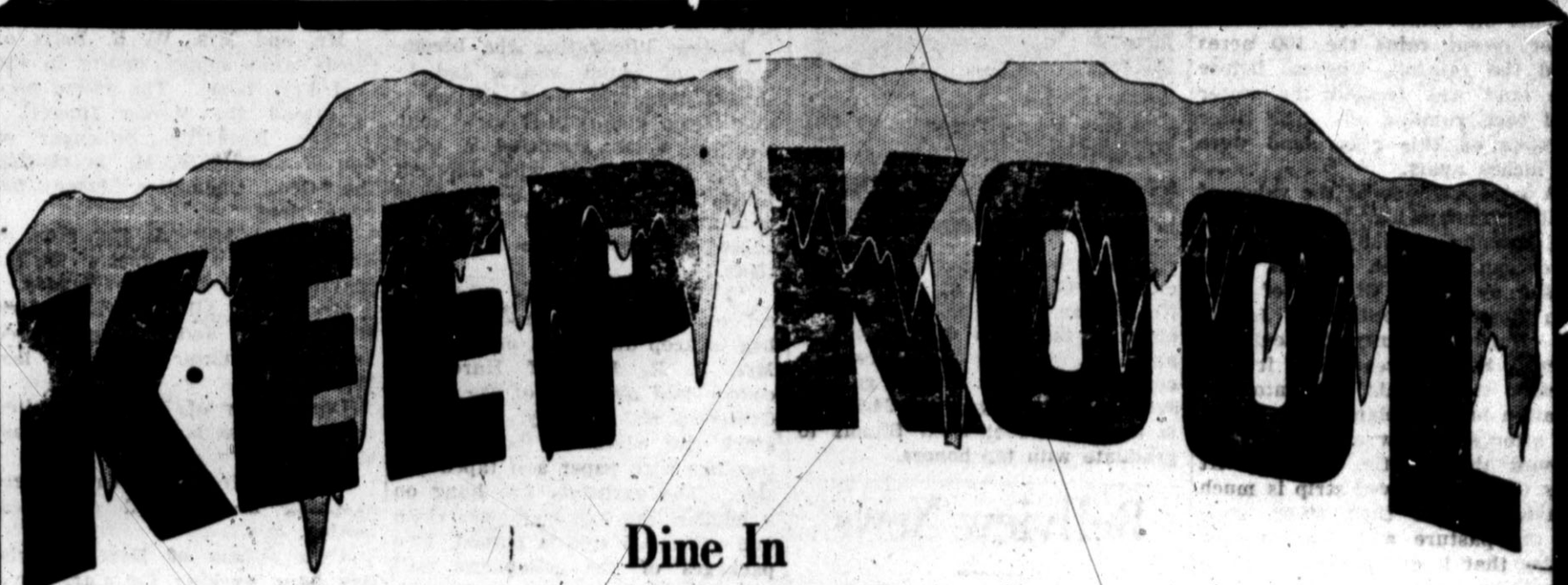
Ray Cornett, July 24, Plymouth sedan, Ireland Motor Co.

C. B. Williams, July 21, Oldsmobile sedan, Brumley - Woodford Motor Co.

J. R. Overstreet, July 20, Dodge pickup, Ireland Motor Co.

#### NYA Students Make Good.

Forty per cent of the students working on National Youth Administration part-time Student Aid jobs at Texas State College for Women during the last school year were on the college honor roll, while only 18 per cent of the entire student body scored grades that high. W. M. Lovelace, business manager, reported to J. C. Kellam, Texas Youth Director.



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COMFORT!



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## We have just installed a modern COOLING SYSTEM

Ever alert to offer our patrons the utmost in good foods, excellent service and comfort, we have just installed a modern air-conditioning system. This system is of the very latest design and is constructed in such manner as to bring clean, fresh, washed air into our cafe—and to circulate it through the building at all times. It is not only manufactured for comfort, but is designed to protect your health as well.

Despite the fact that we have gone to considerable expense and effort to secure this modern Cooling System, we are not increasing our prices. Many cafes with cooling systems have advanced prices, but it is our purpose to continue offering you the same high quality foods, coffee and soft drinks at the same reasonable prices which we have always featured—and you will find our prices reasonable. We invite you to visit us and to see how comfortable it is to eat delicious foods in our modern, air-conditioned cafe.

### Special FRIED CHICKEN DINNER Every Sunday

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Even our good dinners and short orders taste better as cool, refreshing air swirls about you during the meal. Try our Special Sunday Dinner at 50¢—or a Merchant's Lunch at 35¢. It will be a treat for you and the whole family.

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### Better Pastures For Panhandle

Pasture improvement work has engaged the attention of Northwest Texas farmers and ranchmen and is proving of great value, according to the reports of county agricultural agents in that territory under whose supervision the work is being done.

One hundred acres of pasture land has been contour-listed by Lynn Pace, Haskell county farmer and stockman. Pace said that after recent rains the 100 acres held the rainfall, whereas before the land was treated the water had been running off. The lister furrows on this grass land were 4 1/2 inches apart.

A good example of the value of contour furrowing in increasing the grazing capacity of pasture land can be seen on the land leased by V. M. Gladish of Dallam County, according to Joseph M. Hatton, county agricultural agent. Several years ago it was decided to put this land into cultivation but the plans were changed after a narrow strip had been plowed through the pasture. At this time the plowed strip is much heavier sodded than other lands in the pasture and Gladish estimates that it affords two or three times as much grazing as any other equal area in the pasture.

Fifteen Moore county farmers carried pasture furrowing demonstration in 1936 and each one was pleased with the results and plans to do more this year. R. A. Weiss did an unusually good job on his 120 acre pasture, reports A. P. Bralley, county agricultural agent. Weiss cut some old lister points from 14 to 9 inches in width. By using these without the mold-boards on his three row lister from which he had removed the center lister, he was able to make good furrows at intervals of seven feet for retaining extra rainfall.

### Daniel News

BY PAULINE MOORE  
Wheat harvest is over, and row crops now keep farmers busy.

Ruth Moore returned Friday from a two weeks visit with relatives in Plainview and Oltou.

Mrs. Floyd Tomlinson and children, and Pauline Moore were in Canyon Saturday.

Mr. and Mrs. W. R. Moore and Ruth were in Canyon Saturday. Glenn Lucille Moore is home from a visit with relatives near Ranningwater.

Joe Moore and family visited in Oltou Sunday.

Mr. and Mrs. Clarence McBroome were in Hereford Saturday. Buford Nichols spent the week end with friends in Dimmitt.

Helen Morris, who has been working for Mrs. Floyd Tomlinson during harvest has returned to her home at Arney.

Mrs. J. F. Matthews called in the W. R. Moore home Friday.

Mr. and Mrs. Joe Golden and one spent last week end with Mr. and Mrs. Floyd Tomlinson and friends in Amarillo.

Mrs. Jim Hudgeons, sons and Mrs. Homer Lee Curry visited in this community Friday.

Miss Mary Thurmond called in the Floyd Tomlinson home Friday afternoon.

Mary Jim and Jackie Vincent of Amarillo spent Friday with Mary Jo and Norma Jean Tomlinson. Mrs. Floyd Tomlinson and Helen Morris were in Amarillo last Thursday.

Miss Theima Ruth Bishop, who has been visiting with Miss Wannie Thomas of the Tierra Blanca community is spending this week with Pauline and Ruth Moore.

### WEST POINT'S FIRST



Arthur W. Overbeck, who was cited by Gen. Malin Craig as the No. 1 man of the 1937 graduating class of the West Point Military academy. He led 298 future generals in his class with a general average for four years of 94.6. He is the first cadet from Illinois to graduate with top honors.

### Bellview News

MRS. R. H. JOHNSTON  
Harvest is about over, and recent showers have put row crops in good condition.

Week end guests of Mr. and Mrs. E. O. Rutherford were Mr. and Mrs. S. A. Newton and children, Mrs. Henry and baby of Sanger, Texas. They left Monday enroute to visit the home of L. W. Carter home near Hereford. Other guests were Messrs. and Mrs. Yeck and Iian Nation, of Clovis.

Mrs. W. E. Brown was taken to a Clovis hospital Friday where she underwent a major operation Saturday morning.

Mr. and Mrs. Harvey Powell are the parents of a nine pound boy, named Gallon Harvey, born July 19. Mother and son are doing fine. R. H. Johnston and family had as guests Thursday night and Friday his sister, Mrs. L. M. McBee, of Albia, Oklahoma, and Mrs. Odell Youngblood of Horst Springs, N. M.

Ryrd Blackburn and family of Johnston county, Oklahoma, are visiting his brother, Barney Blackburn.

C. T. Cox of Plainview visited his father and brother here Sunday.

Mrs. Zora Blackburn is enjoying a visit from her mother, Mrs. Bunch, of Phoenix, Arizona.

W. H. Petty of Grady was a visitor in Bellview Monday.

Otto Hutchins was taken to a hospital at Lubbock Saturday, suffering with blood poison. He is reported in a very serious condition.

Mrs. John Brown, a long time resident of this community, died in a hospital at Clovis Monday, July 19. Interment was made in the Clovis cemetery Wednesday, July 21.

**TUR-TOL**  
Gives Instant Relief  
Of cuts, sores, rashes, colds, burns, boils, corns, bunions, piles, eczema, sunburn, chapped skin, insect stings, athlete's foot, piles, constipation, infections.  
Will Not Sting or Irritate. Immediately Soothing. A Household Necessity for Emergencies.  
50c  
AT ALL DRUG STORES

### Clothing Work Holds Interest

Home demonstration club members and 4-H club girls of Northwest Texas are showing a great deal of interest in clothing work, county home demonstration agents of that section report.

A red print cotton material which cost 57 cents was used by Inez Britten of the Rivercamp 4-H club in Childress county, to make a school dress of the sport type.

Posters illustrating the becomingness of round, square and V-shaped necklines were shown at nine Lynn county 4-H girls' club meeting which attracted a total of 154 girls. Girls with different shaped faces were selected from each group and the remaining girls chose appropriate necklines for them.

"I bought 10 cents worth of cellophane in town and made a bag to keep dust from my blouse," Mrs. J. R. Hale of Hardeaman county told members of the North Grosebeck club recently. Mrs. Hale stuck the edges of the material together with paper and taped one side. The garments are hung on a hanger, the bag kept over them and the taped side is pinned. Two packages of the cellophane will make three bags, Mrs. Hale said.

Varied articles of clothing have been completed by Frandle Beaty, member of the Center 4-H girls' club in Wheeler county. Frandle has hemmed a cup towel, made an apron and three undergarments,

### Easter Items

BY LOUISE FRYE

Sunday school attendance was 93, collection \$6.45. A two weeks meeting begins the second week in August.

Miss Doris Kirtsey was hostess to the young people Saturday evening at an old-fashioned dance party.

Mr. and Mrs. Howard Thomason of Duke, Okla., and Mr. and Mrs. L. Sparkman of Galineville, were guests in the M. Sparkman home the first of last week.

Mr. and Mrs. W. E. Betts of Clovis were supper guests in the Carl Frye home. They were here to attend the Mercer funeral.

Miss Katherine Sullenger of San Francisco, N. M., is visiting the Geo. Chambliss home for some time.

Mr. and Mrs. A. Epperson of Summerfield were guests in the Clayton Woolery home Sunday.

Mrs. E. M. Allen, Vay and Mrs. Harry Smith and children visited Mrs. Sam Hunter at Jumbo last Wednesday.

Don Bailey of Hereford visited the Chambliss home one day last week.

Mr. and Mrs. Fred Walton were shopping in Hereford last Wednesday.

Cyde Olham of Hereford who has been working for Carl Frye, was taken home Saturday, ill from an attack of appendicitis.

remodel a dress, made two children's garments and completed a smock.

### Ward News Notes

MRS. GEORGE SUGGS

Rev. Hornbeak filled his usual appointment Sunday. He spent the day in the Bob Higgins home.

Stancel Scott of Shamrock spent Saturday in the home of his sister, Mrs. Fred Moreman.

Mr. and Mrs. Jim Lipscomb were in Amarillo Sunday.

H. D. Moreman and daughter, Ella Norice, and Miss Mason of Post, and J. E. Moreman of Lovington, N. M., visited the Fred Moreman home last Thursday.

Mrs. Geo. Suggs and son spent Sunday with relatives at Tulla. A niece, Walden Dodson, of Perryton, is visiting her.

Mr. and Mrs. Taft Lovett of Clovis returned to their home after spending several weeks here during harvest.

### Rance News

EDNA BEHREND

Mr. and Mrs. J. W. Stewart of Turkey are visiting in the home of their son, C. H. Stewart, for a few days, after which they will

666

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go to Levelland to visit another son.  
Mr. and Mrs. Rule visited in the Wainscott home Saturday evening.  
H. G. Behrends and family were in Kress Sunday visiting relatives. Miss Emma Lowell Plufik and

Miss Warner of Canyon were in this community Sunday.  
W. G. Wainscott and H. G. Behrends were in Fort Sumner, New Mexico, Wednesday.  
Oscar Elliott and Wilmot Owen of Friona spent Saturday night in the R. L. Rule home.

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200 ALLIANCE APPOINTMENT 200  
Spicing the ALL NEW SPECTACULAR EXTRAVAGANZA  
**BEST SELLERS**  
All of the Major Artists will appear in EVERY PERFORMANCE during the entire engagement. Just as Advertised.  
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Billy Rose  
DIRECTOR GENERAL  
50% LARGER THAN LAST YEAR  
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Amazing New  
**ROBOT DIAL**  
Does Your Tuning Work for You  
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Zenith's amazing new Robot Dial shows only ONE simple, easy-to-read dial at a time—and for a SINGLE wave-band—yet, at a touch, another and yet another dial quickly takes its place behind the pointer ready for ANY station in the world! All major stations clearly marked by call-letters. New, Local Station Indicators for favorite stations. Electric Automatic Tuning that spins the needle **ELECTRICALLY** to the stations you want—yet at your touch, the needle stops, the music plays.  
Whether in the much-favored, smart new Armchair Models, in Consoles, or in De Luxe Stratosphere, Zenith offers a perfection of design and a beauty of wood-grain that challenges any comparison. EVERY model is superbly constructed by master cabinet-makers who know how to combine selected rare woods for unusual beauty.  
ZENITH announces something brand new—a radio that works equally well on 6 volts or 110 volts. Zenith's new Hi-Line switch converts from a 6-volt storage battery power to 110-volt A C Highline with a flick of the finger.  
Should your district be electrified or should you move to a highline area, your 1938 Zenith Farm Radio will work as well as ever. No new radio, no converters to buy—Nothing to add, to make these switchovers. Priced as low as \$24.95  
**McCONNELL ELECTRIC CO.**  
ZENITH SHORT WAVE RECEIVERS OF 3 BANDS OR MORE ARE SOLD WITH ZENITH DOUBLET ANTENNA  
AMERICA'S MOST COPIED RADIO... AGAIN A YEAR AHEAD

"SO YOU'D LIKE A Shorter KITCHEN DAY?"  
Find out about controlled cooking with **GAS!**  
No longer do you have to stay in the kitchen while baking and roasting are going on—thanks to the automatically controlled insulated ovens of modern gas ranges.  
Top burners light as you turn them on! New high-speed emulsion broilers grill in double-quick time!  
Find out all the ways the new gas ranges save you time and money—at our Showroom!  
1. **OVEN HEAT CONTROL** maintains the exact degree of temperature you select.  
2. **INSULATION** keeps heat in where you want it & keeps your kitchen cool.  
**West Texas Gas Co.**



# SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

## SHOWER HONORS RECENT BRIDE

Honoring Mrs. Cawthon Bryant, a recent bride, the Woman's Missionary Society of the Methodist church entertained with a miscellaneous shower at the parsonage Friday afternoon. Games and contests featured the entertainment. Mrs. D. W. Hawkins read "The Road to Home," by Edgar Guest, and Miss Katherine Kirby entertained with a reading. Three wishes for the bride. The shower was introduced when guests found gifts hidden in the shrubbery on the lawn, in a game of hide and seek, and presented them to the honor guest.

Garden flowers in appropriate containers decorated the house and bloomed in profusion in the yard. Pink rosebuds centered the lace-laid refreshment table.

Those present were Meses. J. B. Hamner, D. W. Hawkins, J. C. Cummins, H. H. Hawkins, S. O. Wilson, E. E. Fridley, Henry Williamson, Drew Ridgway, Clay Ridgway, J. F. Ward, O. T. Behrens, of Corsicana; Fred Millard, Ray Bowers, C. C. Cox, I. H. Spratt, Hattie Rutherford, J. W. Kirby, S. L. Easley, J. B. Phillips, T. C. Willett, J. E. Beyer, A. C. Thompson, Jack Roberson, D. H. Bryant, J. O. Newell, L. A. Ricketta, Craddock, F. I. Greer, R. P. Coneway, Hall Beavers, W. J. Smith, Clara Freeman; Meses Lucy Reed, Katherine Kirby, Harriette Carter and the honoree.

## SUPPER BRIDGE CLUB GUESTS OF MR. & MRS. BLACK

On Wednesday night of last week Mr. and Mrs. Jim Black were hosts to members of the Supper Bridge club at their country home near Black. Guests brought covered dishes and supper was served at small tables covered with colored linen cloths and centered by blue delphinium.

After the supper games of bridge furnished diversion, when Mrs. Reed Williams scored high for the ladies, and Jim Lipscomb played high for the men.

## Haberers Start Trip Friday

Mr. and Mrs. John Haberer and son, Herman and his family, left Friday on a motor trip to Salt Lake City, Utah. From there they will go to Idaho Falls, Idaho for a visit with relatives, and then on to Yellowstone Park. They will visit in Washington State and in Portland, Oregon. From there the Herman Haberer will return to their home in Big Square, and Mr. and Mrs. John Haberer will go to Los Angeles, California, for a visit in the home of their daughter, Mrs. Henry Sherman.

## MRS. WILLS HOSTESS FOR LONDON BRIDGE CLUB

Two tables of guests played with members of the London Bridge club Thursday when Mrs. R. R. Wills entertained with an afternoon bridge party at her home.

Gladioli, asters and plox in different shades of one color were used in decorations and formed the centerpiece for the lace covered table in the dining room.

High score in the games went to Mrs. Sherman Morgan for the guests and to Mrs. Lee Morgan for the club members. Mrs. Frank Cogdell won the cut prize.

A salad course with delectable accompaniment was served.

Guests were Meses. Peers Wheate of Van Horn, Frank Cogdell, Sherman Morgan, Travis Dameron, J. W. Witherspoon, Ralph Roden, Edgar Johnson, Jr., Fred Brown, Louis Woodford, Grant Fuller, and Miss Katherine Slump of Los Angeles, California, who is a house guest of Dr. and Mrs. Wills.

Club members present were Meses. J. T. Gilbreath, Jr., O. C. Holt, Nelson McRight, Emmett Millburn, Ernest Medkief, Lee Morgan and the hostess.

## Return From Austin

Mrs. H. L. Broadwell and daughter, Mary, returned from Austin last week where Mary and a sister, Ella, attended the first semester of summer school at the State University. Enroute home they visited the Pan-American Exposition at Dallas. Mary left Friday to attend the Presbyterian young peoples conference in Ceta Canyon. Ella remained in Austin where she will continue her studies for another six weeks before resuming her work at Georgetown, where she is a teacher in the public schools.

## AUCTION SALE

Hereford Sales Pavillion Will Open TUESDAY, AUGUST 3rd

Bring in your livestock if you want it sold to the best advantage. We have plenty of buyers for everything you have to sell. A good, clean sale is assured to buyers and sellers.

## Hereford Sales Co.

H. V. Hennen Ray Barber Clerk Auctioneer

## PROUD BARTELLS



Dick Bartell and his son Skippy are all smiles as they pose with the memento presented to the Giants by shortstop by admirers recently during the celebration of Bartell doing the Polo grounds. Bartell has three sons with three more on the way.

WANT AD WILL BE... THAT COW!

## SYBIL NELL WAGGONER, WOODROW GILBREATH MARRY

Miss Sybil Nell Waggoner and Mr. Woodrow Gilbreath of Dimmitt, were united in marriage on Tuesday, July 20, at Amheyst.

The vows were spoken at the parsonage of the Methodist church with the Rev. Ray Gilbreath, pastor and uncle of the groom, officiating.

Mrs. Gilbreath is the daughter of Mr. and Mrs. H. N. Waggoner of Dimmitt. She graduated from the Dimmitt high school and attended Texas Tech at Lubbock.

Mr. Gilbreath is the son of Jeff Gilbreath of this city and is a graduate of Hereford high school. He attended Texas A. & M. College. The couple will live on their farm near Dimmitt.

## FORMER HEREFORD RESIDENTS HERE

Mr. and Mrs. J. D. Saunders, Jr. and Mrs. J. D. Saunders, Jr. and daughter, Lois Marie, left Friday after a short visit with relatives here. Mrs. J. D. Saunders, Jr. is a grand daughter of Rev. and Mrs. J. A. Hornbeak, and Mrs. J. D. Hornbeak, Sr., is a sister of Mrs. John L. Wilson.

Mr. and Mrs. Saunders operated the S & E. Variety store here.

## PIONEER STUDY CLUB ENJOYS OUTING

Members of the Junior Pioneer Study club and their escorts enjoyed a delightful midsummer outing Sunday at Hardings Ranch. Hiking, kodaking and a picnic feast were features of entertainment.

Those enjoying the occasion were Mr. and Mrs. A. J. Schroeter, Mr. and Mrs. Cone Johnson and small son, Jerry, Mr. and Mrs. Louis Woodford, Miss Ruby Thompson, Troys Carmichael, Miss Anna K. Hardesty, Frank Huckert, Miss Lueta Borden, Hal Kester, Miss Genevieve Eberle, Edgar Pickett, and Mrs. Alton Miller.

## CAMP FIRE GIRLS ELECT OFFICERS

Wecocantewaste Camp Fire Girls will be headed by Miss June Dameron. Other officers chosen at the meeting Monday morning at the court house were Margaret Higgins, vice president; Rachel Ireland, Secretary; Mozelle Shreve, treasurer; Mary Nix, reporter, and Ruth Temple Hastings, sergeant-at-arms.

Plans were made at the meeting for a picnic to be given soon.

Try First to Buy in Hereford.

## ATTEND CONFERENCE IN CETA CANYON

Several members of the local Presbyterian church and others attended the annual Young Peoples Conference Sunday in Ceta Canyon. The conference, which has been in session since Monday, July 19, will close next Friday.

Approximately 20 Hereford young people registered for the religious and recreational training school.

Those making the trip Sunday were Mr. and Mrs. E. S. Ireland, and three children, Rachel, Richard and Miss Elizabeth Ireland; Mrs. B. T. Bell, Mr. and Mrs. Chas. Gattin, Mr. and Mrs. C. O. Wilkins, Mrs. Walter Sea and children, Billy and Betty, and Mr. and Mrs. H. H. Boardman and son, Glenn.

## John Olsons Visit In Waco

Mr. and Mrs. John Olson and daughters, Vivian and Margaret, left Saturday for Waco where they will visit his brother, C. H. Mr. and Mrs. Olson will visit other companions by a niece, Miss Essie Olson, who has been visiting here the past two weeks, who returned to her home in Waco with them. Olson and family. They were accounts of interest in Texas before returning home.

Miss Lois Carol Wright of Fort Scott, Kansas, is spending several weeks visiting in the home of her aunt, Mrs. Carl Mounts.

### NOTICE!

Anyone who has a new Singer Sewing Machine is entitled to the free sewing course. J. Craddick (the Singer Sewing Machine Agent) is making arrangements to have the sewing at Mr. John Hacker's residence. For information get in touch with Singer Sewing Machine Agent J. Craddick, Box 533, Amarillo, Texas.

P. S. Anyone purchasing a machine before the class starts will be entitled to a Free Sewing Course by the Singer Sewing Machine Teacher.

# THANKS THANKS THANKS

To The

## FARMERS, Grain Raisers

Of The

## Hereford Territory

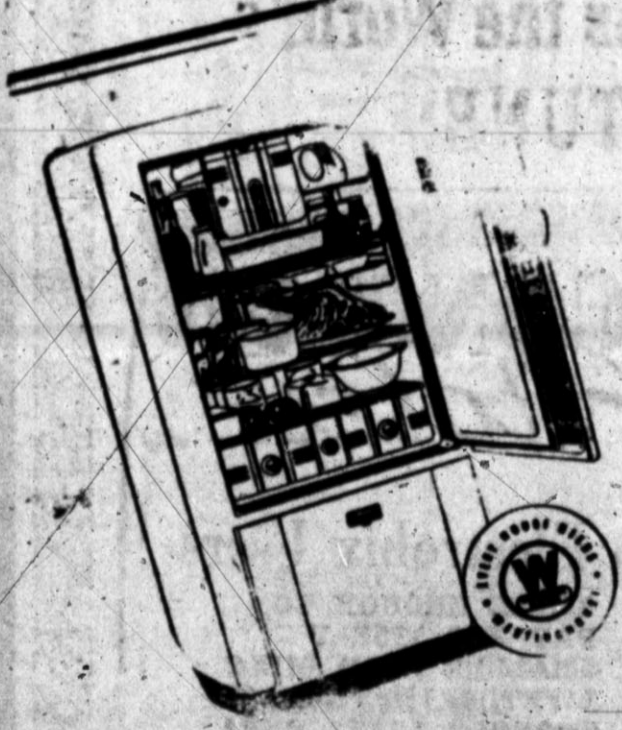
For Your Loyal PATRONAGE  
During Wheat Harvest



As the 1937 wheat harvest draws near a close and generally speaking most of the farmers have enjoyed a fair wheat crop and at a fair price—we wish to remind all you farmers that we are still striving to render you any service that it might be possible for a grain dealer to render. Our business principles are founded upon honesty, fairness and integrity, and never change throughout the years, whether prosperous years or lean years.  
**MAY WE SERVE YOU AGAIN!**

- Service
- Experience
- Reliability

To The Farmers:  
Dear Friends:  
It is my desire to see each one of you personally and thank you for the business accorded Pitman Grain Company in bringing us your grain this wheat harvest. I speak from my heart and for my employees in expressing our appreciation for this business and hope to merit your continued patronage.  
Sincerely,  
J. A. PITMAN.



**A THRIFTY TIP...**  
to every housewife who wants the best... For ten-year economy, your quality dollar goes further with a Westinghouse.

# Pitman Grain Co.

And Employees

TEXAS-NEW MEXICO UTILITIES COMPANY

HEREFORD, TEXAS



# Womble Firm Moves To Location On Main Street This Week

## Many Appliances Are Handled By Local Concern

Restoring Electrolux, Philco radios, Maytag washers and Vega cream separators, the Hereford Implement and Appliance Company will, after August 1, be located at 110 Main Street, three doors south of the post office.

L. L. Womble, owner and manager of the company, invited the public to visit the new location and to inspect the building, arrangement and complete line of appliances. In addition to the spacious ground floor included in the new location, a balcony also affords display and storage space.

The building has been remodeled and repainted and affords attractive display space. It will also be arranged for the convenience and comfort of customers and visitors. In his new location, Mr. Womble expects to have one of the most modern and complete implement and appliance houses in the Texas Panhandle.

"We will continue to feature the same lines which we have always carried," Mr. Womble stated, "including Oliver implements. We will also keep a large force of courteous sales people at all times to assist you and to show you through our modern home. We are anxious for you to visit us and to see what we really have. We believe you will be surprised and elated."

The new office will also afford comfortable chairs, and Mr. Womble especially invited farmers and their families to visit the new location.

"Come in and loaf with us," he invited, "we are always glad to see you and we will try to make your visit a pleasant one. Whether you are in the market for anything in our line or not, we want you to see our new home. We don't believe there is anything in the larger cities that can beat it."

**An Original Constitution**  
Of the thirteen original states, Massachusetts alone still retains its original constitution, although amended many times.

**AIR CONDITION**  
in Cool Comfort

Let Us Install A New Air Conditioner In Your Home Or Store Today Reasonably Priced Hereford Implement & Appliance Co.

**VEGA**  
The Lifetime Separator



BUILT TO LAST A LIFETIME Sold At Hereford Implement & Appliance Co.

## Electrolux Is Featured At Womble Firm

Electrolux, the silent refrigerator which freezes from heat, is one of the leading items which will be on display in the new home of Hereford Implement and Appliance Company in the Dunlap Building at 110 Main Street.

In Deaf Smith County, like the entire world, Electrolux has come to be outstanding in the world of mechanical refrigeration. Not only is the gas Electrolux finding tremendous popularity in the town and city residences of the nation, but the kerosene Electrolux is one of the most popular home conveniences ever brought to the farm. Electrolux refrigerators, operating on butane (or bottled) gas are also becoming popular and being carried by explorers in-

to dark jungles and desert spots. An Electrolux of this type was used by scientists and physicians in caring for the world-famous Dionne quintuplets.

Chief among its many features is Electrolux operating economy. Mr. Womble has a complete line of Electrolux refrigerators on display in his new store, and invited the public to visit the new store and to inspect the complete Electrolux line.

**Permanent Benefits Seen In Work.**

One group of students at Texas Technological College at Lubbock, employed part time with funds provided by the National Youth Administration, were engaged in plant and soil studies during the last school year. Dr. Bradford Knapp, president, advised J. C. Kellan, Texas NYA director, that the supervisors believed the work would be of permanent benefit to the residents of West Texas, as well as to the students and to the teaching staff of the college.

## Half Car Maytag Washers Coming

Maytag washing machines are finding popular approval in this section, according to Lawrence Womble, local dealer, who declared that a half carload of the new Maytags have been ordered for the Hereford Implement and Appliance Company, the shipment is expected to arrive in the near future.

Chief features among the new machines are their modern design and new style wringers, which Mr. Womble says will mean much to the average housewife in the saving of time and labor.

The new machines will be on display in the new home of the Hereford Implement and Appliance Company at 110 Main Street.

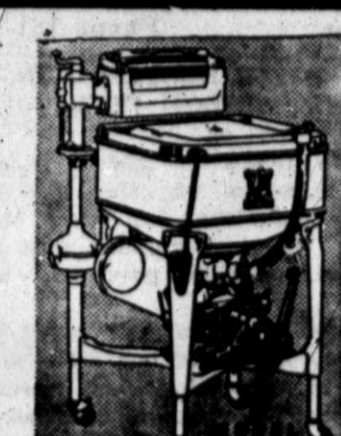
**LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!**

## NYA Boys Aid In Farm Work.

Approximately 50 to 60 per cent of the 26,545 acres in Lubbock county on which contour and terrace lines were run by NYA boys would never have been reached this year had it not been for the help of these youths, Homer E. Thompson, former Hereford boy and assistant county agent, stated concerning the NYA soil conservation project sponsored by the A. & M. College Extension service.

Try First to Buy in Hereford. Stevens Park, Dallas, Improved.

A National Youth Administration at Stevens Park in Dallas, which provides for the construction of a caddy house, erosion checks and retaining walls, five stone bridges, 345 feet of terrace walks, and 3,250 square yards of asphaltic pavement have been approved, J. C. Kellan, Texas NYA director, announced.



**A HALF CARLOAD Is On The Road From the Factory!**

**MAYTAG**

**HEREFORD IMPLEMENT & APPLIANCE CO.**

ORDERED BY THE CARLOAD BECAUSE THEY ARE IN DEMAND!

**After July 29th We will be at our new location in the Dunlap Bldg. AT 110 MAIN ST. IT IS OUR NEW**



**ELECTROLUX**

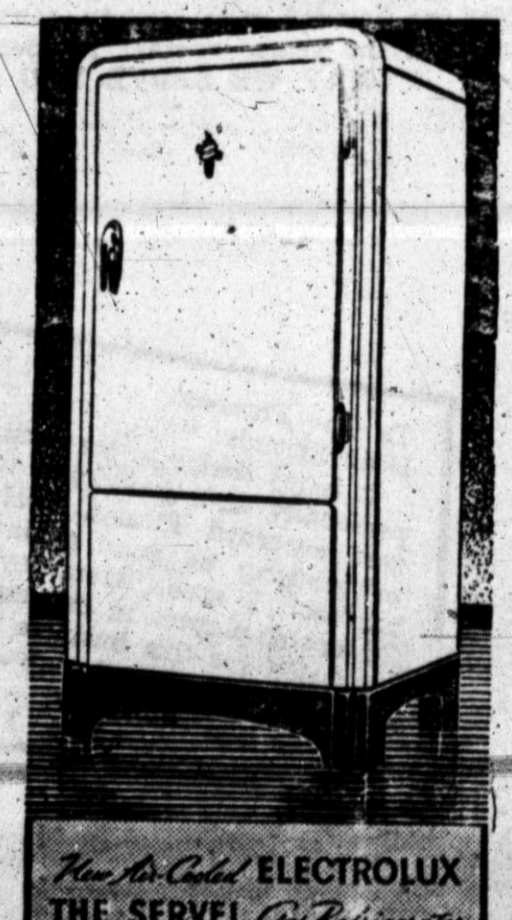
- No moving parts to wear
- Lasting efficiency
- Continued low operating cost
- Fullest food protection
- Savings that pay for it.

One User Writes About Her

**ELECTROLUX**

"We can't say enough in praise of our beautiful Servel Electrolux Refrigerator. After using other types of refrigeration, we certainly appreciate the wonderful efficiency and economical operation of our Servel Electrolux. During the hottest weather we have more ice cubes than we can use, and, too, our cost of operation is even Less Than One Cent a Day! Servel Electrolux is truly a miracle of modern science. We wouldn't be without one, now that we really know how wonderfully well it serves our refrigeration needs."

SEE THE NEW ELECTROLUX TODAY!



New Air-Cooled ELECTROLUX THE SERVEL Gas Refrigerator

## ELECTROLUX KEROSENE REFRIGERATOR GAS

ELECTROLUX brings you an entirely different method of refrigeration. Basically different from all the rest. And for this reason ELECTROLUX brings you unmatched economy and unequalled service—because a tiny flame takes the place of all machinery in other makes. There is not a single moving part in its entire freezing system.

Just think about this for a moment and you'll realize what this means to you. Where there are no moving parts to wear—there naturally will be no parts to wear out. Nothing to become noisy—nothing to require costly repairs. And, too, think of the operating economy. You ELECTROLUX will give you this perfect food protection the year round for only a few cents a day.

It won't take you long to figure out for yourself that ELECTROLUX is the best to buy! Take what it costs you to operate your present refrigerator—and subtract the operating cost of ELECTROLUX. You can see the tremendous savings it makes in operating costs and better food protection—and, too, no matter where you live you can enjoy the conveniences of ELECTROLUX!

KEROSENE ELECTROLUX "For The Farm Home"

**BUY ELECTROLUX — DON'T WISH YOU HAD!!**

**ECONOMY Notes**

To Electrolux Users

SAVES ENOUGH TO PAY FOR ITSELF  
SMALLER FOOD BILLS  
LIFETIME EFFICIENCY  
TROUBLE FREE OPERATION  
UNMATCHED ECONOMY

**Be Safe**

Get An Electrolux!



**HEREFORD IMPLEMENT & APPLIANCE CO.**

L. L. WOMBLE, Owner. PHONE 451 110 MAIN STREET. HEREFORD, TEXAS.



# Philco Radio For 1938 Features Latest Tuning Device

## Local Implement Firm Boasts Large Personnel in Hereford

Ever famous for its precision tone, beauty of design and range of distance, the Philco Radio for 1938 has again made innovations in the radio field, according to L. L. Womble, local dealer, who said today that the new radios are now on display in his new location at 110 Main Street.

"The chief improvements for 1938 is the Philco Automatic Tuning device," Mr. Womble declared. "Designed for tuning ease and grace, Philco for 1938 is announced on the basis of No Squat, No Stoop, No Squint."

"Tuning is easy—standing or sitting," he continued. "The inclined control panel shows you your favorite station at a single glance—the automatic tuning device gets it with a single motion. This famous foreign tuning doubles overseas reception."

While Mr. Womble is highly enthused over the new line, he is no more so than the large sales force which assists him. The force includes Ray Singleterry, W. B. Bowen, sales; Aubrey Daniel, radio repairman; John C. Hicks, mechanic; Mrs. Lucille Posey, saleslady; David Boyer, mechanic, and everyone on the staff is talking Philco, even planning to get one of the new machines for their own homes.

Their only objection to the new machine is summed up as follows: "We are afraid we will lose our jobs. The new Philcos are so complete that they just about sell themselves."

Surrounded with an attractive atmosphere of displays and modern home appliances, the Philcos for 1938 are now on display in the new Hereford Implement and Appliance home just south of the post office. Mr. Womble invited the public to view them, to hear them—and to inspect the remainder of the modern shop this week.

## Gas On Farms Possible With Yurown System

Complete gas service for every rural home is the aim of Yurown Gas System now featured by the Hereford Implement and Appliance Company at their new home, 110 Main Street, according to Lawrence Womble, owner and manager.

Operating with Butane gas, which is stored away in heavy steel, underground tanks, Yurown Gas System operates with the convenience and reliability of ordinary city gas connections," Mr. Womble said. "Regular delivery service is made to customers on gas, which is very reasonable in cost."

Mr. Womble believes the new gas systems are the answer to farm modernization, because they offer a practical, economical fuel for cooking, heating and hot water heaters.

He invited the public to inspect the system and its possibilities at the new home of the firm, three doors south of the post office.

Side walks Along State Highway.

More than 4,000 feet of cement sidewalks for school children have been constructed alongside Highway 35 at Berry School in Houston by National Youth Administration crews working under the supervision of the State Highway Department. W. O. Alexander, district supervisor, has reported to J. C. Kellam, Texas NYA director.

ment and Appliance Company, and in addition to their standard lines, they feature welding and repair work with a portable electric welder for work on irrigation casing at wells.

During the past year since Mr. Womble acquired the company, it has grown and expanded rapidly under his guidance. In the new location he feels that he will be able to serve his customers with an even greater degree of efficiency—because Hereford will have one of the most modern and complete implement and appliance shops in the Texas Panhandle.

## Lawrence Womble Is Aggressive Merchant Here

Although Lawrence Womble, present owner of the Hereford Implement and Appliance Company, is one of Hereford's youngest merchants, he is also one of the city's most aggressive and competent business men.

Mr. Womble received his early training on the Womble Ranch, and in addition to his business in Hereford is also one of the best vetted and competent cattle men in this section. He was born in this county and has spent the entire 31 years of his life here. He is the son of W. T. Womble, deceased, who was widely known for his fine Hereford cattle.

"It is our hope to serve the community and our friends even better in our new location," he declared. "We believe we have the very best line of farm implements, refrigerators, radios, heating systems, air conditioners, appliances and general service in the country today. We are locating them in the new building for your convenience and comfort. We have spared no expense in completing this modern store, and we are anxious for you to see it, and the vast line of merchandise which we are offering."

Featured lines of the firm at the present time are Electrolux refrigerators, Maytag washing machines, Philco radios, Oliver farm machinery and implements, butane gas systems, Ward's furnace systems, air conditioning machines, and scores of implements and appliances.

A crew of seven men is now employed by the Hereford Imple-

## Special Films Available To Texas Schools

Fifty new motion picture films have recently been secured by the Visual Instruction Bureau of the University of Texas and are available for use by schools and community groups, Mrs. Charles Joe Moore, director of the bureau, has announced. Among the films Mrs. Moore described as especially in-

teresting are Bre'r Rabbit and His Pals, a picture showing the life habits of rabbits, squirrels, woodchucks and other rodents; By the Side of the Road, a travel film of England; Singing and Stinging, the life story of a mosquito; and Teeth, When and How They Grow, a film on dental hygiene. The film of English life, which Mrs. Moore recommended for use in geography and literature classes, shows such scenes as thatched-roofed houses, gypsy families, fields of daisies, Startford-on-Avon, and Ann Hathway's cottage. The titles are extracts from Tenyson's poetry.


A number of other films will be added to the collection at the Visual Instruction Bureau this fall, Mrs. Moore said. In addition, the bureau will receive some 50 new lantern slides.

A report on motion picture films, lantern slides, and other visual instruction material distributed by the bureau will be issued by Mrs. Moore in September. A decline is anticipated from the 1935-36 report, which included the heavy demand for Texas material occasioned by the Texas Centennial. Persons reached by the bureau during the last fiscal year numbered 2,046,908.


## MAKE IT COMPLETELY AUTOMATIC WITH GAS!

**YUROWN Gives Modern Gas Service**  
A BUTANE GAS SYSTEM—SOLD AT  
**Hereford Implement and Appliance Co.**


NO SQUAT




NO STOOP



NO SQUINT



with the NEW 1938  
AUTOMATIC TUNING  
**PHILCO**



We're proud to announce this completely new kind of radio... the Double-X Philco... built for tuning with ease and grace, standing or sitting! Eye and hand fall naturally on the Inclined Control Panel. One glance, and you spot your favorite stations... one motion, and Philco Automatic Tuning gets them! Everything you could wish for... one spanning power, glorious tone, thrillingly beautiful cabinets! See it... tune it... own it.

**BIG ALLOWANCE FOR YOUR OLD RADIO!**

OLIVER

FARM IMPLEMENTS

See the New

ROW CROP "70"

TRACTOR BEFORE BUYING

HEREFORD IMPLEMENT  
and APPLIANCE CO.

We Service Everything!

- AUTOMOBILES
- TRACTORS
- RADIOS
- WASHERS
- REFRIGERATORS

Welding Service

Hereford Implement & Appliance Co.

If you want the thrill of hearing foreign stations clearly and more enjoyable... If you want to see how easy it is to get them with our "groping" or guessing, then ask for a free demonstration of the new 1938 PHILCO. Many new models to select your next radio from.

SEE THEM ON DISPLAY TODAY!

First Showing OF THE NEW 1938

PHILCO

IN OUR NEW LOCATION IN THE Dunlap Building At 110 Main Street

FRIDAY AND SATURDAY JULY 30-31

AGAIN PHILCO Leads In

SALES VALUE EFFICIENCY

PERFORMANCE RECEPTION LATEST Features

EASIER TERMS


LIBERAL TRADE-IN ALLOWANCES.

See the New

1938 PHILCO

New Improved Models That Will Operate With Battery Or On 110 AC Current Hook-Up!

NEW 1938 AUTOMATIC TUNING PHILCO



Driving never gets tiresome with a PHILCO in the car, for I'm sure of fine entertainment whenever I go. It keeps the children entertained, too! People of all ages and all walks of life find PHILCO Auto Radio a constant source of enjoyment. Come in today for a free demonstration of the 1938 PHILCO AUTO RADIO!



### American Now Ponders His Fate In Spain

Self cast as "a man without a country," Harold Dahl, 28, of Champaign, Illinois, and Madrid, Spain, sat in a white-washed insurgent prison today, running nervous fingers through his thinning blonde hair and pondering the fortunes of aerial warfare that headed him there.

Specifically, he was concerned by three problems of the future: Would he ever see Champaign again? He was convinced that under the United States neutrality law he had lost his citizenship.

Would he be taken before an insurgent firing squad and shot as a mercenary enemy of the Spanish insurgents? There is a slight chance he will be.

Or, would he be traded with the Spanish government forces for an insurgent prisoner? He said he was sure he would be shot if he goes back to Madrid.

Mrs. Dahl, meanwhile, is living at Caunes, France, where she is supposed to be getting the \$1,500 weekly salary which Dahl said the Spanish government promised for his services in its air force.

This writer visited the disconsolate Dahl in his cell—the first American he had talked with in some time. He conversed freely on his services with the Madrid forces—a brief record abruptly terminated in a gust of machine-gun fire that ripped the fabric off the wings of the pursuit ship he was flying over the Madrid front.

But he told the story like this: "It was a very silly move to come here for anything like this, I realize, now—particularly when the only interest was money."

"I am not a Communist and never was but I had no job and I was coming here as instructor."

Dahl came to Spain with two other Americans, also hired on a month-to-month basis, and arrived at Madrid June 24. He said he had signed up in Mexico.

The aviator explained that he had learned flying in the U. S. army at a Texas field about 1931, and became a reserve pilot. He added he was a graduate of Columbia University.

### Dawn Items

MRS. JESS CALDWELL

Mrs. Bynum and sons of Amherst visited her sons Aubrey and J. D. O'Neal over Sunday.

Mr. and Mrs. Underwood and son returned Saturday from California where they spent the past two months visiting their two daughters.

Mrs. John Coe returned Saturday from Oklahoma where she was called a week ago by the serious illness of her grandmother. Mrs. Coe left her much improved.

Mr. and Mrs. Clifford Stewart left Monday for Oklahoma to visit Mr. and Mrs. Gordon Miller. Mrs. Miller is a sister of Mrs. Stewart.

Howard Hopkins and sister, Christine, left Sunday for Boyer, Texas, after spending the summer in the home of their aunt, Mrs. W. J. Stewart. Reece and Raymond Stewart accompanied them home for a brief visit.

Miss Gusta Samuelson of Canyon, who has been visiting her sister, Mrs. Jess Caldwell for several weeks, returned to her home Wednesday. Her mother, Mrs. Julia Samuelson, is still here.

Dr. Herson of Cisco spent Sunday night and Monday in the W. P. Caraway home.

H. H. Miller and sons, Pat and Carol, left for points in Oklahoma Tuesday, returning home Thursday. They took Mr. Miller's parents, and a sister, Mrs. Lloyd

Bentley, who were called here by the death of Mrs. H. H. Miller, to their homes.

Mr. and Mrs. Jess Caldwell and Sammie Jean, and Mrs. Julia Samuelson visited the home of his parents, Mr. and Mrs. C. P. Caldwell, at Progressive Sunday.

Friends of Mrs. L. A. Harris surprised her Sunday, it being her birthday.

Dale Campbell returned to her home in Plainview last week after spending the summer here. Elmer Caraway and son, and a nephew, Dertell Caraway, and

Willard Williamson, who have all been here during harvest, left Saturday for their homes in Energy, Texas.

Herbert Miller made a business trip to Vega Monday. Martin Campbell and family, J. H. and Melba Campbell, visited

relatives in Plainview Sunday. Mr. and Mrs. Cecil Benton of Booster Station, after visiting relatives and friends here, left Wednesday for a visit with her sister, Mrs. Goodson Miller, in Oklahoma.

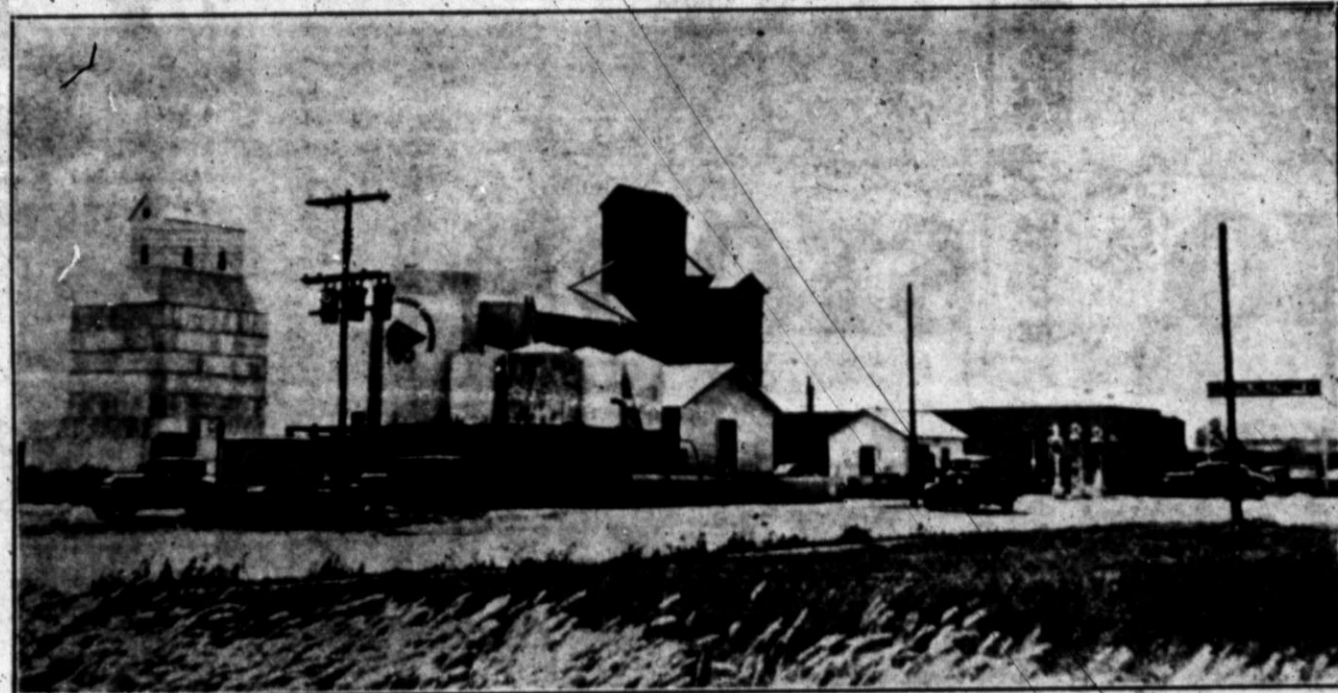
Mrs. J. A. Caraway of Ranger

visited Sunday and Monday in the W. P. Caraway home.

Mr. and Mrs. Shafer of Indiana visited the L. A. Smith home one day last week. They were old friends and neighbors, and had not met in 20 years.

# The Home of FISK Tires

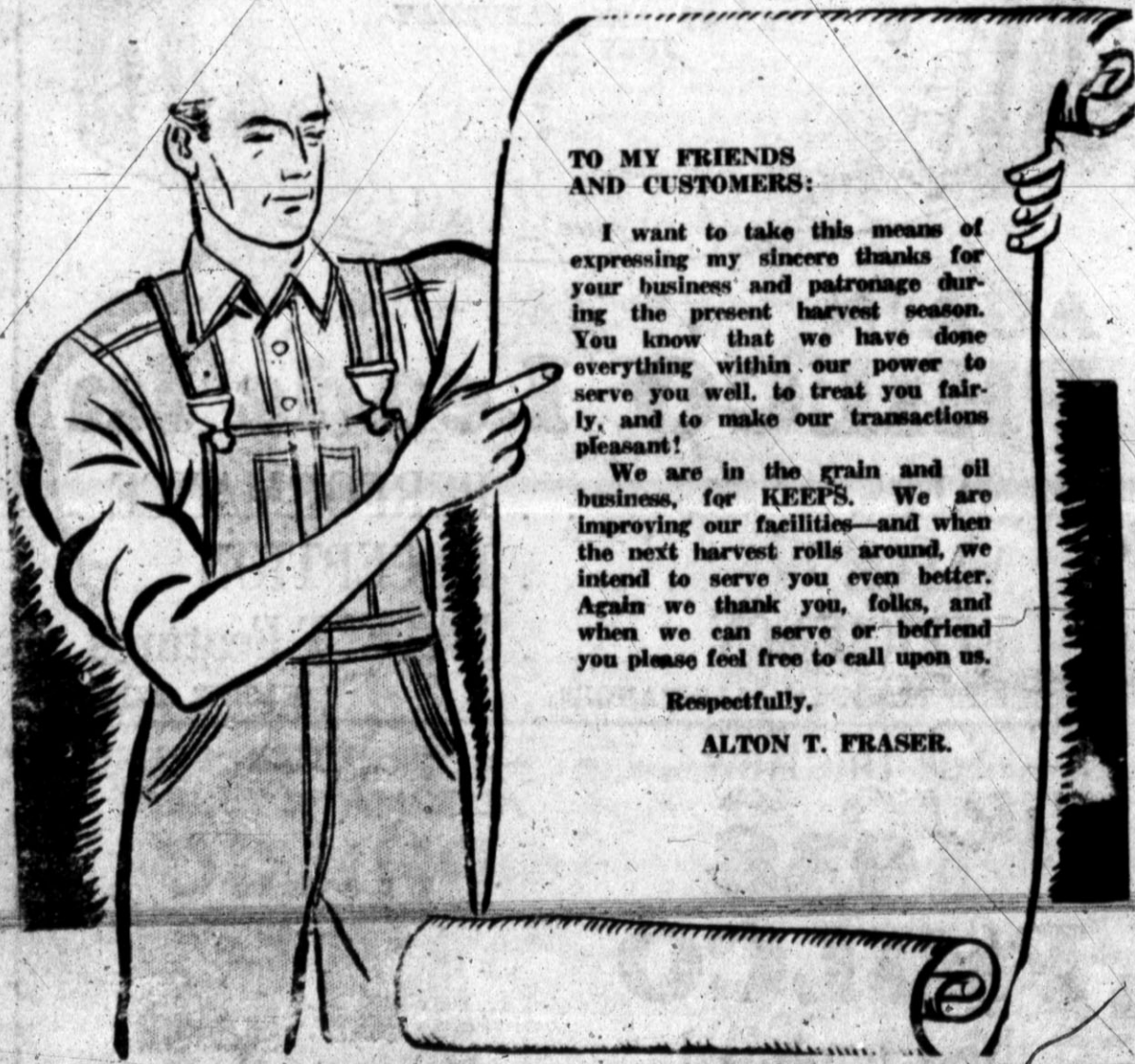
## Fraser Oil & Grain Co.



# Now's THE TIME!

## To BUY

IN APPRECIATION  
TO THE FARMERS OF  
THIS SECTION  
For The Business Accorded  
Us This Harvest!



TO MY FRIENDS  
AND CUSTOMERS:

I want to take this means of expressing my sincere thanks for your business and patronage during the present harvest season. You know that we have done everything within our power to serve you well, to treat you fairly, and to make our transactions pleasant!

We are in the grain and oil business, for KEEPS. We are improving our facilities—and when the next harvest rolls around, we intend to serve you even better. Again we thank you, folks, and when we can serve or befriend you please feel free to call upon us.

Respectfully,

ALTON T. FRASER.

**FISK**  
TRUCK  
TIRES

—have proven satisfactory to farmers in this community, and they have nothing but praise for FISK Truck Tires after using them during wheat harvest. Ask your neighbor about FISK Truck Tires. Buy a set today at Fraser's at money-saving prices.

TIME!



**FISK**  
PASSENGER  
CAR  
TIRES

—Safety First—that should be every motorist's motto—and to live up to that motto get America's safest tire! That's what tests prove the FISK SAFETY - FLIGHT to be. Stops you faster on any kind of road in any kind of weather. Fisks are different from any other tire made!

LABOR!



**FISK**  
TRACTOR  
TIRES

—No matter what kind of a tractor or no matter what kind of a tractor job you have, you can do it better on rubber—and, still, even best of all, on FISK TRACTOR TIRES. See us today about equipping your steel wheeled tractor with Fisk Tires. We will tell you about the great savings in FISK Tires and direct you to a competent welder to cut your old steel tires down so that they may be used for using FISK Tires also.

MONEY!



# SAVE

# FRASER

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Alton T. Fraser, Manager  
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GRAIN



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