

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 12.

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## SUNDAY'S SNOW IS LIFE-SAVER TO FARMERS HERE

### ALL WORK ON CWA PROJECTS STOPS TODAY; NEW PROGRAM

Although CWA relief projects were officially ended here two weeks ago, activities and projects then under way were continued. Today the work will stop. Effective April 1 CWA will cease to exist.

As soon as possible after April 1 new work-relief and direct relief for those unable to work will constitute the program of government aid for the needy. W. W. Chilton, county administrator, has orders to stop all CWA work and await instructions for re-organization.

The office personnel will be re-organized, Chilton said, as will the plan of handling all work and direct relief. The rate of pay for work has not been fixed but is not expected to be changed. It is believed the county's quota will not be cut below the present \$25, but all workers will have to be investigated.

The object of CWA, Chilton explained, was to relieve unemployment, regardless of the financial state of the applicant. The only qualification was that he be unemployed. Under the new plan the needy will be investigated, then given work and relief as their needs require.

No hint as to when work would get fully under way under the new program could be given by Chilton, but he is certain that several projects can be resumed just as soon as authority comes from state officials to begin.

### Corn-Hog Check Completed Here

The hog contracts affect 14,097 swine and will represent a reduction of 3.6% head and will bring allotments in excess of \$35,000. Twenty-one hog producers did not make contracts. Their swine production was shown at 424 head annually.

Corn reduction will be 251.5 acres with an estimated annual production of 3,949 bushels. Payment will be paid on corn at the rate of 30 cents per bushel.

No more contracts will be made. The present contracts will be presented to the district board of review upon call, according to County Agent Dewey Reed. John E. Edmonds, district agent of the extension department heads the review board, which is holding sessions at Amarillo.

After review and approval by the board and the county's allotment is set, individual allotments will be determined by the county committee, the contracts completed and forwarded to Washington. No estimate as to the time payments will be here has been made, but the first payment is scheduled to take place before June 1.

### Lions to Stage Party Monday

A tacky party for April Fool will be held by the Lions Club next Monday night at the Presbyterian church. Boss Lion Harry Rice pointed out at the luncheon Wednesday that few if any members need change their attire.

A dance by Miss Lueta Borden featured the Wednesday noon program. She was accompanied at the piano by Miss Ardelle Foster.

Lions will foot the material bill for 10 yards of the new bleachers to be constructed at Whiteface Field soon as a relief project. Labor will be furnished from relief rolls. Prentice Rowson is heading a committee to arrange financing the purchase of lumber. W. W. Chilton, relief administrator, assured the club the project would be rushed through the state office.

Alex Thompson reported that the wading pool project in Lake Park which was started last summer, would be pushed to completion at an early date and construction would begin shortly.

A. C. Hays, Black; A. R. Balesman and G. D. Anderson of Farmers were business visitors here Wednesday. They were guests at luncheon of the Lions Club.

### No New City Candidates

E. B. Black and Charles J. Padlock are the only candidates to date for the office of mayor of Hereford in the city election, to be held next Tuesday. Only the incumbents, J. D. Buchanan and N. E. Gass, have filed as candidates for the city commission.

The city hall will be the only voting place. The polls will open at 8 o'clock in the morning and close at 7 p. m.

Approximately 500 are eligible to vote in the election, 368 having paid city poll tax and a few more than 100 holding exemptions.

Mayor Black and members of the commission urge citizens to vote. "It is the duty of every citizen to go to the polls and vote next Tuesday," Mr. Black declared. "And I want to take this opportunity to urge everyone to do so."

### Program Given for Good Friday

Good Friday will be officially observed in Hereford tomorrow for the first time. A proclamation by Mayor E. B. Black has set aside the hours from 12 o'clock until 3 for observance of the anniversary of the death of Christ. A union service in commemoration of the event is to be held at the Methodist church. All churches will take part in the service. Complete program is elsewhere in this edition.

Most of the stores of Hereford will close during the hours set aside for the observance. The mayor's proclamation has suggested that all do.

It is believed that Hereford will be the only city in the Panhandle to observe the day officially, although numbers of cities in other states and entire states will observe Good Friday every year.

### Rev. Clloyd and Family to Waco

Rev. and Mrs. M. M. Clloyd and their son left Tuesday night for Waco where they will make their home. Reverend Clloyd has been appointed district missionary of the Baptist church for the Waco district. His new duties will begin April 1.

Mr. Clloyd has been pastor of the Baptist church here for the past seven years. The present building was financed and erected under his guidance. A son, James, was graduated from Hereford High school and Virgil was a sophomore here. James is a student at Baylor University in Waco.

No successor to the pastorate of the church has been named.

### Numbers Apply for Seed Loans

Several dozen applicants for feed and seed loans have been made since the opening of the new loans last week. Applications are being taken by Miss Peggy Mitchell in the chamber of commerce office at the court house.

Maximum loans from this agency are \$250. Minimum is \$25, and security on the loans is the crop. According to George Muse, chairman of the county committee, applicants seeking loans in excess of \$150 must first apply for a Production Credit Corporation loan, have it rejected, then make application for the emergency crop loan.

According to regulations under which crop loans are to be made, any farmer who secures a loan must first obtain a statement from the county production council that he does not intend to increase his acreage of production in violation of the Agriculture Adjustment Administration program. Jim Lipscomb, George Brunley, S. O. Wilson and J. A. Pittman are on the county council.

### PROCLAMATION

The week of April 2 to 8 inclusive has been designated as Spring Fire Prevention Clean-Up Week.

There are many reasons why the Spring Clean-Up Campaign this year should receive the enthusiastic support of every man, woman and child. First, because the Fire Prevention Clean-Up Campaign this year is of particular importance, as it can be combined with general welfare work, and be of particular benefit to the unemployed. Second, because every dollar in property destroyed by fire, which so frequently is the result of "careless" housekeeping in the home and in the average place of business, is a serious drain upon our present economic condition. Third, every citizen should have a wholesome pride in his home city, its streets, playgrounds, parks and buildings. Homes and surroundings freshly painted, with well kept lawns and gardens, increase property values and intensify community interest. Cleanliness creates cheer, courage and confidence. Fourth, because in the past ten years entirely too many of our citizens have lost their lives due to carelessness in their daily use of fire, and the preservation of human life is an important matter.

Now, therefore, I, E. B. Black, mayor of the city of Hereford, do hereby designate the week of April 2 to 8 inclusive as Spring Clean-Up Week and most respectfully call upon all departments of the city, the chamber of commerce, civic clubs, patriotic clubs and our people in general, to take an active part in this clean-up campaign.

I further designate the fire marshal and fire chief as a committee of two to work with the city officials in selecting active committees to carry on this campaign and ask the co-operation of all our people in this enterprising campaign for a clean city.

In testimony whereof, I hereunto sign my name and seal of office, this 27th day of March, 1934.

E. B. BLACK, Mayor.

### DILLEHAY NAMED FIRST HEAD OF REGIONAL TEACHER GROUP

#### Board Members In School Race

Only the names of the incumbents will be on the ballot in the election of trustees to the board of the Hereford Independent School District on Saturday, April 7. Deadline for filing for places on the ballot was March 27. Jesse Stanford, vice-president of the board, said yesterday no additional names were offered.

Terms of Wirt Phillips, John Riggs and Jeff Gilbreath are expiring this year. A petition circulated last week carried the signatures of sufficient voters to have their names placed on the ballot.

All qualified voters in the general elections are eligible to vote in this election. Other members of the board whose terms will hold over are Stanford, E. B. Posey, A. H. Streu and Will S. Kerr.

### Clean-Up Week Is Proclaimed

From next Monday through the following Sunday has been designated Fire Prevention Clean-Up Week in Hereford by official proclamation of Mayor E. B. Black. All citizens are appointed on the committee to see that the work is done completely.

Collection of trash will begin Thursday morning. At that time all households and business houses are asked to have trash in receptacles and in an accessible place for the wagons that will do the collecting. Cans, boxes and sacks are suitable containers for the trash. Fire Chief Dow Mercer and Wallace Cox will make inspections to see that all trash is gathered up and hauled away.

### Spring Football Work Put Off Until Monday

Spring football practice of the Hereford High school Whitefaces will begin next Monday afternoon, according to Coach Tommy McCollum. Practice was scheduled to begin last Monday, but muddy condition of the field caused the postponement.

Only linemen will report for workouts during the opening weeks of practice. Two tackles and two ends from last year's squad will be back in the harness along with a half-dozen promising new hands, Tommy said.

Colby Conkright is building a six-room and basement stucco residence on his two-section farm about 14 miles northeast of town. Construction began last week by Contractor Cliff Hicks.

### Mrs. Gabbert's Funeral Today

Mrs. Lillian Gabbert, widow of the late Dr. W. F. Gabbert, died early Monday in the Baylor Hospital at Dallas, where she had undergone an operation last week. Mrs. Gabbert had been ill several weeks.

Funeral services are to be held this afternoon at 2 o'clock at Mrs. Gabbert's home, Rev. F. R. Foster, rector of St. Andrew's Episcopal Church in Amarillo, will conduct the rites. Burial will be in West Park Cemetery.

Mrs. Gabbert, born Lillian Moss, was a native of Kentucky, coming from a pioneer family of that state. She was married at Louisville in 1912. The Gabberts moved to Hereford early in 1916. Dr. Gabbert served in the army during the war, attaining the rank of captain. He resumed his practice here after the war and continued until his death, May 1, 1929. He left considerable property.

Surviving Mrs. Gabbert are a sister, Mrs. Florence McClelland, of Snohomish, Washington, and a brother, J. B. Singleton of Louisville. Both are here for the funeral.

### Commissioners Go to Meeting

County Judge C. W. Humble and Commissioners W. M. Stewart, Jack Rose and J. T. Gulun attended the meeting in Sweetwater last Friday and Saturday of governing bodies of West Texas. John T. Marrs, judge of Wichita county, headed the program of discussions of county problems. He spoke on proposed revision of Texas tax laws.

The group left here Thursday and returned Saturday night. They reported good rains in the Sweetwater area. Snow and rain on the Plains had not started when they got back.

Hereford students at Tech, Lubbock, Paul Conaway, Billie Phillips, Homer Brunley, Arthur Thompson, Jr., Misses Elaine Newell and Mary Elizabeth Stanford, are expected home this afternoon to spend the Easter vacation with home folks.

### MOISTURE ABOUT TWO INCHES; ESTIMATE WHEAT CROP AT 40%

Literally life-saving was the snow which fell here last Sunday in the opinion of every farmer and citizen of Deaf Smith county. Beginning around 8 o'clock in the morning and lasting until late Sunday night, the snow fell heavily all day long.

Although the warm weather caused the snow to melt as it fell, the fall was conservatively estimated at 15 inches. It carried moisture in excess of two inches, although usually snow runs about an inch of moisture to ten inches of snow. It was far wetter than snow usually is. The rain gauge at the First National Bank which does not register at all during an ordinary snow showed an inch of precipitation.

### Tuberculin Test of Cattle Begun

Eleven veterinarians, three men in supervisory work and a crew of more than 30 workmen started Deaf Smith county's program of tuberculin tests for cattle last Monday. The work is headed by Dr. J. G. Porter and Dr. C. P. Brady, representatives of the state sanitation department and Federal Bureau of Animal Industry.

Nine veterinarians are employed. They are G. W. Hill, Lewis B. Bates, W. H. Boyd, N. A. McCosh, Wilmer Conger, L. H. Smith, F. R. Allerton, C. W. Grizzle and A. T. Lindley.

J. F. Flato of Bovina is superintendent, J. D. Gamble, Canyon, assistant superintendent, and Sam Nolley, Andrew, foreman. The testing program is a CWA project and is done at no expense to cattle owners.

All dairy and registered cattle as well as all bulls and ten per cent of the grade female stock are included in the tests. Cattle approved are tagged and the approval lasts for three years. Stock may be moved anywhere in the United States without further tuberculosis tests.

Infected cattle will be disposed of, owners being paid for the condemned stock. A maximum of \$30 for grade cattle and \$75 for purebreds will be paid. The program will give an exact and complete cattle census.

New office and storage space, and weighing facilities are being constructed at the Packard Milling Company's plant here. An increasing business with prospects of further expansion has made the work imperative, H. E. Danforth, manager, said.

### PROCLAMATION

Whereas, Friday, the 30th of March, commonly known as Good Friday, is the anniversary of the death of Jesus of Nazareth; and

Whereas, it is particularly fitting that all peoples of the Christian faith pause in their daily pursuits for reflection on spiritual matters and prayer for that Divine guidance without which we know we can not emerge from these troublesome times;

Therefore, I, E. B. Black, mayor of the City of Hereford, do hereby designate the hours from 12:00 noon until 3:00 p. m. on Good Friday as a period of pious meditation, in honor of the sacred memory of Christ, and call upon all Christians having control of business houses, commercial institutions, and all secular enterprises to suspend activities in their respective places of business during this period, and respectfully call upon all our people to attend services of worship at those hours during the day.

During the designated hours, business will be suspended at the City Hall.

Witness my official signature at the Mayor's office in the City of Hereford, this 28th day of March, 1934.

E. B. BLACK, Mayor.

### NAME CANDIDATES FOR COUNTY TRUSTEE ELECTION ON APRIL 7

Candidates have been announced for the vacancies to be filled on the boards of the common schools and the county in the election to be held Saturday, April 7. One place is open in each of the eight districts and three posts on the county trustees' board.

Owen Neel, trustee from precinct one, and E. H. Little of precinct two, are seeking to be re-elected. G. E. Vinson of precinct 4, the other county post open, has not announced.

In district ten Troy Stambaugh and G. C. Messenger are candidates. E. W. Robberson, incumbent in district 8, is a candidate. T. F. Bohannon and J. G. Fortenberry are running in district 7. W. A. Finn, Alfred Ellison, J. W. Kirby and C. T. Reese are con-

testants in district six where the hottest race is in prospect. Doyle Rose is running in district four and C. T. Walsler is seeking re-election in district one. L. A. Smith has announced for the position in district two.

Election judges have been named for the various boxes as follows: Summerfield, L. Johnson and Mrs. L. L. Cannon; Dawn, H. H. Miller, W. J. Stewart and W. H. London; Westway, M. S. Roe, Ulys Pierce and O. Wilder; Bippus, Clarence Morrison, George Bippus and Z. J. Stoen; Ford, Fred Brunson and Dick Mann; Sims, J. I. Morris; Ward, Bill Hutson, George Suggs and Altus Higgins; Messenger, B. M. Young, P. C. Short and Mrs. R. J. Coleman.

Not only did the snow fall in Deaf Smith county, but throughout most of the Panhandle and all the South Plains area. Wheat that is still alive now has bright prospects of maturing in good shape. Not only that, but the ground is in excellent shape for the planting of row crops. Some farmers are getting ready to plant oats and barley, the opinion being that it is still not too late to make a crop.

Sunday's blanket of snow was the first moisture of consequence to fall in this area since last August when continued rains piled up more than eight inches of precipitation during the month.

Dust storms that have prevailed during the four Saturdays preceding last Saturday have damaged wheat prospects here considerably. Liberal estimates by grain men, farmers and the county agent's office place the prospective wheat crop in the county at 40 per cent of the normal yield. At that, they say, the production has every prospect of exceeding the crops of 1932 and 1933.

### Athletic Meet To Be Saturday

Decent weather next Saturday—a condition which has not existed here for the past five Saturdays—is being prayed for by Lawrence Boyd, principal of the Progressive school. Boyd is athletic director for rural schools of the county and he has scheduled the county track meet for Saturday at Whiteface Field.

A sandstorm blew the meet away two weeks ago. Last Saturday it was far too cold. "But it had better be warm this Saturday," Boyd declared, "because it is our last chance to hold the meet." Barring vagaries of the weather, foot races and the like will begin about 10 o'clock in the morning and continue until completed.

Westway school took major honors in the literary events which were held according to schedule two weeks ago. A number of the tennis events were played and will be completed along with the track and field events.

All trophies and ribbons for both literary and athletic winners will be presented after the meet. They were furnished by the Hereford Chamber of Commerce and consist of cups for schools winning in the various divisions and ribbons for winners of the first four places in each of 58 different events.

New entry blanks were mailed to all schools since two weeks ago in order that teachers might enter the names of students who could not participate at the earlier meet because of sickness. The track and tennis courts at the high school have been put in tip-top condition for the events.

### Presbyterians, Baptists Win Basketball Games

The Presbyterians and Baptists share the lead in the Sunday school basketball tournament with two wins and no losses apiece. Likewise the Christians and Methodists are in the cellar with no wins against a pair of losses. The title will be at stake when the leaders clash next Tuesday night. The Christians dropped a tough one to the Presbyterians last Tuesday evening and the Methodists defaulted to the Baptist five.

Among those called as witnesses in the Frank Crutchfield murder case, on trial in Amarillo last and part of this week, were Emmet Hales, Joe Bishop and John Cunningham of Hereford, and George Lewis, Jim Lipscomb, Dick Mann and D. Brunson of the Ford district, north of town. Crutchfield operated a farm north of Hereford several years ago.



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

HEREFORD, DEAF SMITH COUNTY, TEXAS

TELEPHONE 30

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W. C. NIX Foreman

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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.

### ALL FOR SMALL

Right now the Panhandle is largely apathetic about the impending governor's race. It seems the voters would be enthusiastic since Clint Small, the ablest public servant in the section, is conceded in early checkups to be the most highly favored candidate in the pack. In south, east, north, and even the lower reaches of West Texas, Small, it is unanimously agreed, will be the man to beat.

With the solid support of the Panhandle there is no reason to believe Clint Small will not head the parade in the first primary. For years people of West Texas have howled for a West Texan in the governor's chair. All right, here he is.

As for Deaf Smith county, anyone doubting Small's sincere interest in this county and his willingness to be of service can check the record of his recent activities. Senator Small was in Hereford twice during the two weeks preceding the recent special legislative session. He made a trip over some of the county's roads and sat in a session or two with the commissioners. He had made an engagement with state highway engineer, Gibb Gilchrist, to come to Hereford to make a survey of 25-Mile Avenue with the object of having the road improved. He is still working on it. Any number of other instances may be cited.

Now is the time to dispel the idea that he "hasn't a chance," and get to work in Small's behalf. It is up to West Texas and especially the Panhandle to get behind its candidate, hammer and tongs, and help him into the governor's mansion. Solid support in the home sector will do it.

### BAILEY MAKES 'EM GUESS

And while politics is the subject, why all the furor in favor of Tom Connally's candidacy for United States Senator? Obviously, pro-Connally forces are scared to death of Young Joe Bailey. And well they may be. For Young Joseph is just about the best campaigner in Texas today and is by all odds the more progressive of the two. Back in Washington Old Tom has plenty of support. The trouble is that the necessary votes are still down in Texas.

News stories come out of Washington raving for Tom, but they fail to make specific reference to his monumental accomplishments, although there are veiled allusions to those prodigious feats. Jack Garner allows as how he will vote for Connally; Bascom Timmons sends dispatches hinting that the Administration is supporting the old gentleman, but there is little concrete evidence submitted that Roosevelt gives a hoot whether Tom's in Washington, Texas or far-off Gehenna. Certainly the President and Jim Farley, party spokesman, have so far failed to get on "the house tops and yell that election of Bailey is synonymous with calamity.

So it all looks like a smoke screen thrown out because Connally et al are scared to death of Joseph Weldon Bailey the Second. We repeat, well might they be.

### THAT COSTLY PENNY SAVED

(By William Allen White, Emporia, Kansas, Gazette)  
Look at your dollar, Mr. Buyer, before you spend it. And when you let it go, be sure that it returns something for your town. Because as your town grows your business increases, and as your town declines, your prosperity fades.

A penny saved in the price of a commodity is an expensive penny if in saving that penny your town loses a dollar.

By that we mean just this: A citizen is valuable in just the proportion that his money stays on the townsite. If he is in town, he builds up the community's capital. Even if he gives it to his church, or to his club, or to his civic improvements, it adds to the security, beauty and substantial worth of the town. If he builds his home or just adds to his stock, his taxes put in the public pot decreases the taxes of his neighbor just that much. And the customer's penny saved out of his dollar on the price of a commodity is a loss if the dollar leaves the town and goes to the accumulated dollars that are poured into Wall Street or to business firms in neighboring cities.

Before letting loose of your dollar, consider the man who gets it. Does he help the town? Is he public spirited?

Can he be counted on in times of emergency to give his time, his money, his brains, and his patriotic endeavor to building the town where you live, where your family and your life are invested?

For every man who spends a dollar in a town rises and falls by his town's success or failure. And the highest prosperity of every man's dollar is that which leads to a better town.

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 27, 1903.)

After an eight months term, two of which were taught in the summer and six in the winter, Prof. Stralho had closed the Dimmitt school. Books were presented as awards of merit to Misses Willie Slover, Pearl Tate, Mary Hill and Charley Hubbard.

Ross W. Davis had received 83 votes for mayor, A. J. Lipscomb for alderman, 86 votes, Ira Aten, S. Loveless, L. W. Ricketts, F. B. Fuller, for aldermen, each 85 votes. The only contest was the place of marshal; Guy Gamble getting 15 votes, W. T. Smith 35 and W. G. Ross 37, Mr. Ross going in by two votes.

A baseball meeting held Saturday night resulted in the selection of teams, plans for park and grandstand and other important items looking to a successful season. The following teams were scheduled to open the season Friday, March 27: Shorty McGinnis c Ed Dyer Will Waters p With Boles Eugene Dyer 1b Jno. Clark A. G. Bell 2b C. Lavender Ben Hubbard 3b Artis Daniel Joe Clark ss C. G. Orr Jess DeVaney lf Maple Daniel J. Calloway cf Chas. Jowell W. H. Russell rf Wm Sissles

Rev. H. B. McGee had resigned as pastor of the Hereford Baptist church and would take work elsewhere.

Rat Jowell had returned to Hereford after an absence of several weeks in Roswell and El Paso.

(From The Hereford Brand, March 28, 1913.)

Irrigation possibilities of the Hereford region were attracting wide attention, and inquiries were coming from all parts of the United States.

"I summon all honest men, all patriotic, all forward-looking men to my side. God helping me, I will not fall them, if they but counsel and sustain me."—President Woodrow Wilson, in his Inaugural Address.

The March number of the new telephone directory for Hereford, just off the Brand press, contained 379 names, an increase of 10 per cent over the past year.

Easter in Hereford had been a windy day, the dust whirling in great clouds before the stiff breeze. "But," remarked the ditor, "Panhandle folks should take some consolation as no storm visited us and all of us are fully alive. While

### By Their Words

What Panhandle Papers Say

I guess these sandstorms must have been pretty hard on the cowboys of the early days, because they wore ten-gallon hats—and running down an ordinary hat is no easy job in one of these high winds.—Jimmy Valentine, Wellington Leader.

It occurs to me that there is entirely too little confidence placed in the youth of our land today. I believe there is today, among our high school students, those who are more capable of administering justice, planning worthwhile work or with executive ability to direct the business of large concerns, than is possessed by the older heads who are doing these things. Why not put youth in the saddle and give it a chance?—Jodak, Friona Star.

And while we are on the subject, maybe there is an abundance of carrots, spinach and the like. It would be perfectly satisfactory with us if they passed a law preventing the production of these health-giving plants.—Pinky Martin, State-Line Tribune.

State Press in the Dallas News says Texas is a state of auspicious autumns, winsome winters, superb springs, and seraphic summers. But some Easterners lately arrived wax equally alliterative and call them awful autumns, withering winters, suffocating springs and sizzling summers.—Hinkle, Pampa News.

There isn't anything in any code which affects a farmer or in any of the adjustments contracts, that keeps him from living high, wide and handsome from his own farm. Plenty of cream and milk and but-

ter, lots of fried chicken and good beef and pork, and all the products of a big garden may be his. On acreage which is taken from production, he can raise and eat roasting ears, can raise every variety of foodstuffs he likes. And plenty to eat has something to do with good living.—Curry County, New Mexico, Times.

### Public Opinion

The Junior Band Mothers want to take the opportunity to thank the people for helping raise the money for Junior Band uniforms. We want to thank the fireboys especially for their loyal help in our "darkest hour," because we didn't know where we were going to get the balance of the money and the uniforms due here any time. But we found out later the darkest hour was when the uniforms did not arrive in time for the Music Festival. We also want to thank the American Legion and Smith's orchestra for their help.

We want to thank E. B. Black, J. Buchanan and Nester Gass for their help, also J. C. Parker for his help this year and last year, too, because he was the one who made it possible for the Junior Band to go to the Music Festival last year.

We want to thank the business men, because we know they are behind us in everything and always willing to help in every way possible. Those we want to especially thank are the Chocolate Shop, Frank Gyles, Mrs. Vogele, Mrs. Gillis, N. Gass, Finis Owen, Weir's Variety Store, the Gas Co., White Face, Kester Jewelry Store, Texas Meat Market, Domino Parlor, Skelton's Variety Store, Homer Fox, Reed Williams, Whitehead, Milburn Filling Station, Davis Produce, Luken Grocery, Donner, Star Barber Shop, Brown Produce Co., Jennings' Cafe, Rockwell and Mosley, Frank Givan, Judge Russell, Ike's Cafe, McLean & Pitman, O. G. Hill, Harold Close, Tom Major, Grizzle Chevrolet Co., Dow Mercer, Mrs. Seth B. Holman, Alex. Thompson, Hereford Brand, Sheriff's Office, C. W. Humble, Streu Hardware, Bessie Smith, Arthur Thompson, Black Furniture Store, Bill Bell, Beams & Marris, Fuller Fruit Store, Forest Wenders, Fove Food Store, Luke Fields, Texas Utilities, Corner Drug, West Tallor Shop, Carl's Grocery, Hereford Bakery, Square Deal Produce Co., Farmers Creamery, Frank Richards, Barney Hicks, Harman, Ireland-Beavers, City Drug Store, Hereford Laundry, First State Bank, L. H. Foster, Dick Coffee, First National Bank, Norton Motor Co., Buchanan & Rosson Implement Co., J. C. Penney's Store, Panhandle Lumber Co., W. B. Phillips, Sprowls & Cronin Co.

We don't want to leave out all those people at the bridge tournament that we broke flat before we let them go home. The ones we want to sympathize with are Hopkins, because we heard him borrow a dime, and Mrs. Jennings went broke voting on Bill Smith for "ugliest" man against Tommie McCollum. Ralph Smith went broke voting on a cake, and Judge Russell went broke getting the cake. We want to thank all those people who came, especially those from out in the country. We also want to thank Ray Barber for helping us get their money. We greatly appreciate what you have done for us. Because if it had not been for your cooperation and help we would have never been able to raise the money for the uniforms. JUNIOR BAND MOTHERS.

## Your Home

is no less important

THAN YOUR BANK ACCOUNT

PROTECT WHAT YOU HAVE!

# INSURE

HEREFORD INSURANCE AGENCY

John McLean, Owner.

## Do You Know That...

In five and half years of service in Hereford, PRAIRIE DAIRIE has fostered and achieved the following improvements:

1. Grading of milk to Grade A.
  - a. Cold milk delivered to your door.
  - b. Inspection of production and handling of milk to meet specific requirements of cleanliness.
  - c. Steam sterilization of equipment and bottles.
2. Early morning—before 6 o'clock—delivery in summer, beginning April 1.
3. Introduction of the high grade, cultured buttermilk which we now handle.

These things were not heard of in Hereford before PRAIRIE DAIRIE brought them to you. Other improvements are in sight.

### Call 666 and Enjoy the Service of Progress

## Swank...

Is Possible Only  
When Your Nice  
EASTER THINGS Are

### Dry Cleaned

Like New!

Plan to have a new spring wardrobe by having us clean your suits, dresses, gloves, ties, coats and other wearing apparel.

As for LAUNDRY Work  
We Give Utmost

### Satisfaction With Economy!

Your clothes are returned to you spotlessly clean and neatly ironed. You'll marvel at the carefulness of our work—you'll appreciate the hours we save you—and you'll learn it's cheaper to send it to this laundry.

WE'RE AS CLOSE AND YOUR PHONE—  
CALL 298—WE CALL FOR AND DELIVER

## HEREFORD LAUNDRY and DRY CLEANING CO.



## THE FARMALL

At the Power End of Your Farm

The belt for feed grinding, threshing, pumping water. The drawbar for plowing, cultivating, seeding. The power take-off for the mower, binder and planter. For all the jobs all the year.

RECONDITIONED FARMALL,  
LOOKS LIKE NEW, \$425.00

# Buchanan & Rosson

HEREFORD YOUR I. H. C. DEALER PRIONA



### Jumbo News

BY MRS. J. W. BERRY

Everyone is jubilant over the ten snow which fell last Saturday and Sunday. The moisture is very beneficial to wheat pastures.

Square Deal Produce wants your eggs, poultry and eggs at the top market prices.

Mrs. L. E. Beck visited in the L. Hall home last Tuesday.

Mrs. C. E. Leasure visited school last Thursday.

Mr. and Mrs. Robert Hicks were Sunday guests in the C. Kring home.

A son was born March 17 to Mr. and Mrs. M. C. Power.

Mr. and Mrs. J. W. Berry called Saturday night in the J. E. Springer home.

R. W. Baird attended a cow sale at Rowell recently.

Mrs. C. C. Hunter and daughter, Barbara Ann, visited school last Wednesday.

Mrs. B. M. Hines and daughters, Mrs. Walter Means and two daughters, and Mrs. Ovid Pinckert and three sons spent Wednesday visiting in the L. C. Baggett home.

H. C. Baird and Wes Brady visited the Dimmitt Masonic lodge last Monday night.

The school trustees held their regular monthly meeting Friday.

Mr. and Mrs. M. L. Hardy and daughter, Katharine, visited in the W. L. Hall home Friday.

There were no Sunday school nor preaching services at Jumbo Sunday because of the big snow.

Miss Irene Hurst went to Canyon last Thursday evening where she attended the meeting held there Friday and Saturday, and will spend this week with home folks, during Jumbo school intermission.

J. M. Dixon called on A. C. Flowers last Thursday.

F. H. Dyer went to Dallas on a business trip the last of the week.

Mr. and Mrs. Ovid Pinckert and son, Earnie, and Mrs. L. C. Baggett and Betty Jo went to Amarillo Thursday where Ovid procured an airplane and brought it to Hereford.

Mr. and Mrs. J. W. Berry were dinner guests of Mr. and Mrs. Ullman Hunter Sunday.

Chas. McGinnis spent Saturday night and Sunday in the home of his sister, Mrs. C. D. Pinckert.

Carl Wolf has accepted a position with the Massey-Harris firm at Amarillo, beginning his work there last Monday.

The Jumbo Presbyterian Missionary Auxiliary met last Thursday with Mrs. Ullman Hunter. It was decided that the Auxiliary make a quilt for each of the three churches represented during the year. The next meeting will be held with Mrs. Jessie McGinnis.

The school trustees held a special meeting Wednesday noon with Judge Estes and a government man. The trustees decided to close school for one week because of a lack of funds, whereby government aid might be received.

Mr. and Mrs. H. R. Harvel and son Bobby Lee are spending their vacation with relatives in Dimmitt and Plainview, after attending the teachers institute at Canyon Friday of last week.

A number of farmers from this community attended the wheat pool elevator meeting held at Dimmitt last Wednesday. Directors for the coming year were elected, P. H. Dyer of Jumbo being one of those chosen.

Weldon Ross went to Canyon Thursday evening to attend the teachers meeting Friday and Saturday.

Messrs. and Meses. Pat Hardy and children, M. L. Hardy, F. L. Pinckert and son, J. W. Berry of Jumbo attended a party at the Chris Wegner home of Easter community, held in honor of C. R. Harrell, Jr., birthday anniversary last Wednesday night. At a late hour refreshments of cookies and coffee and cocoa were served.

Mr. and Mrs. A. C. Flowers were calling on friends in Summerfield Wednesday.

Little Billy Wayne Carthel, eight year old son of Mr. and Mrs. Wayne Carthel, escaped serious injury last Thursday evening when he fell from the runningboard of a car driven by his father. He was taken to a doctor immediately, but an X-ray picture the next morning revealed a dislocated hip, but after having it set he is improving, although his hip is quite sore.

Miss Pauline Matthews entertained a number of school friends in the home of her parents, Mr. and Mrs. Arthur Matthews, last Friday night in honor of her 15th birthday. Games were played and a very enjoyable evening was spent. At a late hour Mrs. Matthews served cake and cocoa to Phillip and Pauline Boyd, Curtis, Hope, Winston and Lonnie Wayne Adams, Luke, LaVelle and La Rue Beck, Lucille and Billy Dyer, Chas. McGinnis, Jr. Woolery, Buddy Spencer, Addison Hunter, Gerald Melroy of Dimmitt, Mr. and Mrs. F. B. Neill and son, Lloyd, and daughter, Clara Jo, and Mr. and Mrs. Geo. Shepherd.

**CLEANING AND PRESSING**

We are installing some new and up-to-date equipment which will enable us to give you the best of cleaning and pressing. Bring your work here and give us a trial—we will do our best to please you.

**K. C. Cleaners**

302 N. Main St. Phone 333

## Come and Rest

Do you ever want to get away from the hurry-and-scurry of every-day life for a little while . . . for just a few weeks . . . or even a few days . . . to go to some place where you can relax and rest . . . and go back home with renewed vigor . . . feeling like a new person? There is such a place . . . only a few hours away from you . . . by train or over paved highways . . . where you can find relaxation—where you can "find yourself" again. It's the

### CRAZY WATER HOTEL

In this modern hotel, for as low as \$20 a week, you can get a comfortable, well-furnished outside room . . . all meals . . . a complete course of stimulating, refreshing baths under trained maids . . . all the Crazy Mineral Water you can drink . . . and a welcome that makes you feel like you're just "one of the folks."

**Crazy Water Hotel**  
THE HOME OF CRAZY WATER  
Mineral Wells, Texas

### Messenger News

BY MISS EUNITA WILLIAMS

Sunday school was dismissed on account of the big snow which fell Saturday and Sunday.

Bring us your cream, poultry, eggs and hides. Square Deal Produce Co.

Among those shopping in Hereford Saturday were L. M. Williams and children, Estelle and Hobby, Mr. Fangman and daughter, Pat, L. M. Turner, W. A. Whitson and son, John, E. W. Fanning and son, Raymond, and Lewis Woodford.

Mr. and Mrs. F. C. Collett called at the L. M. Williams home Friday.

W. A. Whitson called at the L. M. Turner home Saturday.

L. M. Williams, Estelle and Alta, Warren Ware and Mr. Atchley of Messenger were in Friona last Wednesday.

Mrs. Opal Ware spent the week end with her mother, Mrs. Baker, at Friona.

The Bezner boys of Hereford called at the Fangman home Friday evening.

Tom Hancock called at the Lee Crews home Wednesday.

There will be a three-act play given at the school house in the near future, the title of which is "Two Days to Get Married In." No admission will be charged, and everybody has an invitation.

There will be a program at the school house Friday night with Mrs. Alta Wily and Geo. C. Messenger as directors. No admission will be charged.

Bill Myers and Robert helped Mr. and Mrs. W. P. Walker can beef Friday.

Geo. C. Messenger was shopping in Hereford Saturday.

Mr. and Mrs. Fred Collett were in Hereford on business Friday.

The club will meet with Miss Jewell Bussell April 12, with all day meeting. Every member is urged to be present as the day will be spent working on a play to be given by the club women.

Singing each Sunday night at Messenger school house. We have good singing and a good leader.

### Ward News Notes

MRS. WILEY ROBERSON

L. A. E. club met Tuesday of last week in the home of Mrs. Bill Hutson with Mrs. John Hutson as hostess. After an interesting program on The New Deal, the hostess assisted by Mrs. Bill Hutson served refreshments of fruit, whipped cream, cookies and lemonade. The next meeting will be with Mrs. Wiley Roberson April 3. Also the program of April 17 will be given, leaving the date open for all to attend the federated convention in Amarillo, April 16, 17 and 18.

Mr. and Mrs. D. O. Williams and children of Abernathy are visiting in the home of Mr. and Mrs. Jack Hutson.

Misses Vida Hicks and Ruby Thompson of Hereford spent last Wednesday in the Wiley Roberson home.

Mr. and Mrs. Jim Lipscomb were in Amarillo several days last week.

For market prices that are always at the top, connect up with Square Deal Produce Co.

Everyone is smiling because of the big snow, which was about four inches on the level.

W. R. Harrison and Mrs. Lynn Powelson and children spent the week end in Hollene, New Mexico, visiting Mr. Harrison's mother.

O. J. Lady and son, Robert, called in the J. C. Gibbs home Sunday afternoon.

Mrs. Fred Saltzman is recovering from an operation last week.

The community is planning on a big time Friday afternoon, when there will be an Easter egg hunt at the school house.

Mr. and Mrs. Frank Zinsler were Amarillo visitors Tuesday.

## For Your EASTER Clothes

### QUALITY CLEANING

*That Stands the Test of the Most Particular*

Public preference is the only true test of good dry cleaning. For many years we have satisfactorily served hundreds of men and women who base their selection on the quality of the work they get and the fairness of the prices. In these days of conflicting price claims let the public be your guide in dry cleaning for genuine satisfaction.

## West Tailor Shop

Mrs. O. F. West, Proprietor.



Lovely, sheer and crisp are these collars in pique, organdy, lace and taffeta

**59c to \$1.98**

# Spring is here

## And SPROWLS & CRONIN CO.

IS OFFERING SPRING'S NEWEST SUCCESSES IN ALL-SILK FABRICS



Dashing New Prints In Dark and Light Colors.

Flat Crepe In Lovely Pastel Shades—

**At 79c and 98c per yard**

Ever Popular 'Rough Crepes, In Soft Pastel Shades

**98c per yard**

Start making your frocks right away. We have a new shipment of beautiful buttons. We have just the size, shape and color you will need.

**There Is a Bright Outlook For Cotton Goods**

—and you're going to have lots of fun doing your cotton-picking at our store. Some of these new cottons are ribbed, some smooth like silks, some are sheer and crisp for dance frocks.



**Nifty Slip-On SWEATERS**

**\$1.95**



Chic and Lovely These **ORGANDY BLOUSES** In Fancy and Solid Colors

**\$1.00**

Cotton Seersucker, per yard	48c	Printed and Plain Pique, per yard	35c and 48c
Batiste and Voile in pastel shades, yard at	25c 39c 48c	Dotted Swiss in light colors, per yard	39c
		Fancy Organdy, per yard	29c to 90c



## White Shoes for Easter

As usual, we have a very large stock of attractive white shoes—you will be able to find just the shoe you want for your Easter ensemble. We have a very nice white tie with black trim at **\$3.95**

Soft White Kid, in tongueless tie  
Splendid value at **\$2.48**

White Kid Pump, very attractive  
in price and quality at **\$3.95**

**KID GLOVES**  
In White, Gray and beige

**\$1.95 \$2.48**

# Sprowls & Cronin Company

**SPECIAL**  
New White Purses at

**\$1.00**



# GOOD FRIDAY

SERVICES AT METHODIST CHURCH

FRIDAY, MARCH 30  
1:30-3:00 P. M.

Prelude ..... Organ  
Salutation .....  
Hymn, When I Survey the Wondrous Cross ..... Congregation  
Scripture, Luke 23:26-34 ..... A. O. Thompson  
Prayer ..... Mrs. B. F. Outhrie  
Solo, "Night With Ebon Pinion" ..... Mrs. Carl Mountz  
Devotional Address, "First Word" ..... The Rev. Mr. Willett

Scripture, Luke 23:35-43 ..... Mrs. Clifford Hicks  
Prayer ..... Mrs. Ray Barber  
Meditation ..... Mrs. Stanford  
Devotional Address ..... The Rev. Mr. McWilliams

Hymn, Must Jesus Bear the Cross, Alone ..... Congregation  
Scripture, John 19:25-27 ..... Mr. Edgar Ireland  
Prayer ..... Mrs. J. F. Ward  
Quartet, "The Third Word" ..... Coneway, Dyar, Beyer, Olson  
Devotional Address ..... Mr. Earl W. Wilson

Scripture, Matt. 27:45-47 ..... Miss Lillian Hostetter  
Prayer ..... Mr. W. L. Ayers  
Devotional Address ..... Rev. Mr. Griffin  
Silent prayer (music) ..... Organ

Hymn, My Faith Looks Up to Thee ..... Congregation  
Scripture, John 18:28-29 ..... Mr. J. C. Allred  
Prayer ..... Mr. E. E. Ramsey  
Solo, Beneath the Cross of Jesus ..... Mrs. Mountz  
Devotional Address ..... Mr. D. W. Hawkins

Scripture, John 19:30 ..... Mrs. E. B. Black  
Meditation ..... Organ  
Prayer ..... Mrs. Chas. Donald  
Devotional Address ..... The Rev. Mr. McWilliams  
"Sixth Word" ..... Quartet

Scripture, Luke 23:46; Mark 15:38-39 ..... Miss Patricia Wederbrook  
Devotional Address ..... Mrs. W. L. Alexander  
Prayer ..... Mr. G. A. F. Parker  
Hymn, There is a Fountain ..... Congregation  
Moment of Silent Prayer  
Solos, "Seventh Word" ..... Mrs. Dyar and Mr. Olson  
Benediction

CHARTER NO. 5004 RESERVE DISTRICT NO. 11

## REPORT OF THE CONDITION OF THE FIRST NATIONAL BANK

OF HEREFORD  
In the State of Texas, at the Close of Business on March 5, 1934.

ASSETS	
1. Loans and discounts	\$205,455.76
2. Overdrafts	112.87
3. United States Government securities owned	70,000.00
4. Other bonds, stock, and securities owned	3,450.00
5. Customers' liability on account of acceptances executed	NONE
6. Banking house, \$10,052.53; Fur. & Fix., \$4,219.30	14,271.83
7. Real estate owned other than banking house	4,368.96
8. Reserve with Federal Reserve Bank	20,991.65
9. Cash in vault and balances with other banks	110,190.15
10. Outside checks and other cash items	4,411.00
11. Redemption fund with U. S. Treasurer and due from U. S. Treasurer	2,500.00
12. Acceptance of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
13. Securities borrowed	NONE
14. Other assets	407.33
<b>TOTAL</b>	<b>\$445,159.55</b>

LIABILITIES	
15. Demand deposits, except U. S. Government deposits, public funds and deposits of other banks	\$184,094.25
16. Time deposits, except postal savings, public funds and deposits of other banks	61,820.87
17. Public funds of States, counties, school districts, or other subdivisions or municipalities	59,091.13
18. United States Government and postal savings deposits	NONE
19. Deposits of other banks, including certified and cashier's checks outstanding	4,076.88
Total of Items 15 to 19:	
(a) Secured by pledge of loans and/or investments	\$ 20,000.00
(b) Not secured by pledge of loans and/or investments	\$280,094.25
(c) TOTAL DEPOSITS	\$300,094.25
20. Circulating notes outstanding	50,000.00
21. Agreement to repurchase U. S. Government or other securities sold	NONE
22. Bills payable	NONE
23. Rediscunts	NONE
24. Acceptances of other banks and bills of exchange or drafts sold with endorsement of this bank	NONE
25. Acceptances executed by this bank for customers and to furnish dollar exchange, exclusive of acceptances of this bank purchased or discounted	NONE
26. Acceptances executed by other banks for account of this bank	NONE
27. Securities borrowed	NONE
28. Interest, taxes, and other expenses accrued and unpaid	NONE
29. Other liabilities	NONE
30. Capital Account:	
Class A preferred stock, none shares, par \$ None per share, retirable at \$ None per share	NONE
Class B preferred stock, none shares, par \$ None per share, retirable at \$ None per share	NONE
Common stock, 500 shares, par \$100.00 per share	50,000.00
Surplus	NONE
Undivided profits—net	86,076.42
TOTAL, including Capital Account	\$445,159.55

MEMORANDUM: Loans and Investments Pledged to Secure Liabilities	
31. United States Government securities	NONE
32. Other bonds, stocks and securities	NONE
33. Loans and discounts	NONE
34. Total Pledged (excluding rediscunts)	70,000.00
35. Pledged:	
(a) Against circulating notes outstanding	50,000.00
(b) Against U. S. Government and postal savings deposits	NONE
(c) Against public funds of States, counties, school districts, or other subdivisions or municipalities	20,000.00
(d) Against deposits of trust departments	NONE
(e) Against other deposits	NONE
(f) Against borrowings	NONE
(g) With State authorities to qualify for the exercise of fiduciary powers	NONE
(h) For other purposes	NONE
(i) TOTAL PLEDGED	70,000.00

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss:  
I, E. B. POSEY, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
E. B. POSEY, Cashier.  
CORRECT—ATTEST:  
OLLIE D. BRADLEY  
TROY WOMBLE  
GEO. L. MUSE,  
Directors.  
Subscribed and sworn to before me this 27th day of March, 1934.  
EDDAH PARK, Notary Public.

### First Presbyterian Church

W. F. GRIFFIN, Minister.  
Communion services, Thursday night, 7:45.  
Good Friday services, Methodist church, Friday, 1:30 to 3:00.  
Sunday school, 9:45 a. m.  
Morning worship at 11.  
Evening worship at 7:30.

### First Christian Church

REV. E. R. McWILLIAMS, Pastor  
Sunday school, 9:45; morning service and communion, 11; Junior Christian Endeavor, 5:15; Y. P. Christian Endeavor, 6:30; evening services, 7:45.  
A series of evangelistic services are being held each night this week at 7:45, with the pastor doing the preaching. Interest and attendance are growing and all are invited to attend. Wednesday afternoon a prayer service was held at 3 in the basement of the church, and another will be held at 4 p. m. Friday. Every member of the church and all those who believe in the value and efficacy of prayer are urged to attend. On Sunday morning a Sunrise prayer service will be held to which all are likewise invited. Make your plans now to begin this Easter Day in the proper manner. The usual services will be held that day with appropriate messages in song and sermon. Thursday night of this week an inspiring communion service will be held at the conclusion of the preaching service. Make your arrangements now to be present for this memorial service.

C. T. Stillwell of Rowell, New Mexico, general manager of the Kemp Lumber Company, died at his home last Friday. Mr. Stillwell often visited the local Kemp yards and was well known among Hereford business men.

### AMERICAN LEGION ATHLETIC EVENTS

—All home talent, no professionals  
—For information on the program, see  
W. J. (Bill) Smith  
or  
Charles Bennett

### First State Bank

NO. 1531  
OFFICIAL STATEMENT OF FINANCIAL CONDITION OF THE  
AT HEREFORD,  
State of Texas, at the close of business on the 5th day of March, 1934, published in the Hereford Brand, a newspaper printed and published at Hereford, State of Texas, on the 29th day of March, 1934.

RESOURCES	
Loans and discounts on personal or collateral security	\$131,242.00
Loans secured by real estate	8,618.43
Overdrafts	NONE
Acceptance of other banks	NONE
Securities of U. S., any State or political subdivision thereof	25,100.00
Other bonds and stocks owned	NONE
Customers' bonds held for safekeeping	NONE
Banking House	5,500.00
Furniture and Fixtures	3,428.70
Real Estate owned, other than banking house	8,645.76
Cash in bank and due from approved reserve agents	139,420.89
Due from other banks and bankers, subject to check on demand	NONE
Interest in Depositors' Guaranty Fund, Federal	421.67
Assessment Depositors' Guaranty Fund	NONE
Other Resources	5,122.63
<b>TOTAL</b>	<b>\$327,505.97</b>

LIABILITIES	
Capital Stock	\$ 50,000.00
Surplus Fund	5,000.00
Undivided Profits, net	511.10
Reserve for	NONE
Dividends unpaid	NONE
Due to banks and bankers, subject to check	14,189.56
Individual deposits subject to check, including time deposits due in 30 days	207,141.80
State Funds on Deposit	NONE
Time Certificates of Deposit	49,015.83
Cashier's Checks Outstanding	1,647.29
Bills Payable	NONE
Rediscunts	NONE
Customers' Bonds deposited for safekeeping	NONE
Other Liabilities	NONE
<b>TOTAL</b>	<b>\$327,505.97</b>

STATE OF TEXAS,  
County of Deaf Smith.  
We, H. R. FRITZ, as vice-president, and C. C. ACKER, as Cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.  
H. R. FRITZ,  
Vice-President.  
C. C. ACKER, Cashier.  
CORRECT—ATTEST:  
E. S. IRELAND,  
H. G. CONKRIGHT,  
J. A. PITMAN,  
Directors.  
Subscribed and sworn to before me this 26th day of March, A. D., 1934.  
VIOLA CARPENTER,  
(SEAL) Notary Public.  
Deaf Smith County, Texas.

### St. Anthony's Church

Lenten Services: Good Friday, 8 a. m., mass of Prosanctified; 12 to 3. Tre Hore services, prayer, meditation, singing.  
Easter services, Saturday: Blessings begin at 7 a. m., mass at 8. Easter Sunday: Mass at 8, sung mass at 10. Benediction of Blessed Sacrament at 8 p. m.  
Week-day: Mass at 8, Saturday at 7 a. m. Monday mass at 8.  
Thursday, Holy hour 7 to 8 p. m.  
Friday: Exposition of Blessed Sacrament, 3 to 4 p. m.

### Pen Women Stage Writers' Course

A Writers' Short Course, sponsored by the Panhandle Pen Women, will open in Amarillo April 2 and continue through the week. The course will be conducted by Frank Clay Cross of Denver, popular magazine writer and instructor in writing. The course is \$3 and the meeting will be held in the rooms of the Amarillo business college, 605 1/2 Taylor street. Anyone may take the course. Further information may be obtained by addressing Mrs. Rose Jasper Nickell, 1508 Hayden Street, Amarillo. Mr. Cross will also speak at the meeting of the Pen Women Tuesday afternoon, April 3, in room 7, Green Building.



## Reputation

# DRUGS

Without Experts  
Are Dangerous

Don't take chances with  
guesswork when the same  
money buys the best.

Full Pint  
McKesson's  
Antiseptic  
Solution  
**49c**

We handle only the highest class merchandise. You are always safe in buying your needs here.

Full Pint  
Rubbing  
Alcohol  
**39c**

KLEENEX	18c
KOTEX, per box	20c
DR. WEST'S ECONOMY TOOTH BRUSH	29c
STATIONERY, up from	30c
LIGHT GLOBES, Hygrade, up to 100 watt, 20c; 100 watt	25c
TRE-JUR, \$1.00 size bath powder	49c
COOTY FACE POWDER, with perfume	\$1.10
ASPIRIN, bottle of 100	49c
COLOR-ED GLASSES, large assortment, 25c to	\$1.00
HOT WATER BOTTLES, up from	98c
SHAYAMI, brushless shaving cream	39c
SHU-MILK, new large size	25c
CREPE TISSUE, Fort Howard, 3 rolls	25c
EVERSHARP PENCILS, square leads	47c
PENETRO, nose and throat drops	25c
EPSON SALTS, dust proof box, per pound	29c
MILK OF MAGNESIA, quart	89c
COOLIVER OIL, pint	75c
LIQUID PETROLATUM, 16 ounces	59c
SHAVING CREAM, McKesson's	25c
HAIR OIL, 10c to	50c
WOODBURY'S SOAP, 25c size for	10c
WOODBURY'S SHAMPOO, 50c size for	39c

Full Quart  
Mineral  
Oil  
**89c**

FRESH SHIPMENT

## EASTER CANDIES

We send films off to be developed.

Full Pint  
Milk of  
Magnesia  
**39c**

# City Drug Store

Phone 100. "Home of Dependable Drugs"

# D. R. GASS & SON

Have Good News For

# EASTER

STYLISH WHITE KID PUMPS

Just the thing to finish  
the ensemble

Only **\$4.95**



SPORT OXFORDS, IN WHITE AND BEIGE  
**\$2.95 and \$3.95**

## ALLEN-A HOSIERY

Service Weight  
**89c and up**

Sheer Chiffons  
**69c 89c \$1 \$1.25**

Misses  
**PARTY FROCKS**  
Organdies and Nets

Don't fail to see these lovely garments, priced  
at only **\$5.95**

## SILK CREPE DRESSES

Chic Creations—you'll like them  
Just **\$3.95 Each**

## WHITE KID OR MESH GLOVES

An enchanting collection for every smart outfit  
**\$1.00 and \$1.95**

Easter is the one day when your clothes mean most. These are quite the grandest pre-Easter values we have ever seen at such tiny prices. Come in and choose the styles that suit you from our exciting new collection of the newest in coats, shoes, hose and gloves.

They're Smart—They're New  
They're Spring!



White  
LINEN  
COATS

White  
WAFFLE  
CLOTH  
COATS

**\$5.95**



# First in Quality MEATS

## WHAT WONDERFUL MEALS

Delicious, tender, fresh meats that capture the fancy of even the most choosng appetites. You get the choicest cuts from the best beef we can buy.

## GOOD GROCERIES

Complete stock of fresh, clean groceries . . . shelves and counters stocked high with guaranteed merchandise . . . efficient, courteous clerks to serve you.

—it will pay you to visit us

**Texas Market & Grocery**  
PHONE 353—FREE DELIVERY

## It's Time to Think of Your Garden and Lawn

Success of the garden, a smooth, velvety lawn. Both are assured if you'll see that the soil gives to the plants proper food. No matter how poor the soil, its shortcomings can be remedied—no matter how rich, it can be improved with

### LOMA

Makes up for Mother Nature's shortcomings  
**VIGORO**

The complete scientific plant food.

Also Loma Spreaders

COMPLETE LINE OF GARDEN TOOLS

**STREU HARDWARE CO.**

PHONE 48

This Seal is Your Assurance Of  
**EFFICIENT GAS APPLIANCES**



The Institute of American Gas Testing Laboratory BLUE STAR approval seal is the highest quality proof of safety, efficiency, economy and performance of a gas range, water heater, boiler or other gas appliance. You get more for your money—efficiency, economy and safety in your home. The BLUE STAR seal is the assurance of a gas appliance that meets more exacting requirements than any other brand of gas appliances.

The American Gas Association of which this company is a member, has invested more than one-half million dollars in its central testing laboratory. This laboratory has been provided with the latest and most accurate gas testing equipment. The gas is analyzed from the burner, and every approved appliance is REQUIRED to have the BLUE STAR approval seal, illustrated above, affixed to it.

A gas range or other gas appliance does not necessarily need to be costly in order to be an approved type. But you can assume that because a gas appliance is very modern and beautiful in appearance and finish, that it has the BLUE STAR, which assures tested merit, however costly it may be. This approval seal represents recognized standards for performance, efficient operation, and substantial and durable construction. Therefore, no gas appliance, at any price, should be purchased that does not have this BLUE STAR seal affixed to it.

When shopping for a new gas appliance, ask the dealer to show you only those appliances which have this approval seal—as this is more important than all other considerations combined.

**West Texas Gas Co.**  
"GOOD GAS WITH DEFENDABLE SERVICE"

## HEALTH DEPARTMENT WARNS AGAINST TYPHOID DANGERS

"If you have not been vaccinated against typhoid fever within the last two or three years, go to your doctor and be protected against it," Dr. John W. Brown, state health officer, advises prospective campers, Boy and Girl Scouts, summer vacationists, and all other users of the open road, whether for business or pleasure—as the out-of-doors season approaches.

"Typhoid fever," he continued, "is unnecessary and preventable. Every case is due either to community negligence or to the ignorance or carelessness of some individual."

"A carrier is a person who has had typhoid at some time and who even after recovery carries the germs of the disease in the urine and the discharges from the bowels. Carriers who are careless in their personal habits are likely to infect any food they handle with unwashed hands. Some of the most serious and far reaching outbreaks of the disease have been caused by drinking milk or eating foods that have been handled by carriers. Persons may be carriers without knowing it."

"Typhoid germs are hitch-hikers. They are picked up and spread from person to person by water, milk, flies, fingers, food. Every case of typhoid is contracted by way of mouth and the digestive system. The State Department of Health and the local health departments can be depended upon to continue their fight against the disease, but there will still be sources of infection that can be warded off only through the protection afforded by vaccination against the disease."

## Easter Items

BY MISS LOUISE FRYE

People of this community are smiling over the snow which fell over the week end. At least eight inches fell, not drifting at all.

The E. H. D. club met with Mrs. Fred Walton last Thursday in an all day session. The day was spent making foundation patterns and canning chickens to be taken to the meat show in Lubbock this week. At noon a covered dish luncheon was served to Miss Isora Clark, Mmes. Betty Coconaugher, M. Slemmons, Geo. Chambliss, Chris Wegner, Carl Frye, Fred Walton and Miss Maggie Coconaugher. The next meeting will be with Mrs. M. Slemmons the second Thursday in April.

Mr. and Mrs. Chris Wegner entertained about 30 friends and neighbors at an old-fashioned party last Wednesday night, honoring Charles Harrell. At a late hour the hostess served refreshments of cocoa, coffee and wafers.

Miss Isora Clark and Mr. Thomas came out from Dimmitt Monday and assisted Mrs. Coconaugher and family in canning a beef. The club members were to be present, but because of the bad condition of the road, could not be there.

Tom Jameson and Dan Bruton attended the show in Hereford last Thursday night.

Miss Anna Mae Jameson is visiting in Amarillo for several weeks.

## Urge Increased Road Program

All but approximately \$5,000,000 of the present \$26,000,000 NRA road-building program for Texas is now under contract, and unless Congress sets aside added funds for highways in the new public works appropriation, tens of thousands of Texans will be thrown out of work this autumn and the state's hope for adequate main roads for its Centennial will be blasted.

This was the warning issued by the Texas Good Roads Association recently through its president, Judge W. O. Huggins of Houston, who appealed to all influential Texans to impress upon members of Congress their wishes regarding provision of funds for roads.

Col. Ike Ashburn, manager of the Association, has been in Washington for two weeks urging the case of road construction upon congressmen, senators and administration leaders. In company with officials from other under-improved states, he has been pleading for an added \$400,000,000 especially for highways.

This would provide Texas with another \$24,000,000, duplicating the present program which spreads over every one of the state's 254 counties on a minimum basis of \$4 per capita.

The present program will reach its peak in June or July and begin dropping off thereafter at the rate of two to four million dollars per month, throwing thousands out of work, unless the supplemented appropriation is made, the statement said.

Col. Ashburn wired his office this week that congressional leaders have promised early consideration of the \$400,000,000 fund, which was reported favorably by the House Committee on Roads last Wednesday, and asked all interested motorists to let their opinions be known to their representatives.

## Little Women Feature at Star for Week End

Coming to the Star Theatre next Sunday is Little Women. Louisa May Alcott's epic of girlhood and one of the most widely acclaimed pictures of recent years. Katharine Hepburn, dynamic young star, carries on the fame and fire of Jo, the tomboy of the story.

Joan Bennett is Amy, Frances Dee takes the role of Meg and Jean Parker does the part of Beth. For the masculine half of the cast Paul Lukas is Fritz Bhaer, Douglas Montgomery is Laurie and Henry Stephenson is Mr. Laurence.

Edna May Oliver gives an inltable performance as Aunt March. Spring Byington is Marmee. The picture will be shown in a mid-night filming Saturday, again Sunday afternoon, and Monday and Tuesday nights.

Mr. and Mrs. Clyde Honea were in Amarillo Tuesday on a business trip.

## Summerfield News

BY MRS. GUY WALSER

Take Produce to Carl's Gro. if Snow received during the week-end was of great benefit to the wheat.

We are always in the market for your cream, poultry, eggs and hides. Square Deal Produce Co. 1c

Rev. Willett, pastor of the Methodist church at Hereford, and Mr. Anthony of Hereford visited in this community last week.

Mr. and Mrs. Perry McMinn spent the week end with her parents, Mr. and Mrs. Bellar, at Muleshoe.

Little Miss Billie Ray Johnson has returned to her home from Amarillo much improved in health. W. L. Hunter, C. R. Walsler, Wilburn Edelman, Ruby Thompson and Oleta Bowling attended the Northwest Texas Educational Conference at Canyon Friday and Saturday. They also visited Palo Duro Park.

Mr. and Mrs. Joe Kendall were Amarillo visitors Saturday.

Rev. and Mrs. Taylor Smithie of Plainview were here over the week end. Rev. Smithie filled his appointment Sunday morning. No services were held Sunday night owing to bad weather.

Mrs. Jinks Bellar and Wanine visited relatives and friends in Muleshoe over the week end.

Joyce Davis of Hereford attended church here with the Thomases family Sunday morning.

Mrs. Guy Easley and daughters have returned to their home in Crowell. Mrs. A. J. Blakemore and Forbes accompanied them, Mrs. Blakemore to stay for an indefinite time.

Mr. and Mrs. Frank Stanley have returned to their home in Friona after an extended stay in the Ray Johnson home.

Jimmie Gandy of Wyche is visiting his sister, Mrs. J. R. Oglesby, and family.

## Ford Doings

BY LA VERNE MANN

No Sunday school was held at Ford this week because of the snow which fell all day.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

School was dismissed Friday while the teachers, Misses Shields and Cope, attended a teachers meeting in Canyon.

Clyde and LaVerne Mann visited in the T. H. Langley home Friday afternoon.

The snow which fell Sunday left quite a bit of moisture in the ground.

Hereford visitors Saturday were Mr. and Mrs. Joe Phipps, Mrs. D. B. Mann and family, Mr. and Mrs. George Benson and daughter.

Norma Jo Langley and LaVerne Mann visited school Monday.

Try and find anything of wood that I can't make or repair.



Give New Chicks An Even Break With  
**JUST-RIGHT CHICK STARTER**  
Produces Quick Growth

Composed of high grade ingredients, correctly mixed and produced. Contains no sweepings or screenings.

FULL LINE OF JUST-RIGHT FEEDS

Tell Us Your Needs

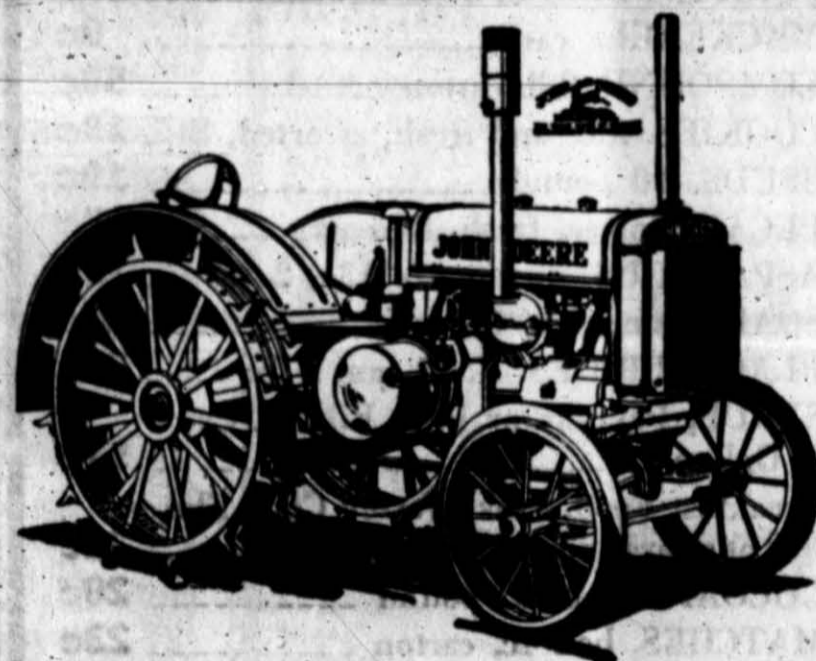
**West Texas Feed & Seed Company**  
Phone 265. Prompt Delivery Service.

# MEN—

Take the Strings Off Her Hands—Help the Hands That Are Helping You

In the home, as in the office, the greater, the more important responsibilities are the INTERESTING ones. Teaching baby to talk, making the little one's clothes, planning the evening menu—these tasks keep women young, glowing, happy. But there are dull tasks, too; routine duties of sweeping, cleaning, cooking and laundering that rob women of recreation, that bring weariness and fatigue. And it is this type of mechanical work that is done best by electrical servants. Done better, done quicker, done cheaper—leaving wives and others more time for planning, creating, resting. A few strategically placed outlets will permit electrical servants to serve your home—at just a few cents cost per day.

**NRA**  
**TEXAS UTILITIES CO.**



Now that the drouth is over, the  
**JOHN DEERE TRACTOR**  
Will Be In Demand  
Because It Will Save Money

Burning DISTILLATE, the JOHN DEERE Tractor saves up to \$2.00 a day in fuel costs.

Distillate produces more power per gallon—is not taxed—is cheaper

COMPLETE LINE OF JOHN DEERE IMPLEMENTS, PARTS AND SERVICE

**KERR IMPLEMENT CO.**



# ANNOUNCING THE OPENING OF LUKE'S CAFE

In the Miller Building, second door south of the post office.

Everything new and clean. Building remodelled. Tables for ladies.

Herb Sindt's Orchestra will discourse music from 7:30 to 8:30 Friday evening, March 30.

We want everybody to come and enjoy the evening. We want you to feel welcome.

MR. AND MRS. LUKE FIELDS



Let Us Service Your Car  
TEXACO GAS, OILS AND GREASES  
**Texas Service Station**  
GLEN SNYDER

# BOWLING CONTEST

Now Playing at the  
**PARAMOUNT RECREATION CLUB**

For good clean, wholesome recreation, come daily to the BOWLING ALLEYS and take the exercise you need. Enjoy a few minutes each day or evening in games that build new muscles and train the eye of both young and the older folks.

We Have Plenty of Good  
**OAT AND BARLEY SEEDS FOR PLANTING**

Recleaned and Sacked

BARLEY—75¢ Per Bushel.  
OATS—65¢ Per Bushel.

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

# The CASE Row-Crop Tractor

Is the Most Economical Power Plant On the Market Today  
It is adjustable in four different widths; is Timken-bearing throughout, and we believe it is the most accessible tractor on the market when repairing work is necessary.

It has the highest priced IGNITION SYSTEM ON THE MARKET TODAY.

Our prices and terms are as good or better than the lower class tractors.

COME IN AND LOOK THEM OVER

# C. A. SKELTON



## Greater EASTER With a SMART HAIRDRESS

Surely, you'll want to match your Easter costume with a coiffure that's smart and Spring-like. No matter what your type or coloring, you're surer of an expert touch here that will make your hair unusually attractive.

Star Beauty Shop  
Phone 26

## Want Ads

### Wanted

WANTED: Woman for house work, permanent place for right party. Box 67, Summerfield. 11-2p

WANTED: Farm work for man and wife. Can do any kind of farm work, can handle any kind of farm machinery. R. P. Miller, at Buchanan & Rosson. 1p

WANTED: A job on a farm; experienced with tractor and teams. Jno. Weeden. 1p

Square Deal Produce wants your cream, poultry and eggs at the top market prices. 1c

### For Sale or Trade

FOR TRADE: A two-row horse lister-planter, for a three-row tractor lister. G. L. Woods. 1p

FOR SALE: Three hens and a tom Bronze turkeys. Good breeding stock. Mrs. S. O. Wilson, or phone 680. 1p

FOR SALE: Nice bright alfalfa hay; \$15 per ton. W. G. Slagle. 12-2p

FOR SALE: Filling station, residence at Hart, Texas. Price \$500, \$250 down. Rest on terms. See Carrie Rudd Turnbow, 808 Lee Avenue. 1p

FOR SALE: Roses, shrubs, sweet-peas, grape vines, at moderate prices. Phone 250-W. J. F. Ward. 11-tfc

FOR SALE: Resident lot; nine block 7, Evans; 77 x 208 feet; will trade for live stock. Two Short-horn thoroughbred bull yearlings, serviceable age. Percy Shepard, 8 miles northeast of Dimmitt. 11-2p

### For Rent

FOR RENT: Furnished apartment, modern, near high school. Telephone 43. 12-tfc

FOR RENT: Garage building and storage rooms on West Third St. Apply to Mrs. H. L. Broadwell. 1c

FOR RENT: Modern bedroom. Phone 250-W. J. F. Ward. 1c

FOR RENT: A modern, five room residence. Phone 80, or see W. B. Dameron, 802 25-Mile Ave. 10-tf

FOR RENT: 100 acres land, 120 in cultivation, 30 miles northwest of Hereford. Write Mrs. D. A. Sutton, 1013 E Harris Avenue, San Angelo, Texas. 11-3p

### Lost and Found

LOST: A tire and rim from a Hudson car. Lost between Moore's Filling Station and 25-Mile Avenue. Finder return to Brand office. Reward. 1p

### Miscellaneous

STALLION: Delmont, purebred Belgian stallion, will make the season at my farm four miles south and two miles east of Hereford. J. D. Love. 11-tfc

### STOP GAS PAINS! GERMAN REMEDY GIVES RELIEF

Acting on BOTH upper and lower bowels Adierika washes out all poisons that cause gas, nervousness and bad sleep. One dose gives relief at once. City Drug Store.

## Hereford Grads Good Students

Reports recently received indicate that grades made by graduates of Hereford high school who are now freshmen in college compare favorably with those made by earlier graduates. Complete reports have been received on 13 students and out of that number there were 11 As, 24 Bs, 32 Cs, 13 Ds, two Es, and three Fs. Falling grades are indicated by Fs. Conditional grades are indicated by Es and may be made up. There may be one or more failures among the grades of the two or three whose complete grades have not been received, but no more failures are expected.

As has been announced through the columns of the Brand before, three of the group made the honor roll of their respective schools on their first reports. It is interesting to note that the honor roll students were attending three different schools. Billy Ross Phillips was on the Technological College honor roll, Katherine Miller, University of Arkansas, and Myrtle McGowan, Teachers College for the summer quarter of 1933 when she entered as a freshman.

Since English is about the only subject which all college freshmen are required to take, it is especially gratifying to note that graduates of the local high school have not failed the first semester of English in two years. This good record is even more remarkable since 14 per cent of all freshmen fail their English in the state as a whole and 24.6% and 17.5% in the Teachers College and Texas Tech respectively. Practically all of Hereford graduates attend the institutions named. Such a record reflects credit on the English instructors of the high school, namely Misses Irene Crawford, Sayde Rigler and Mable Gene Campbell, and also on other high school and grade teachers who have insisted on good English in all oral and written work. It also speaks well for the students concerned.

## TRUE SPEEDWAY DRAMA FOR BIG RADIO PARTY

A thrilling, true story from the Indianapolis Speedway—the voices of Dan Moran, president of the Continental Oil Co., and John B. Kennedy, nationally known author and radio announcer—as well as special music by the Rondellers quartet and Irving Talbot's 22-piece orchestra will be blended into a coast to coast Conoco radio party Wednesday night, April 4, over 27 NBC stations at 9:30.

This all-star program, known as the "Conoco Family" broadcast, will dramatize a recent major events, hitherto kept secret, but now making history in the automotive world.

## High School Agriculture Classes Are Complimented

The following letter was recently received and bears testimony to the good work being done by the agriculture classes of the high school:

"I am enclosing a score sheet for your 1932-33 project record books. Permit me to compliment you on this very excellent set of books. I have not had the opportunity of examining, within the last few years, a much better set of books than you turned in this year. Such errors as do occur are minor and insignificant. The boys have made good progress and are doing actual work, according to the books. I hope the good work will continue, and may the tribe of this type of boys increase."

The letter is signed by C. Luker, associate professor of vocational teaching of A. & M. college. The record books scored 480 out of a possible 500 points.

### NOTICE

All owners of city property will please call at the City office and render same for taxation for 1934. 10-tfc  
EVA SKELTON.

TRY A WANT AD IN THE BRAND



## GIRDLES

Try one of our TWO-WAY stretch girdles priced from

**\$1.25 to \$5.00**

The Venus Corsette, Two-Way gives you very SLENDER lines and adds wonderfully to the dresses.

Last Call for Easter Frocks.

**FASHION DRESS SHOPPE**

## Extra Specials FOR THE WEEK-END

### Specials Friday and Saturday

- SUGAR, 10 pounds ----- 47¢
- PINEAPPLE, No. 2 1/2 broken slices, each 18¢
- PORK and BEANS, 3 for ----- 17¢
- MACKEREL, can ----- 9¢
- COMPOUND, 8-lb carton ----- 56¢
- COOKIES, nice and fresh, assorted, lb ----- 19¢
- SPUDS, 10 pounds ----- 19¢
- PECAN Halves, fresh, 8-oz pkg ----- 25¢
- ASPARAGUS, picnic size 13c, 2 for ----- 25¢
- SOAP, Palmolive, 3 for ----- 14¢
- BLACKBERRIES, No. 2 can, 2 for ----- 21¢
- SYRUP, Pancake or Pure Ribbon Cane  
Gallon ----- 57¢
- Breakfast Food, 1 pkg Jersey Corn Flakes,  
1 pkg large Jersey Bran Flakes ----- 21¢
- COCOANUT, bulk, pound ----- 20¢
- MATCHES, box 4c, carton ----- 23¢
- VANILLA-WAFERS, pound ----- 18¢
- OATS, White Swan, large pkg ----- 14¢

### FRUITS AND VEGETABLES

- ORANGES, (tree-ripened) dozen ----- 15¢
- LEMONS, nice size, dozen ----- 20¢
- BANANAS, dozen ----- 19¢
- CELERY, large, bunch ----- 9¢
- LETTUCE, two for ----- 9¢
- CABBAGE, nice green, firm heads, pound ----- 2¢
- CARROTS, Radishes, Beets, Onions, bunch ----- 4¢

## Frank's CASH Grocery

Phone 117 FRANK RICHARDS, Proprietor We Deliver  
Brings Us Your Eggs—Market Price—Buy At Home.

# Penney's Wonder Values



It stays crisp!  
**ORGANDY**  
49¢ yard

Buy it for frocks, for blouses, collars, cuffs! Permanent finish — it won't lose its delightful crispness! In white only! 44"-45" wide!



Smooth Fit! Long Wear!  
**Bias-Cut Slips**  
V-top or Straight top! 98¢

Serviceable, good-looking rayon-and-cotton! Easy to launder! Well made with dainty lace trimming at top and hem! Stock up on these wonderful slip bargains right now!

## Another SCOOP PENNEY

2,000 yards new silks. New florals, stripes and plaids. Don't let this values get away right now when you need silks.

**69¢ Yard**

Three little Panne Satin  
**Brassieres**  
at a real "value" price!



Take your choice of the plain rosebud trim—or the single or double medallion. Alencon lace trim! All pretty, comfortable, sturdy!

**25¢**

## NEW LINENS

Fast colors, pre-shrunk, all the new shades and white.

**69¢ Yard**

## DRESSES

We get new dresses nearly every day. We have more new ones this week-end. New colors, new materials.

**\$3.77 to \$6.90**

## Children's Dresses

New Silk Dresses for the little ones and for the "growing little miss."

**\$1.98**

We Expect a Rush of  
**SPRING CAPS**  
to boys' heads—when they see these great values!

**49¢**

Here's a treat you can't afford to miss! Caps—style in the youthful manner—with patterns, colors and finishing all in harmony! A plain "boy"!



## House Canvas

Taped selvage—Good grade.

**4 1/2** Yard

**J. C. PENNEY Co. Inc.**



**ADAMIRATION COFFEE**



**COSTS LESS**

**Re-Decorate Santa Fe Station and Buildings**

Santa Fe decorators and painters finished the exterior decorating of the passenger depot the first of the week. Painting is now being done on the freight house, both in the office and exterior. A pleasing coat of light cream color is being applied outside the freight house, taking the place of the dark red that has served its purpose for so many years.

Bridges near Hereford are also being painted.

Miss Avis Thompson spent the week-end at her home in Tulla.

**SOCIETY**

**NORTH HEREFORD CLUB MEETS WITH MRS. CONKLIN**

The North Hereford Demonstration club met Tuesday evening at the home of Mrs. Arch Conklin with ten members and eight visitors attending. Roll call was answered with an Irish joke by each member. After a short business session the club enjoyed a social hour with refreshments of cake and cocoa.

Next regular meeting will be with Mrs. Elmer Patterson, Tuesday, April 3.

**BIRTHDAY PARTY FOR NORA JEAN RUSSELL**

The home of Judge and Mrs. W. H. Russell was the scene of a merry party on Monday evening in honor of the birthday of their daughter, Nora Jean.

A good time was enjoyed by all and after the young people had enjoyed a number of games, refreshments were served to the following:

Kathryn Lovelady, Sanky Trimble, Lova Barhyte, Edward Line, Mary Virginia Whitehead, Bob Atherton, Joan Barhyte, Chilton Foster, Carl Wilson Shirley, Chas. Spradley, Helen Ann Snyder, Billy Nix, Marjory Thurmond, Maxilo McBunny, Mary Ruth Russell, Otho Douglas, Bennie Ruth Garrett, Carl Mosley, Mildred Ruthertford, Dean Dunlap, Neuland Allred, Jack Boydston, Mary Tiefert, Miss Gwendolyn Spradley and the hostess, Nora Jean Russell.

Washington box apples; Rome Beauty, Winesap and Golden Banana. Best apples in town. Square Deal Produce Co.

**FORMER RESIDENT MARRIES IN DALLAS**

Mrs. Mary Dunlap Monday, sister of Mrs. M. B. McLean and Walter Dunlap of Hereford, was married in Dallas last Monday to M. C. Garrett of that city. Mrs. Garrett is a former resident of Hereford, having removed to Dallas about six years ago.

**Bowlers Going Strong.**

Seven teams are in the City Bowling League which is now going strong, with matches every night except Saturday and Sunday. Herb Slind's orchestra, Ireland-Beavers Motor Co., and McLean & Pitman are leading without losses. Other teams are Close Drug, West Texas Feed & Seed, Ford Motor Co. and the Court-house Gang.

Urlin Streu's 217 shot last week is still the high game score for match play. Ab Posey heads the list for three-game match score with 502. The Courthouse team of four men is at the top for team score, having shot 1719 pins down in three games Tuesday night.

C. S. Jones and T. D. Pittman of Amarillo were here Wednesday on a business trip. Mr. Jones formerly lived here.

**GOOD WHOLESOME BREAD**



—is the best and most economical food you can buy. Buy it sliced or regular—but be sure and buy from your home bakery. No better bread is baked anywhere.

Try Our Pies, Cakes, Rolls, Doughnuts.

Colonia! Cakes in many varieties and sizes, celophane wrapped.

**HEREFORD BAKERY**

Home Owned—Home Employees.

**FOX MERCANTILE CO.**

**OFFER FOR EASTER**

Spring Wash Dresses

98¢ \$1.48 \$1.98

STEP-INS BLOOMERS

25¢ 29¢ 39¢ 49¢

**MUNSINGWEAR HOSIERY**

Service Weight 49¢  
Chiffon, up from 59¢

In New Spring Shades

**BRASSIERES**

Priced at 15¢ 25¢ 39¢ AND UP

**SHOWER HONORS MRS. FRED BROWN**

Mmes. J. W. Robinson and Arthur Thompson gave a shower last Monday afternoon honoring Mrs. Fred Brown, a recent bride.

On arrival guests were given a slip of paper and pencil, and were asked to write a wish for the bride. After all wishes were written, the pieces of paper were made into a chain which was used by the bride to pull her gifts from a well.

Miss Lueta Borden sang The Garden of Roses, and Miss Ruby Faye Bennett sang Nothing, accompanied at the piano by Miss Ardelle Foster. Mrs. B. F. Guthrie gave a short history of the life of Mrs. Brown, illustrated by pictures of her at various ages.

The hostesses served a refreshment plate to about 35 guests.

**PIONEER STUDY CLUB MEETS**

Mrs. Carl Gilliland and Mrs. M. D. Womble were hostesses to the Pioneer Study club Tuesday at the home of Mrs. Gilliland.

It was Bible day for the club. The English Bible is a book which if everything else in our language should perish would alone suffice to show the whole extent of its beauty and power.

Mrs. J. E. Beyer favored the club with a solo, after which a quartet was rendered by Mmes. Jones, France, Hill and Reed.

The Bible as literature and its place in history was given by Mrs. H. G. Conkright. Mrs. A. A. Foster told of the places of interest in the Holy Land and the customs of the people. The club joined in singing a number of sacred songs.

Refreshments were served to Mmes. Allen Bell, J. E. Beyer, H. G. Conkright, A. A. Foster, Burl France, J. M. Gilliland, O. G. Hill, P. H. Gilliland, E. S. Ireland, J.

**SPECIALS FOR Friday, Saturday and Monday**

<b>CATSUP</b> Empson's, large bottle	14¢	<b>Jersey Bran Flakes</b> Package	10¢	<b>TOILET SOAP</b> Palmolive, bar	5¢
<b>TURNIP GREENS</b> No. 2 can	8¢	<b>Pineapple, Sliced or</b> crushed, Big Hit brands, No. 2 can	15¢	<b>WHITE KING</b> Granulated Soap, largest size	26¢
<b>SPINACH</b> No. 2 can	8¢	<b>SALAD DRESSING</b> Kraft's Miracle Whip, quart jar	25¢	<b>LYE</b> Hooker or Red Top, 3 cans	25¢
<b>BEANS</b> Cut, Cream, No. 2 can	9¢	<b>PICKLES</b> Sweet or sweet mixed, quart jar	24¢	<b>WESSON OIL</b> Pint can	19¢

**PORK and BEANS**

Van Camp's, Can **5c**

**CORN FLAKES**

Jersey, Large Package **10c**

<b>Macaroni, Spaghetti</b> Egg Noodles, Skinners, 2 pkgs	15¢	<b>SUGAR, 10-Pound Bag</b> EXTRA SPECIAL LOW PRICE	17¢	<b>HOMINY</b> Van Camp's, 3 medium cans	17¢
<b>O'CEDAR POLISH</b> 12-oz bottle	39¢	<b>BLACKBERRIES</b> No. 2 can	10¢	<b>SOUP</b> Campbell's, all kinds, 2 cans	15¢
<b>FLOOR WAX</b> Johnson's, 1-lb can	59¢	<b>CHIPSO</b> Large package	14¢	<b>SALAD WAFERS</b> Supreme, 2-lb caddy	29¢
<b>MILK</b> Borden's, 3 tall or 6 small cans	18¢	<b>TOILET TISSUE</b> Charmin, 4-roll box	23¢	<b>COFFEE</b> Admiration, 3-lb can	75¢

**SHORTENING**

Mrs. Tucker's 8-lb Carton **56c**

**RAISINS**

4-Pound Package **27c**

<b>COFFEE</b> Blossom, 1-lb can	19¢	<b>TOMATO COCKTAIL</b> Van Camp's, large can	10¢	<b>HY-PRO</b> Quart bottle	15¢
<b>OVALTINE</b> \$1.00 size 73¢, 50¢ size	39¢	<b>CANDY BARS</b> All popular 5c bars	4¢	<b>SYRUP</b> Karo, light or dark, No. 10 can	55¢
<b>BEANS</b> Pinto, 5-lb bag for	24¢	<b>GUM</b> All popular 5c	4¢	<b>CHICKEN OATS</b> 5-lb bag for	19¢
<b>RICE</b> Choice Blue Rose, lb	5¢	<b>SANI FLUSH</b> Can	19¢	<b>POPCORN</b> Jolly Time, in a can	10¢

**FLOUR**

Packard's, 48-lb Bag for **\$1.39**

**SOAP**

P. and G., 10 Regular Bars **25c**

<b>CARROTS</b> Pound	2¢
<b>SPUDS</b> Ten Pounds for	19¢
<b>CELERY</b> New crop, large stalk	8½¢
<b>ORANGES</b> Red Ball grade, peck for	48¢
<b>LEMONS</b> Dosen	19¢
<b>CABBAGE</b> Large, green heads, pound	2¢

<b>CHEESE</b> Kraft's Elkhorn, lb.	19c
<b>ROASTS</b> Fancy Beef, pound	9¢
<b>BACON</b> Plakney's Special, sliced, pound	20¢
<b>SHORT RIBS</b> Fancy Baby Beef, pound	7½¢
<b>ROAST</b> Pork Shoulder, per pound	12¢

**ONION SETS AND PLANTS and SEED POTATOES ON SPECIAL SALE**

**DRESSED HENS, FISH, OYSTERS, SUNRAY STAMPED BEEF**

**PLYMOUTH'S CAUSING MORE TALK because its MORE CAR**



WHEN folks gather around to look at the new Plymouth, you hear, "It's certainly the most car for the money!"

Plymouth's all of that... in style, in power, in safety and in big-car roominess. But this year—biggest of all in Plymouth's 1934 story is the New Plymouth Ride!

Now, nose bump and road-fight are ended forever! And, no vibration... Because Plymouth offers individual Front Wheel Springing plus Floating Power Engine Mountings.

Come in today! See the reason for the sensational new 1934 Plymouth ride! Then ride in this great car!

**DELIVERED PRICES**

<b>The New PLYMOUTH Six</b>	<b>The De Luxe Models</b>
Coupe <b>\$698.00</b>	Coupe <b>\$753.00</b>
Two-Door Sedan <b>\$708.00</b>	Sedan <b>\$758.00</b>
Four-Door Sedan <b>\$748.00</b>	Two-Door Sedan <b>\$773.00</b>
	Town Sedan <b>\$865.00</b>

Price includes spare tire, tube, tire lock, extra wheel, radiator ornament, oil bath air cleaner, all Federal taxes, also automatic clutch and free-wheeling on De Luxe Models. You also get hydraulic brakes, floating power, all-steel safety bodies and individual front wheel springing.

**IRELAND-BEAVERS MOTOR CO.**  
East Third Street. Hereford

**FURR FOOD STORE**



# CORBETT & CO.

## Dry Cleaner & Hatters

### Black

BY MISS NOBLE MYLAN

Take Produce to Carl's Gro. if A heavy snow fell in this community Saturday night and Sunday. This was of much benefit to farmers here.

A committee from the Junior Woman's club met with Mrs. Clayburne Carr to make out year books for the coming year.

Square Deal Produce wants your cream, poultry and eggs at the top market prices.

Mr. and Mrs. Ray Bennett visited their son, Noland Bennett, in Borger last week end.

R. E. Barnett and family and Mr. and Mrs. Will Price were business visitors in Friona Saturday afternoon.

Several from this community attended the show at Friona Tuesday night.

Charlie Hays of Friona spent the week end with his parents, Mr. and Mrs. A. C. Hays.

Dorris McMurry who has been very ill with pneumonia is improving. Others on the sick list are Bernice Clymore and N. C. Phillips.

Mrs. R. E. Barnett and Mrs. Annie Barnett visited Mrs. Nora Ramsey in Hereford Monday afternoon.

Mr. and Mrs. Frank Lookingbill

entertained a group of friends Friday evening.

A. C. Hays attended the chamber of commerce banquet at Friona Tuesday evening.

A number from this community attended a play at Friona Thursday night.

Rev. Halloway of Plainview was here Sunday to fill his appointment at the Baptist church, but owing to unfavorable weather services were dismissed.

The home demonstration club met last Wednesday afternoon with Mrs. Jesse Hinds. The hostess showed the visitors a wardrobe that had been made from an old cupboard. She also gave some interesting points on cleaning clothing.

Mrs. T. J. Hawks gave a talk on the care of clothes, and Mrs. Anna Lemons told of making over old clothes.

Mrs. H. L. McLean and Lucille were business visitors in Hereford last Thursday morning.

Mr. and Mrs. T. L. Welch and Mr. and Mrs. Cecil Vandiver were in Friona Tuesday evening.

H. L. McLean attended the meeting in Canyon Saturday for teachers, trustees and county superintendents. State Superintendent Woods addressed the gathering.

Mr. and Mrs. Luther Hough of Amarillo, were here last Saturday on a business trip.

### Progressive News

BY OLIVE PERKINS

Take Produce to Carl's Gro. if Everyone has a smile since the snowstorm Sunday. Although the moisture is thought to be too late to help much of the wheat, it will benefit the pastures and farmers can begin work in the fields.

Mr. and Mrs. Clyde Russell of Whittenburg visited their parents, Messrs. and Mmes. Ira Ricketts and W. C. Russell, last week.

Come to the Square Deal Produce Co. for top prices for your cream, poultry, eggs and hides.

Miss Malone of Comanche, Oklahoma is visiting her aunt, Miss Leatrice Benson, and uncle, Haskell Benson.

Tuesday night the young people of Progressive community surprised Miss Leatrice Benson, who has been away several months. The evening was spent socially and in playing games. Refreshments of cake and punch were served.

Mrs. Mason and son of Stratford and Mrs. Jackson of Amberst visited their sister, Mrs. Chas. Green, last week.

Several of the younger children are having the measles and an epidemic of sore throat has started among the school children.

Instead of having the club meeting with Mrs. Ira Ricketts Wednesday, the club ladies and invited guests met with Miss Olive Perkins when a party was given in honor of Mrs. Clyde Russell of Whittenburg. Among those present were Mrs. Luther Pevely, Fred Millard, Allen Hughes, Arthur Reynolds, Webb Gentry, Nora Jowell, Arch Conklin, Geo. Conklin, Ray Hershey, W. A. Gentry, E. E. Ramsey, A. Lowther, of Hereford; Jeff Roberson, Jim Park, R. H. Patterson, D. O. Hedrick and Miss Malone, of Comanche, Oklahoma, and the club members. Mrs. C. C. Bowman had charge of the entertainment. A salad course was served to 35 ladies and several children. The next meeting will be on the first Wednesday in April, with Mrs. Ira Ricketts. All club members are requested to be present if possible as important business is to be transacted and a program given.

Mr. and Mrs. Owen Neel and family visited her parents, Mr. and Mrs. Vicks, Sunday.

### GIRL-SCOUT NOTES

BY OLIVE PERKINS

Since most of us are working on our nature projects for the second class and the observers badge, the following article in An Insect Thermometer, by J. H. Hallenbeck, may prove interesting and instructive:

"Did you know that you can tell how hot it is by listening to insects? Insects are very sensitive to temperature changes, and the reaction of some species to heat and cold gives a good idea of the temperature.

"The grasshopper is noisest at 95 degrees, and is unable to chirp when the temperature falls below 62 degrees. He cannot fly at a temperature below 45 degrees, and at 36 or 37 degrees he is unable to jump. When you hear a grasshopper, you know the temperature is at least 62 or 63 degrees.

Crickets are still more accurate. There are two species of crickets—the common house cricket and the white tree cricket—that are excellent thermometers. To calculate the temperature from the house cricket's tune, count the number of chirps he makes in 14 seconds, and to that add 40, and you will have the temperature—that is, the temperature at the location of the cricket.

"The number of chirps in the song of the white tree cricket and their relation to the temperature have been reduced to a mathematical formula by Prof. Dolbear of Massachusetts. His formula was used for the white cricket on the insect thermometer, although Dr. Robert Ede found that the formula gives temperatures about one degree too high. This cricket chirps four times per minute for every degree of temperature above 40 degrees.

"The white tree cricket is a more useful thermometer than the house cricket, for, while each proclaims the temperature of the air around him, the former is out in the open, while the latter usually is in some warm nook in the house where the temperature may be quite different from that out of doors.

"The katydid's night call is most emphatic above 80 degrees—"Katie Did It!"—and his cadence drops by approximately four degree intervals from "Katie Did It," to "Katy Didn't," "She Did" and "Katy," and below 60 degrees to a feeble "Katee."

"Honeybees collect outside their hives when the temperature reaches 102 degrees F., and cluster compactly inside their hives when the temperature falls to 57 degrees. At 48 degrees the clustered bees begin buzzing to generate heat; 85 degrees is the best working temperature for bees; at this degree they are also very gentle, but at temperatures below 70 degrees they are very irritable and will attack man without provocation.

"Ants do not emerge from their subterranean dens until the temperature has risen to 55 degrees, and they return home when it reaches 105 degrees. It is said that there are species of ants in Arizona, however, that remain active at temperatures above 105 degrees.

"At 40 degrees all insects are silent and at 33 or 34 degrees our insects cease to be thermometers because they become helpless."

Isn't this interesting? Some of you who are working on Insects for the observer badge might be able to use this little article.

Two Scouts were recently overheard in the following conversation: "What time do you get up in the summer?"

"As soon as the first rays of the sun comes in at my bedroom window."

"Isn't that rather early?"

"No, you see my room faces the west."

We wish to take this opportunity to welcome into our troop our new member, Dencie Ruth Garrett, who is a first class Scout from Cooper. Let's give her a hand, Scouts. Nellie Spradley has passed her tenderfoot test and says that even though she is little, that it won't be long until she is a first class. Nothing like hope, is there, Nellie? Most of the troop went to Amarillo to the National Girl Scout Folk Festival and did we have a trip. Any girl desiring to enter the troop is invited to meet with us any Wednesday at 4:30 at the First Christian church.

Prices are not so strong this week but we will pay all the market calls for and give you satisfaction in every way. Service, Square Deal Produce Co. 1c

### Westway Items

(BY WILMA SKYPOLA)

Take Produce to Carl's Gro. if Al Lueb of Hereford spent Wednesday and Thursday with Edgar Skypala.

G. W. Wilson and family are visiting relatives and friends in Abilene this week.

Mrs. T. E. Brashear and children were called to Amberst Sunday of last week where Mr. Brashear is ill. Last reports were that he was improving.

Mrs. Guy Lawrence of Walcott spent Friday at the Rowe home.

Raymond Pierce of Walcott spent the week end in the home of his parents, Mr. and Mrs. A. C. Pierce.

Miss Ruth Hanna of Friona was a visitor in this community last week end.

This community was visited by a heavy snow fall Saturday night and Sunday, which will be of vast help to farmers.

**Bringing Cheer on Easter**

We have a wonderful selection of Flowers for the Easter Holiday

**Lovely Easter Lilies**

And for those who prefer—other cut flowers and pot plants. Come in and see them.

**Hereford Floral Co.**



## Teachers

You can earn several hundred dollars this summer, and you can secure a better position and a larger salary for the coming year. Complete information will be mailed on receipt of a three-cent stamp. Send for it today.

Rural Schools and City Schools  
Summer Work and School Year Positions

**CONTINENTAL TEACHERS AGENCY, INC.**

1850 Downing St., Denver, Colo.

Covers the ENTIRE United States

"Thanks for sending me so many good positions to apply for, over 30 during the first five days I was enrolled."—An Illinois Teacher.

SCHOOL OFFICIALS:—We can put you in touch with the very finest teachers. Our service is free to you.

It's Time to Think About

# Spring Planting

and It Can Be Done Best With

## Oliver Implements

SEE US FOR REPAIRS, SALES AND SERVICE

## Hart-Parr Tractors

with TIP-TOE, RUBBER TIRES AND REGULAR WHEELS

## Oliver Listers

One, Two and Three Row

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Give the Housewife a Break With a


## MAYTAG Washer

The new MAYTAG is easy to operate and costs but little to run. The maintenance cost is surprisingly low, too. Ask for other MAYTAG labor-saving appliances and get away from the old back-breaking methods. The advantages of these machines are available to every household. Come in and talk over terms.

NEW, USED AND REBUILT MAYTAGS

# M. D. WOMBLE IMPLEMENTS

Now! a full 2-PLOW TRACTOR \$675



825 WITH AIR TIRES

NEVER before was so much tractor offered for so little money. The new Allis-Chalmers Model "W" has everything—POWER to handle a 2-bottom plow... FOUR SPEEDS forward... sturdy, durable construction... plenty of pep... many new improvements. All this at a NEW LOW PRICE.

Be posted on the best "buy" in tractors for 1933. Investigate the A.C. line of quick-detachable, power-lift 2-row cultivating and planting equipment for Model "W" Tractors. Also new line of plows, field cultivators, etc. For FREE catalog, write name and address on margin of this page, mail today to Dept. 2.

Responsible Cylinder Season Can be replaced quickly at low cost. Same expert of reboring.

**ALLIS-CHALMERS**

THE NEW MODELS

# W and UC

ALL-CROP TRACTORS

can be equipped with Quick Detachable Tools Wheel and Track-Type Tractors to fit your needs.

We have the agency for the famous


## DIAMOND-T

HEAVY DUTY MOTOR TRUCK

# Pevley & Seed Implement Co.

HEREFORD, TEXAS

"The Book of the Month"



## YOUR BANK BOOK

Your Bank Book—that should be your favorite. At the beginning of each month turn its pages and see how quickly your small, weekly deposits have grown into a large amount. If you haven't got this "book of the month" begin today. With one dollar open an account here—before long you'll get to that wonderful chapter "Independence."

**START A SAVINGS ACCOUNT**

# The First State Bank

OF HEREFORD



# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## COWHANDS

The annual Cowhand Roundup is over. There were about 25 Cowhands with their best girls there. The banquet started with a bang. By bang we mean that everyone was ready to put on the feed bag when they noticed that the toastmasters were not there. They heard some shots, at which all the girls and most of the Cowhands jumped. The shots represented the appearance of Toastmasters Garrett and Harris, who were dressed as cowhands should be—in boots, spurs, guns, loud-colored shirts and everything that goes to make a picturesque cowboy.

Mr. Wilson gave the grace after which everyone started eating. They were eating to the tunes of Ralph Smith's orchestra. After they had finished eating, the program began. Mr. Wilson spoke on Anything. He thanked the Cowhands for having the honor of being their leader. Then Kermit Wilson spoke on What the Cowhands Stand For. In his speech he gave the meaning of the Cowhand organization.

Elizabeth Ireland and Bettye Jones sang By a Waterfall, which made each Cowhand bashfully look at his girl. Following this, Don Atherton spoke on The Honor of Being a Cowhand. Don stated here the reasons that he was glad to be a Cowhand. Walter Seed spoke on The History of the Cowhands. He told what the Cowhands had done since their organization. Gordon Durham was unable to be there to play. R. A. Daniel then gave Pedigree. Here he told what the Cowhands would be doing in 1950. Closing the program, Sidney Fuller gave a few lines of poetry.

Guests of the Cowhands were Mr. and Mrs. McCollum, Donald McCollum, Mr. and Mrs. Hopkins, Gordon Durham and John Miller, who came to get the toastmasters for being too rowdy. Berry Jacobson and Johnnie Womble were the ex-Cowhands who attended. SNF

## A JUNIOR EYE VIEW

Dirty hands and faces, full stomachs and a general good time seem to be the chief results of the Junior-Senior picnic. Minor results, which serve only as reminders of the event include sore arms, caused from throwing, sore heads, caused by contact with well aimed rocks, and skinned places caused by everything in general. It is said we pay for what we get, anyway.

In explanation of the complaints that a huge fire ball was seen at various times by several persons, may it be said that Mr. Hudson wore a bright orange sweater. Mr. Dillehay was also seen with that dashing green tie adorning his shirt front and his neck. The extremely noticeable part about Miss Carlisle is that she wasn't there. Mr. Hopkins was there, but he barely managed to arrive in time for the eats.

It is rumored that the consumption of marshmallows exceeded six per person. Also in connection with the consumption of said marshmallows, the fact that there is an art to toasting and eating marshmallows was forcibly impressed on the mind (and hands) of a large majority of those present. We'll have to hand it to the Seniors for forethought. It was quite evident that every precaution had been taken to prevent anyone from becoming ill because of drinking too much water. TED

## MR. THOMPSON SPEAKS

Students of Hereford High enjoyed 40 minutes of fun and entertainment Tuesday morning when A. O. Thompson addressed the assembly. Mr. Thompson gave them information as to where to find his picture. This is what he told: If you want to see my picture just reach in your pocket, pull out a ten-dollar bill, look at the picture on it, and see "Aleck." Surely every one has seen his picture since it is on a ten dollar bill.

He gave a talk on public speaking, and said it was always best to have something to talk about. He demonstrated a way by which one may find a subject. By using his many magic qualities and characteristics, he made a flag appear. He then talked about our flag, and discussed the flag code and the manner of honoring it.

While Mr. Thompson was talking, an airplane flew out of a room and into his hands. He discussed the present air mail problem and then flew the airplane across the auditorium and then one who got the plane was entitled to a flag. How the Fish did long for the plane, but only one of them got it. Mr. Thompson also told how one may separate friends and neighbors, and then how to separate a man and his wife.

None of the student body was ready to return to class, but they had to, as ten minutes of the class time had already been taken. The school is hoping for Mr. Thompson's return some time soon. LT

## FRESHMEN

Don't you think the Freshmen could make a better class than that of the present? There is only about two more months of school, and couldn't we improve in that length of time? We are not as considerate of each other as some other classes. Whether friend or foe, can't we have a smile for everyone and do them good deeds? There is always some one that judges you by the way you act and if you seem stuck-up and never have a smile, what will they think of you? Let's be more pleasant and kind, and don't you think we will have more friends and be the best class of HHS. VLH

## RAZZ, ROSE AND RIGHTO.

As a brief introduction to the column, I shall explain the title. Razz is a short interpretation of the English slang Razzberries, used here to express distaste; rose is used to designate the commendation of a person, act or thing; righto is repeatedly used for anything mixed in that is a truth.

My bouquet of roses this week goes to the faculty of Hereford High. Isn't it tiresome to hear someone complaining about the teachers. Isn't it disgusting to hear someone belittle the ones that are trying to help him to succeed; the ones who take some sort of interest in him; the ones who believe in him, trust in him and think that he can do better? If one does not like his teacher (if such might be) the least he can do is to keep his opinion to himself. Give your instructors a chance, they are human beings, they have feelings, they desire friendship. Treat them as men, and fruit will be borne with double return.

On parting, one lesson I can leave you: "It's no joke to be deaf, but it's a joke on you not to listen." IOU

## FRESHMEN

The Freshman class was entertained Friday evening, March 16, with a party in the gymnasium. They played several interesting games in which the sponsor, Mr. McCollum, and Miss Rigler took part. By that time the class was ready for refreshments. They were served hamburgers, soda pop, potato chips and cookies. The Freshmen wish to thank the committee for preparing the party. Those on the committee were Irene Knox, Lena Ivey and Erma Tiele. On the game committee were Madlynne Whitehead, Rena Allred and Lannie Line. We don't know who carried the chairs for us.

The freshmen wish to apologize to Florida for taking Francis away from her. We couldn't do without him. Some of the boys couldn't hit the chairs when they sat down. It must have been the chewing gum. Why did Rena and Beverly have to go home after the party? Poor Billy and Jack had to go to the show by themselves. Erma Faye doesn't have to do anything when she imitates Marie Dressler. We wonder who kept turning the lights off? Say, Thama, do you always carry a coffee pot in the car? Assistant Reporter.

## HI-Y

Due to Mr. Hudson's tonsillitis, he was unable to attend the meeting last Wednesday, but Rev. Griffin and Mr. Dillehay put together almost took his place. The meeting was called with the main purpose of reminding the boys that one dollar was to be paid the next day by all going to the Older Boys' Conference.

As there was hardly any business and no program, the boys tuned up their harmonious voices in a few beautiful (words only) songs. The closing song was sung and the club adjourned until the following Wednesday when an interesting program was promised. HJ

## SUB-FRESHMEN

Wanted: By the whole class, how to write a three page theme on the Preamble of the Constitution.

Has anyone ever seen Frank Marrs and Robert Green study? This is the way Frank studies: He holds a book up in front of him, then slouches down in his chair. He closes his eyes and rests peacefully. He opens his eyes once in a while and turns a page, then back to slumberland he goes. Robert Green lies down to sleep. Frank had to wake him in his chair, but he goes sound up at the end of the period or Mr. Hudson's history class would have had a visitor. If you boys just say the word the class will furnish both of you with a bed and something to put on the bed to sleep on. HJF

## T-ANCHOR PROGRAM

The T-Anchor cowboys are featured in a program to be given Thursday evening, March 29, at the high school auditorium. The Athletic Association is sponsoring this program and the proceeds will be used to help pay for this year's football sweaters.

These cowboys will furnish you with some real old-fashioned entertainment such as rope tricks, songs and camp fire scenes, and request numbers. Admission will be only 10 and 20 cents.

FOR RENT. FOR SALE CARDS AT BRAND OFFICE. CHEAP

## POLITICAL TICKET

The following candidates are seeking nomination to the offices under which their names are listed, subject to the Democratic Primary to take place July 28, 1934:

- For District Attorney: JAMES W. WITHERSPOON (Re-Election)
- For County Judge: C. W. HUMBLE (re-election)
- For Sheriff: JNO. B. MILLER (re-election) OMER BAKER, H. M. (Mack) BEACH, PINK H. GILLILLAND, JIM L. MAUK, J. C. ALLRED
- For County Treasurer: MRS. BESSIE L. SMITH (re-election) MRS. NONA JOWELL
- For County and District Clerk: L. H. FOSTER (re-election) H. D. REED, L. W. CARLYLE
- For Commissioner, Precinct No. 1: P. J. (Jack) ROSE, (re-election)
- For Commissioner, Precinct No. 2: T. W. (Willey) ROBERSON, W. B. PHILLIPS
- For Commissioner, Precinct No. 3: GEO. C. MESSINGER, B. M. JACK, MARK S. BENEFIELD, H. D. CULPEPPER
- For Commissioner, Precinct No. 4: J. M. (Jim) OSHAMAN, T. E. MCCOLLUM, JOHN WHITSITT, ERNEST T. (Dick) ALLRED, C. S. FERRIN

## HAVE YOU HEARD?

It looks as if spring has struck and everyone has had a large dose of spring fever, with a bit of sand. If everyone feels as Odella Flowers says she does, they would be in a bad shape—a bad shape indeed.

Pete Garrett evidently enjoys trying to take other boys' girls home. Pete, keep on trying—you'll succeed. By the way, Pete, how do you feel?

The Junior-Senior picnic seems to have done wonders. Maybe I'd better say miracles. Shirley Hales is reported to have taken a tumble, figuratively. Basil McKinley adores brown eyes. Jean Morgan and Henry Jewell went skating, and Mr. James Wilson dumps little innocent girls off the trucks.

Troy Carmichael and Barbara Buckner have a deep, dark secret between them. They write volumes to each other. Could it possibly concern, let's see, I believe that his name is Frank. (?)

Carl Dean Mountz receives notes almost daily. Carl, are they from Madeline? Pess up.

Who is the senior girl that call Pleas Baker and Jerry Jewell "darling"? Assistant Editor.

## FRESHMEN

Francis Harris requested that all boys that are to be in the track contest to come out every afternoon to practice. It is said that the freshmen have the longest legs and can run faster than any other class in HHS. Work hard, boys, and you will win the prize and also win publicity. VLH

The three general science classes were studying the principle of radios, and were helped to understand it by talks given by several boys. In the first class Berry Orr gave a lecture; in the second, George Smith, and in the third Edward Fullwood. The classes wish to thank these boys because they made their talks very clear and easily understood. VLH

F. J. Owen returned Sunday night from a three weeks visit with his mother, Mrs. T. E. Owen, at Murfreesboro, Tennessee. Mr. Owen also visited his sister, Mrs. R. T. Skinner, at Birmingham, Alabama, while away.



The veterinary fails to consider the pick-up and power of Conoco Bronze.



CONOCO RADIO PROGRAM NBC Network Wed. P.M. 10:30 E.S.T. 9:30 C.S.T. 8:30 M.S.T.

The emergency arises—there is Conoco Bronze in the tank and you are in possession of the instant starting and lightning pick-up that saves the situation, if speed is required. Conoco Bronze has those outstanding qualities but it also has long mileage, greater power, smoothness of operation and high anti-knock to serve you from day to day. It is blended by science for practical purposes and comes to you without premium price for such performance.

Get a free Tony Sarg book of these eighteen advertisements. Go to any Conoco station or dealer, who will give you a postpaid, self-addressed postcard. You will receive this large book of entertaining advertising illustrations by mail.

## CONOCO BRONZE GASOLINE

INSTANT STARTING—LIGHTNING PICK-UP—HIGH TEST

### EASTER

Will Be Sweeter With These Lovely Novelty Candies

Easter without plenty of chocolate eggs, candy eggs, nests, good-to-eat bunnies, baskets attractively decorated and filled, isn't much of an Easter.

But with them . . . what a glorious occasion. Come In and Look Over Our Stock. A Visit Will Convince You.

### Weir's Variety Store

You can raise 50 CHICKS like these with 100 lbs. of STARTENA!

2 lbs. of STARTENA per CHICK for 6 WEEKS—THAT'S ALL!

100 LBS. Net PURINA CHICK STARTENA (COMPLETE ALL-MASK)

FREE New Chick Management Chart and a Purina Chick Selection Kit with your first purchase of STARTENA

## BUSINESS AND PROFESSIONAL DIRECTORY

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PAUL S. CORBETT Accountant and Auditor Income Tax Service Office County Court House

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

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PRAIRIE DAIRIE Grade "A" Milk Sweetmilk, Cream, Buttermilk. We Deliver Daily. PHONE 666

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

### DON'T

Neglect Your Eyes Dr. T. M. Montgomery At Cross Drug Third Friday Each Month.

## Build Your Future Have Money

MILLIONS upon millions of men and women under the stress of reduced wages, still save part of their salaries. Thrifty buying, wise living, has given them money to bank.

START SAVING REGULARLY NOW We Welcome Your Banking Business

### THE FIRST NATIONAL BANK

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A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

## McLEAN & PITMAN

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Phone 1. Buy At Home We Deliver



# STAR THEATRE

Friday Only  
Matinee and Night



Last chapter of Ghost City, News and Comedy

Admission Only 10¢

Saturday Only

Matinee and Night



ALSO OUR GANG COMEDY.  
ONLY 10¢

Preview Saturday Night Again

Sunday Matinee  
Monday - Tuesday

Four Big Showings  
The BIG Special you have been waiting for

## "LITTLE WOMEN"

Louisa May Alcott's immortal story with  
Katherine Hepburn  
Joan Bennett  
Paul Lukas  
Frances Dee  
Jean Parker  
Edna May Oliver

Special Short Subjects  
Admission 10¢-35¢

Wednesday, April 4  
Another Big Picture  
PAUL MUNI

"HI NELLIE"  
Also Bank Night

Thursday, April 5th  
BIG FREE SHOW FOR EVERYONE

## PERSONALS

Grapefruit, large size, six for 25c. Square Deal Produce Co. 16  
Mrs. S. P. Rosson and little daughter, Jo Ann, left last Friday for Austin where they expect to visit with friends and relatives for several weeks.

Mr. and Mrs. C. E. Williams and son, Ed, Jr., of Denver, Colorado, are visiting Mr. Williams' mother, Mrs. D. C. Williams, and his sister, Mrs. Lee Cocanougher.

Washington box apples: Rome Beauty, Winesap and Golden Banana. Best apples in town. Square Deal Produce Co. 16

"Barbers," declares Mack Womble, "ought to cut their prices for shaves in two. It is not because of increased volume of business but because faces are about half as long since the snow."

Mrs. W. T. Smith left last Thursday night for an extended visit with her daughter, Mrs. H. D. Doty, and family of San Pedro, California. Mrs. Doty was formerly Miss Corene Smith of this city.

Grapefruit, large size, six for 25c. Square Deal Produce Co. 16

Paul S. Corbett, county auditor in 1933, will not be retained in 1934, according to a decision of the commissioners court reached at a session Monday afternoon. A number have submitted applications for the position.

Mr. and Mrs. M. L. Steele and J. C. McCracken spent several days last week in Dallas, Mr. Steele going from Dallas to San Antonio, where he attended a banker's convention, Mr. McCracken and Mrs. Steele returning home.

### Saturday Is Deadline for Car License Fees

Automobile license fees must be paid by Saturday night. Official deadline for payment is midnight April 1, but since that date is Sunday the tax office will not be open. Full year fees must be paid, according to a new interpretation of the law received here this week. It was previously stated that payment for three-quarters would be accepted upon presentation of affidavit that the vehicle had not been operated this year. A number have been allowed to pay three-quarter fees, but these will have to be collected, according to Pete Murchison, deputy tax collector.

Time for payment was extended from February 1 to April 1 by action of the recent special session of the state legislature. Beginning of the state's fiscal year has been changed to April 1. Murchison explained, therefore, all registrations will require full fee until May 1, and the registration will be good until April 1, 1935.

### IMPOUNDED MARCH 23

At city barn, one black horse mule, small split in right ear and rope on neck. One small brown horse mule, deformed right front foot. Above will be sold at public auction 4:00 p. m., Tuesday, April 10, unless claimed by owner.  
Wallace C. Cox, City Marshal.

### BAND MOTHERS TO MEET

An urgent meeting of the Central school and High school Band Mothers clubs has been called for Monday afternoon at 2 o'clock in the music room at the high school. Mrs. C. R. Smith, president, wants every member to attend as important business will be taken up.

TRY A WANT AD IN THE BRAND

## EASTER SPECIALS

—Step out in a new Easter hat, priced at only  
**\$1.50**

We have the new Cellophane Straw and Belting Ribbon close fitting hats and a nice assortment of hats with brims, in large head sizes, going at the above price. SOFTIES, 50c up to \$1.25. Just arrived, a shipment of GAGE Pattern Hats.

VOGELE  
MILLINERY  
PARLOR

## Church of Christ Has New Minister

Eggs Ross, minister of the Church of Christ at Ballinger for the past year, will be here Sunday, April 1, to begin local work for the Church of Christ. This man has been called by the church to come and work with the congregation regularly. He is a man of sterling character, and an able minister of the Gospel of Christ.

He was here a few days last December preaching to the church and needs no introduction as he is already known. The church is looking forward to a great work this year, having just closed a ten night singing school under the efficient teaching of Will W. Slater, singer and teacher, of Fort Smith, Arkansas. With the coming of Bro. Ross definite plans are being worked out for the best year the church has ever had.

Everyone is extended an invitation to come and meet with the church next Sunday for worship. Regular morning Bible class at 10, preaching at 11 o'clock. Evening services: Young people's Bible class at 7, preaching at 8.

## Hi-Y Boys Here To Attend Meet

Nineteen members of the Hereford High school Hi-Y club will attend the three-day annual older boys' conference in Amarillo Friday, Saturday and Sunday. G. M. Hudson, high school principal and sponsor of the club, will accompany the boys.

Bill McLean will appear on the regular program, making a devotional address at the Saturday forenoon session. Earl Trimble will represent the club in the speaking contest.

Those who will attend are Roger Brumley, Ted Clancy, J. W. Cockrell, George Conklin, Wayne Evans, Hugh Harman, Donald and Elmo

Hicks, Berry Orr, Bill McLean, Morris Sowell, Dean Story, Marvin Thomas, Earl Trimble, Henry Turner, Charles Wilson, John Williams, Stanford Knox and Basil McKinley.

Several hundred boys representing clubs from throughout the entire Northwest Texas area will attend. Elaborate programs and schedules of entertainment have been prepared by Amarillo business men and the host clubs in Amarillo. All sessions will be at the Amarillo High school.



## Custom Hatching

Make your reservations for custom hatching early and save disappointment. Eggs received on Wednesdays and Saturdays.

## Baby Chicks

We now have all breeds of baby chicks on sale that are thrifty and healthy, A. P. A. inspected.

We are members of the Texas Baby Chick Association; Accredited Chicks. N. R. A. Code Compliance No. 2901.

Hillside Hatchery  
South Hereford  
Phone 70-W

### Does Your Roof Leak?

—Since this splendid snow has fallen, you had better look for leaks in your roof.

We are headquarters for the best shingles made, as well as other lumber.  
If you want your roof reshunged or other improvements made, let us figure with you.

## Rockwell Brothers & Co. LUMBERMEN

Phone 4. So. Main St.

## EASTER FURNITURE BUYING OPPORTUNITY

Next Sunday is Easter and you should treat yourself to a new rug, a living room suite or at least some new article of household furniture.

We have the goods to offer you and you need them. Let's join hands for this occasion.

### Friday and Saturday Will Be Bargain Days With Us!

- \$32.50 Axminster Rug, 9x12, for **\$27.50**
- \$45.00 Walnut Bedroom Suite for **\$37.50**
- \$75.00 Living Room Suite for **\$65.00**
- \$95.00 Dining Room Suite for **\$75.00**

Your Choice of Everything In Our Store for These Two Days at a Like Discount.

## E. B. Black Co.

We Are Satisfied With Small Profits.

# Quality and Low Price A WINNING TEAM

## Specials For Friday and Saturday

CRISCO	A measuring spoon or Handy Spatula free with each can	59¢
	6-lb can \$1.09, 3-lb can	
COFFEE	M. J. B., lb	31¢
BAKING POWDER	Calumet, 1 pkg Swansdown Flour free	25¢
	16-oz can	
SOAP	P. and G., 5 bars, giant size	18¢
PEACHES	Gallon size	39¢
CORN FLAKES	Jersey, package	10¢
SUGAR	10-lb cloth bag	47¢
TOILET TISSUE	Marco, 6 rolls	25¢
SALAD DRESSING	W. P., quart jar	25¢
CRACKERS	2-lb pkg	21¢
MILK	Armour's, large, 3 for 19c, small, 6	19¢
CRACKERS, Graham	2-lb box	23¢
SHOE POLISH	Jet Oil, liquid, bottle	12¢
SOAP, Camay	'The Soap of Beautiful Women', bar	5¢
OXYDOL	Large size	19¢
PRUNES	Medium size, 2 lbs	19¢
CLEANSER	Sunbrite, per can	5¢
RAISINS	4-lb package	29¢
HOOVER'S LYE	Three cans	25¢
SYRUP	Pure ribbon cane, gallon	59¢
OATS	Brimfull, large pkg	14¢
PICKLES	Quart jar, sour 19¢, sweet	23¢
SUGAR	Powdered, 2 packages	15¢
TOMATO JUICE	Campbell's, 3 for	25¢
PRUNES	Gallon	31¢
GELATIN	Royal, all flavors	5¢
RICE	Bulk, four pounds	21¢
POTTED MEAT	Three cans	10¢
TUNA	Alliance, light meat, can	15¢
SARDINES	Large oval can	10¢
ORANGES	12 1/2¢	
DOZEN		
GRAPEFRUIT	19¢	
ARIZONA, 5 for		
CELERY	9¢	
NICE, large, well bleached		
POTATOES	19¢	
10 pounds		
APPLES	23¢	
Medium size, dozen		
CARROTS	10¢	
Beets, Onions, 3 bunches		

Quality and Service Are Paramount Always At

# PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME