

The Hereford Brand

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Emergency Erosion Program Gets Under Way Here Today

Whiteface Athletes Take Third at Meet; Declaimer Winner

MEADE SMITH REPEATS AS SPRINT CHAMPION OF DISTRICT; KIRBY WINS LOW HURDLES; BENGHE HEAVES DISCUS FARTHEST

With four first places and a tie for second, the Hereford High Whitefaces took third place in the district one track and field meet last Saturday at Canyon. Dumas won the meet with 40 points. Tullia was second and Hereford third with 24 1/2. Amarillo finished a half point behind the Whitefaces.

Meade Smith, sprinter, won both the 100-yard dash and the 220. His century was the best piece of work for the day. He negotiated the distance in 9.9 seconds for a new record. He did the furlong in 22.9.

Jim Kirby fetched home the 220 yard low hurdles. The clock caught Jim in 27.5 seconds. Wilburn Benghe heaved the discus 100 feet and three inches to win that event. Billy Patton tied for second place in the pole vault with a jump of 10 feet.

All these lads will compete in the regional meet this week at Canyon. With a good day Smith is expected to do the century in around 9.8, a mark he has attained several times in practice on the home track with favorable conditions.

While this was all going on at Canyon, Clyde Posey was competing in golf in Amarillo, taking third place with a 77 for 18 holes. First place went to James Croon

Ask Farmers \$17,000 Corn-Hog Money Delivered To Tear Down Field Fences

ACTION SOUGHT TO FIGHT DRIFTING AND DAMAGE TO HIGHWAYS

Farmers throughout the county are being urged to take down fences where they are not absolutely necessary. This movement, sponsored by the county commissioners and the community agricultural associations, is an attempt to prevent piling of dirt and blocking of county roads.

"Roads throughout the county are becoming impassable," County Judge C. W. Humble said, "and taking down of fences will help a lot."

"Where dirt has already covered the fences, those ridges can be removed by tearing out what is left of the fences and merely breaking the crust with a harrow or other implement. The wind will do the rest."

Fences thus covered are not doing any good as they are and might as well be removed, it was pointed out. It will also help immeasurably simply to raise the wires of the fences to the tops of the posts, allowing weeds and dirt to blow by without piling up.

Damage to county roads, unless this action is taken at once, will be beyond repair, commissioners said. "When the bar pits fill up with dust over weeds, they cannot be cleaned out with machinery, and the only method is to allow the wind to blow out the accumulation. Fields, also, are being considerably damaged and great hummocks are accumulating because of the piling along the fences."

There are no funds available to finance work of this kind and farmers are urged to remove the fences and plow the ridges for the general good.

Dewey Reed said all community agricultural associations are joining the commissioners court in urging that this action be taken.

Corn-Hog Officials Inspect Contracts

E. N. Hoimgreen, state corn-hog chief, and Parker D. Hanna, district agent, were here last Friday to check the county's corn-hog contracts for 1935.

They found all the papers in good shape. After tabulation of the contracts they will be sent to the state board of review for approval and then to Washington for payment.

There are 263 corn-hog contract signers this year. There were 279 in the 1934 program. Allotment reduction will be 10 per cent of the hog base and 10 to 30 per cent of the corn base.

FATHER LEDWIG SLATED TO LECTURE AT BOVINA

The Rev. Francis J. Ledwig who lectured in Hereford last fall on the Catholic Church, will open a lecture series Sunday at Bovina. A native Texan and former state chaplain of the American Legion, Father Ledwig will not be speaking to a strange audience.

As was the case in Hereford, everyone is invited to attend the lectures in Bovina. There will be no collection and a question box will be kept so that hearers can question the speaker. The lectures will be given at the Methodist church in Bovina.

As his topics Ledwig has chosen: Sunday, Who Is a Loyal American?; Monday, Am I My Brother's Keeper?; Tuesday, The Church and the Bible; Wednesday, The Truth About Confession; Thursday, The Real Presence; Friday, The Sacraments; Saturday, Which Is the True Church?

PAMPA PRE-CENTENNIAL WILL BE HELD IN JUNE

Pampa will be host city on June 6 and 7 to the second Panhandle Pre-Centennial celebration. That city staged the first celebration of the kind last summer in preparation for the celebration of the Texas Centennial in 1936.

So successful was the event last year that another, even more impressive, is to be put on this year. Archer Fullington, former employee of the Brand, is general chairman.

URGES SEAL SALES



Charles F. Ashcroft

"At Easter tide every person should buy some Crippled Children Seals and help bring health and happiness to some unfortunate Texas crippled child," pleads Charles F. Ashcroft, Supervisor, president of the Texas Society for Crippled Children. Hundreds of little boys and girls can be saved from life long and hopeless deformity if operated on in time. We are selling these Easter Seals in order to raise money to cure them. They are on sale at our offices 304 Walton Building, Austin, and at many local hardware stores. Seals cost a penny each. The federal government will match every dollar raised in this campaign."

Voters Will Name Postmaster From Trio of Eligibles

Voters of Deaf Smith county have been asked by Congressman Marvin Jones to choose a postmaster from three who are eligible for the post as a result of grades made in examinations. The three are T. P. McCollister, Walter Pickett and Jim Lipscomb.

Jones addressed letters to the voters, asking them to make first and second choices. The three eligibles made highest grades in a field of 17 applicants. Lipscomb and McCollister are farmers and Pickett is county relief administrator.

Others who sought the job were Robert Thompson, John Biggs, Ike Frostwait, J. H. Brooks, Mrs. Effie Brown, Mrs. Tom Carter, J. A. Loerwald, Mrs. Mina D. Jones, H. D. Reed, Berry Orr, Ab Posey, Roy Onstead, Mrs. Lucy Crawford and Hubert Dowell.

Interest Rate Is Cut by Land Bank

New loans made by the Federal land bank on and after April 10, 1935, through National Farm Loan Associations will bear interest at the rate of four and one quarter per cent per annum. This is the lowest rate at which the Federal land bank has ever made loans.

For about two years the bank has been making loans through National Farm Loan Associations at five per cent with a temporary reduction to four and one-half per cent until July 12, 1935, as provided by the Emergency Farm Mortgage Act of 1933. After July 12, 1935, such loans again will bear interest at five per cent. The 4 1/4 per cent rate on new loans made on or after April 10, 1935, will be effective for the entire period of the loans, which will be made on an amortization basis ranging from 20 to 30 odd years, as in the past.

Federal land bank loans are made on the basis of first mortgage security on farms and ranches for amounts that may not exceed 50 per cent of the appraised value of the land mortgaged and 20 per cent of the appraised value of the permanent, insured improvements thereon.

No change has been made in the interest rate on new loans by the Land Bank Commissioner, which rate is five per cent per annum.

FINAL 1934 PAYMENT IS INCLUDED IN CHECKS RECEIVED

Two hundred seventy-nine Deaf Smith county farmers have been made some wealthier and considerably happier during the past week by the delivery of \$17,337.95 in corn-hog allotment payments.

It was the third and final 1934 payment and came last Thursday. It represented 40 per cent of the total payment for the year 1934, less cost of administration. The first and second payments arrived some months ago. The first was for 40 per cent and the second 20 per cent.

Checks are being distributed by the county agent's office and all contract signers are asked to call for them.

Payment was for not raising 3,618 head of hogs, 25 per cent of the base of 14,463 head. Fifteen dollars per head was paid on the reduction. Corn reduction was 265 acres from a base acreage of 1,317 acres. Thirty cents per bushel on the average production of 265 acres was paid.

Dust Keeps On With Its Blowing

Last Sunday another "worst" duster came howling to town shortly after 8 o'clock in the evening and stayed all night. All the Panhandle, Eastern Oklahoma and parts of New Mexico and Colorado were shrouded in its pall. It was as severe as reports described it.

Today it is blowing again and is much colder. The present storm struck late Wednesday evening and stayed all night. Tuesday's duster was mild, although it was present most of the day.

Monday's storm arrived in the afternoon, but it was severe. The same was true of the visitations last Thursday, Friday and Saturday.

No dust blew the first three days of April. Only one day since then has it failed. Today being April 19, there have been 15 days of dust storms thus far in the month. And still there is no rain.

Judging Team Is Third at Plainview

Hereford High's poultry judging team took third place in competition at the dairy show Monday in Plainview. Composed of Jasper Vaughn, Howard Williamson and Ray Buchanan, the group was third in standard of excellence, fourth in judging exhibition birds and third in judging eggs.

Williamson was fourth among individuals. Post won first with 1225 points; Tullia second with 1181; Hereford 1152.

Close Sale Continues

Close Drug Store is continuing the Nyal 2-for-1 sale which was started last Thursday. Harold Close, manager, announces that he still has a few items on hand and the sale will continue while they last.

"These items will probably sell within a couple of days," he said, "so if you need any drugs or sundries and want bargains, you will have to hurry."

Two Youths Are Held For Robbing Farmer

Investigation into the robbery two weeks ago of R. G. Wiseman, aged-Dawn farmer, is revealing a three-man crime wave in the persons of Bill Stice, T. S. Stevenson and Raymond Stallings.

The trio, Canyon youths, have made statements to Sheriff John Miller and Attorney John Coffee which implicate them in several crimes committed in recent months.

Stice has signed a statement describing the robbery of Wiseman. He and Stevenson planned and carried out the robbery, taking \$20 in cash and a truck loaded with wheat. Failing to sell the wheat in Amarillo, they took the truck east of that city, removed the tires and rims and abandoned it.

City to Observe Hours of Agony On Good Friday

Hereford will observe the Three Hours' Agony tomorrow, Good Friday, between the hours of 12 and 3. There is to be no special service but rather a silent observance. This observance is becoming widespread throughout the country. A year ago Hereford had a union service on Good Friday afternoon.

Mayor Charles J. Paddock has issued a proclamation giving official endorsement to the observance. Rev. E. R. McWilliams, president of the Ministerial Alliance, makes the following statement:

"Inasmuch as there can be no more impressive way of showing our love and respect for the Crucified Savior, than to render public homage to Him on the anniversary of His death, we, the ministers of the Gospel of Christ in Hereford, do hereby give our full endorsement to the movement so widespread in various parts of the United States, and last year begun in Hereford and Amarillo to bring about as wide an observance as possible of the Three Hours' Agony on Good Friday by a general suspension of business during that time."

"The Christian people of Hereford, we know, will not require urging on our part to bring about so desirable a result. May they both consumer and merchant, be inspired to do their part well so that all citizens, taking heart from the example set, may join in this great movement to render homage to the Saviour during the hours commemorating His terrible suffering for our redemption."

Seniors to Stage Annual Play Next Friday at School

"Shirt Sleeves," a three-act comedy, will be staged by the seniors of Hereford High as the class play on the evening of Friday, April 26, at the high school auditorium.

Franklin Rand, played by Jim Kirby, and his wife, Julia, portrayed by Elizabeth Spradley, have reared their children in luxury. Florene Hunter is Diana, spoiled and 17. Donald is played by Clyde Hussey, and the twins, Theodore and Essie, are played by Wayne Evans and Lorraine Massie.

Ruth Smith is Kitty the maid; Bill McLean does the part of Norman Aldrich, a mistreated boy friend. L. W. Carlyle is the villain and Jean Morgan is Margie Scanlon, the beer-runners daughter. Minor roles are played by Sue Vaughn, Adeline Schumacher, Ed Fullwood, Forrest Hill, Christine Fincher, Mary Frances Holder, Billie Robertson and J. I. Carroll.

LIONS WILL ATTEND MEET AT PLAINVIEW

Wearing badges showing they are from Hereford, 25 Lions will attend the district convention next Monday in Plainview. They plan a parade through the streets of the host city Monday forenoon.

The German band of the high school will be taken along to provide noise for the Hereford delegation.

Dime Per Acre Given Farmers for Soil Work

MONEY TO BUY FEED AND FUEL FOR LISTING BLOWING LANDS

War on wind erosion in Deaf Smith county and throughout the Panhandle started today as the area's emergency program swung into action.

Briefly, the plan is to furnish fuel and oil or stock feed to all farmers on a basis of 10 cents per acre. The farmer is to work every day but Sunday in cultivating the land until the job is completed.

All land is to be listed. Solid listing is preferred, but alternate-row listing is acceptable. The alternate-row method is the minimum as half of every acre upon which a grant is made must be listed.

Farmers or tenants or persons authorized to work land may make application at the commissioners court room in the court house. The county agent's office is handling the applications. Disbursements are to be made through the relief office.

A committee to inspect and approve applications will be on hand to handle applications as fast as they are made. The approved applications are to be taken to dealers where merchandise will be obtained. A set price for gasoline, kerosene, oil, greases, hay and grain will be fixed.

The program was worked out at a meeting in Amarillo held Monday and Tuesday of this week. Application blanks were to be on hand today from Amarillo and the program was to get under way.

This emergency program is to be completed by the first of May. It is calculated to combat the blowing of soil that has been wrecking hopes of Panhandle agriculture all this year.

County Agent Dewey Reed was at the two-day meeting in Amarillo where county agents for the entire Panhandle met with O. B. Martin, head of the Texas Extension Service, and R. J. Landers, accountant of the state relief office. Temporary offices for handling the program have been set up at Amarillo, Plainview and Lubbock.

The program will call for immediate expenditure of \$500,000 in this emergency work in the Panhandle, at the rate of 10 cents per acre. The listing method was prescribed for every county.

In making application farmers must have legal description of the land to be worked, figures showing the actual cultivated acreage and figures of the acreage in each farm. Either tenants or owners or persons authorized to work land that needs treatment may make application.

Federal and state taxes on gasoline and other fuel used are being eliminated in this program. The material will be furnished at the lowest possible price.

The only possible delay in the program, Reed pointed out, would be in failure of Landers to furnish the application blanks, which he stated positively would be here today.

Materials furnished in this program will be pure grants and not a loan. The whole job is an emergency proposition and is an attempt to keep farm lands from being completely ruined. That explains the haste in getting it under way and the setting of May 1 as deadline for completion of the program.

Another and permanent program is being prepared by state and federal authorities. It will be announced after completion of the present work.

MAY 10 WILL BE DATE OF OLD TIMER PARADE

The B. & P. W. Club is sponsoring an Old Settlers' Homecoming on the late afternoon and evening of May 10 in Hereford. Plans are under way for a parade of the 90's, and a program reminiscent of the early days.

Next year is the Texas Centennial, therefore the homecoming of the old settlers is believed to be an advantage in checking up on the old hats, saddles, and other old relics that may be needed in the celebration.

Mrs. Bessie L. Smith, County Treasurer, is recovering from an operation she recently underwent. She was taken home from the hospital last week.

SELL STAMPS FOR BENEFIT OF TEXAS CRIPPLED CHILDREN

Easter week is also crippled children's week in Texas. For that reason the county's crippled children's council is conducting a sale of stamps with the proceeds to go to the state funds for crippled children.

In the county's council are Judge C. W. Humble, chairman; Prentice Rosson, Rev. E. R. McWilliams, Rev. B. N. Shepard, Mrs. A. O. Thompson, Miss Elia Aikman, C. H. Dillehay, Glenn Weir, Mrs. Bill Smith, F. W. Dodson.

Stamps are being sold at one cent each and are being handled by the council members. They will also be on sale at the banks. Persons can take out memberships in the Texas Society for Crippled Children at \$2 each.

During recent years more than two dozen Deaf Smith county children have been hospitalized at no cost locally. The Amarillo Council and the State Society have paid the bills. Proceeds from this year's Birthday Ball for the President went to the funds.

The Federal Government is granting Texas \$150,000 if the state will match the amount. The stamp sale and memberships in the society are the means taken to raise the money.

All crippled children in this county whose parents are unable to have them treated can be cared for if the parents will apply to any member of the council.

SEVEN COUNTY YOUTHS MAY ENROLL IN CORPS

Seven youths from Deaf Smith county may join the CCC, announces Walter Pickett, relief administrator. He asks that all young men between 18 and 25 who are interested to report at the relief office tomorrow, April 19.

Applicants who meet the requirements will be sent to Amarillo Monday where seven will be chosen. Texas is enrolling 4,986 boys in the corps.

Enrollment will be for a six months period with an opportunity to re-enroll for an additional six months. Service will begin immediately for those accepted.

ARMY ENLISTMENTS WILL BE OPENED IMMEDIATELY

Enlistments for the regular Army are to open on July 1, announces Sergeant Glen R. Simpson of the Amarillo recruiting office. Men between the ages of 18 and 35 who are single and without dependents are eligible. Applicants must have eighth grade education, furnish character references, and Men who wish to get their names on the waiting list should either write or apply in person to Simpson at the Amarillo recruiting office.

PROCLAMATION

The power of prayer to alleviate the anxieties and burdens of the human race has been a source of consolation since time immemorial. We believe in that great spiritual force. We affirm our trust in Divine Providence to guide and console us, particularly now, as we pass through this greatest of all economic depressions. This deep abiding confidence in the Ruler of all earthly beings has more than once saved the human family from moral, material and spiritual bankruptcy.

Therefore, in keeping with the wide observance of this period commemorating the Three Hours of Agony of our Saviour upon the Cross, I hereby proclaim Good Friday a period of atonement and prayer. It is well that all Christian citizens visit the churches of their respective denominations as a mark of thanksgiving for all blessings received, and to renew their gratitude for His Divine protection in this time of need.

C. J. PADDOCK, Mayor, City of Hereford.

Begin Surfacing On Highway Here

Construction was started Wednesday on the mile of Highway 25 in the city on First Street. Cocks & Braden, contractors, are doing the work. A. L. Ballinger is superintendent of the job.

The project will entail application of triple asphalt surface on the catclie now in place on the road. Two shifts of 20 workmen each are to be used.

Auto drivers are warned to use Main Street to cross the railway tracks and observe the barricades and detour signs. Cooper Dewey, engineer, explained that it will be harmful for cars to cross the road because of the oil and liquid asphalt that will be used.

COWBOY PREACHER WILL BEGIN REVIVAL SUNDAY

Rev. B. B. Crimm, noted cowboy preacher of Dallas and a leading evangelist of the Southwest for more than 20 years, will open a three weeks' revival Sunday evening at the First Baptist church.

Crimm will hold services twice daily through May 12. There is to be special music at every service and everyone, regardless of denomination is invited to attend and hear his sermons.

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

SOPHOMORE STAFF

Virginia Lee Hussey, Editor-in-Chief
Billie Smith, Assistant Editor
Frances Borden, Society Editor
L. D. Clayton, Sports Editor
Irene Knox, Billie Jo Roberts, Jerry Jowell, Alva Barber, Reporters
Miss Neville Wrenn and Mr. Wilson, Sponsors

TIMIDNESS AGAINST TEMPER

Many students are timid in the class room and give a small part, if any, to the class discussion. This kind of student will never become a leader; however, he may be and probably will be better off in the future, since it is those who use their tongues to express their thoughts that are always in the heated arguments. Those who are timid will keep their thoughts to themselves and will always be known as good "kidds" and even tempered persons. A person who listens to an argument and takes no part in it makes very few mistakes because he has listened to both sides and has had time to make up his mind as to which is right. This kind of person is always admired and respected by everyone.

We should always be on guard to watch our tongues and speak after we have had time to cool off and think things over, and we will avoid many difficulties in life.

ASSEMBLY PROGRAMS

Ever since the classes, clubs and various organizations began competing against each other for the assembly programs award banner, there have been many witty, interesting and amusing programs produced.

The freshman and sophomore classes have kept their comparative quiet until now. The freshmen have been reporting that they will be given next week. Not to change the subject, but what is this we are hearing about the sophomores? Their motto for their program is "short, sweet and simple." Guess they have been reading nursery rhymes again.

SEE "SHIRTSLEEVES!"

RESUME OF COWHANDS

There are three main events the Cowhands expect and look forward to in every year's work. They are the initiation, the banquet and a camping trip to Ceta Canyon.

The initiation is highly enjoyed by all old members, since they are as a whole naive or less cruel-hearted and revengeful. The tests of sportsmanship are often merciless, but there has never been a pledge who has not lived over them. When a boy has been voted in the organization he is considered a pledge until either December 1 or April 1 of each year. On one of these dates they either become old members or they do not. No one has ever failed in the initiations.

The Cowhand banquet is the dream of every old member and pledge alike. Nearly every girl in high school would like to go to this worthy affair. The members decide who the guests shall be and the number.

The banquet this year was honored by the presence of Miss Virginia Lillard, Clifford Kester, Misses Bess Westbrook, Neville Wrenn and Tommy Chambers, and Mr. Tom McCollum as guests. Also Weldon Beene, an ex-member, and Mary Francis Holder were present. Toastmasters were L. B. Russell and R. A. Daniels. The ladies of the Baptist church served the banquet. The program was varied, interesting and original. Music was furnished during the evening by the Friendless Farmers. The menu was wholesome and appetizing. Everyone thoroughly enjoyed the evening.

In the near future the Cowhands are going to try something new for the organization. The members and the agriculture boys are taking a camping trip to Ceta Canyon Friday, May 10, and are staying until the following Sunday. Each boy is to take his own bedding and if only it rains he has to find shelter for himself and his belongings. They are going to play around the hills all day and enjoy themselves for once. Each boy will take his turn either cooking or gathering fire wood and water, or other duties around camp. For transportation, the school bus and as many trucks as shall be needed will be used.

SPORTS ON PARADE

Hereford High-boys have been training in track events for the last four months. They have entered two track meets besides the district meet at Canyon April 13. They have defeated Friona in one meet. In the meet held April 5, at Canyon, Hereford placed second with 38 points against Amarillo's 49 and Canyon's 15. They tied Amarillo in first places, but Amarillo won on second and third places.

The class track meet was held March 19-20. The Sophomore class won the event with eight first places, to the Seniors' three and the Juniors' one first place.

Coach McCollum took the team to the district meet at Canyon Saturday. Entering were Francis Harris and Meade Smith in the 100 and 220-yard dashes; J. D. (Nasty) Clayton in the 440-yard dash; R. A. Daniel in the shot put and javelin; Billie Patton in pole vault; Wilburn Bengie in discus throwing, and Jim Kirby in 220-yard low hurdles and high jump. Coach McCollum was well pleased with the results of the meet as it was the first district meet for Hereford to enter since Babe Russell won state championship in the 100-yard dash in 1930.

District track meet is now over and all the football boys are in spring training. There are about 40 boys trying out for next year's squad. Coach McCollum thinks the prospects look like a championship team next year.

This business of captains is getting worse each year. At first they thought one was enough; then it took two captains to handle the Whitefaces; now it takes a trio of them. The captains for next year are R. A. Daniel, J. D. (Nasty) Clayton and Wilburn Bengie. All of these boys are in the Sophomore class.

The squad has been divided into two teams who are in hard training for the game to be held at Whiteface Field within the next three weeks. This game is played for the purpose of showing the football fans the prospects of 1935-36 squad. The public is invited to attend this game and to get their football spirit back in tune. The side that loses the game must entertain the winning side with a picnic and it is most probable that it will be a gala affair.

Ha! This is a laugh! It is rumored that the Seniors have gone crazy and are going to play the next year's squad a week or so after they have their game. The public is invited to come to this game and see which is the better—the old stars or the new ones.

JUNIOR-SENIOR BANQUET

The Junior-Senior banquet has come and gone with many sighs. The sighs from the Seniors came from complete satisfaction and the sighs from the Juniors were for relief.

The color scheme was carried out in red and white from the cranberry cocktail to Miss Campbell's blushes.

Appropriately given was the invocation by G. M. Hudson. Welcome by Ralph Jennings, and response by L. W. Carlyle. Master Hicks and Dame Frye spoke on Classes, and Roger Brumley, aided by Phileas Arthur, gave some interesting ideas upon the development of American high schools. The program was not without caroling, for Gaytha Wilson, Dorothy Manney, Henry Turner and Jerry Jowell sang "I Love a Little School House."

Music was also furnished by Ralph Smith, W. O. Kuker, Johnny Biggs and Ercel Young.

The menus and programs were appropriately fixed on individual slates. In the center of the table were miniature school houses fast turning out graduate "clothes pin dolls."

Victims of the dunce stool were Miss Campbell, Jim Kirby and Mr. Dillehay. Did he say "don't shoot paper wads"?

Afterwards someone said "who were the good fairies who worked behind the Juniors in preparing the banquet?" Well, they were the Junior mothers.

PEP CLUB

At the last meeting the officers for 1935-36 were elected. Mary Virginia Eberle was elected president. She is the secretary this year and a very good one she is. Viola Phillips will be the vice-president next year. The secretary will be Louise Frye and "Bosie" Russell will be the reporter. Evelyn Van Sweringen, outgoing president, will give her farewell speech at the picnic. By the way, Mary Virginia's side lost the contest, and they will have to give the winners a picnic.

The pep leaders were elected at the Banquet. They are Wilma Smith and Gertrude Wilson. They both have what it takes to make good pep leaders, and everyone knows that they will do their very best to make the best of the club has ever had. Pep, personality and perseverance make a good club, so the Pep Club of Hereford High should be the best club in our school.

The assembly program given by the Pep Club will be a good one. The club has never given a program and expect to do this in style. The characters were selected at the last meeting.

SEE "SHIRTSLEEVES!"

WHAT WOULD HAPPEN IF—

Florine was a Talker instead of a Walker?

Robert was yellow instead of Green?

Marie was a cobbler instead of a Miller?

Forest was a mountain instead of a Hill?

Dennis was a banker instead of a Baker?

Billie was a potato instead of a Beane?

Ray would jump instead of Neel?

Jack was a grocer instead of a Barber?

Mary Frances was a catcher instead of a Hodder?

Nola Margaret was green instead of Blue?

Wilbur would grant instead of Willett?

Jerry was a driver instead of a Parker?

Adeline was a troublemaker instead of a Schumacher?

Clyde was rosey instead of Posey?

Helen was a core instead of a Seed?

Marlin was a Buick instead of a Pierce?

Varian Jay was emptier instead of Fuller?

Doris was a gentleman instead of a Lady?

Alleene was a knockout instead of a Caraway?

Florene was a fisher instead of a Hunter?

James was a door instead of a Bell?

Meade was a Jones instead of a Smith?

Hertha was a lion instead of a Baer?

WANTED: More letters from Amarillo. Ralph Jennings.

FOR HIRE: Someone to take all my advanced arithmetic tests. Donald Hicks.

SEE "SHIRTSLEEVES!"

CLASSIFIED ADS

WANTED: A chance to have at least one date with J. T. Carroll. Lorene Valentine.

WILL trade a seat next to a blonde for one next to a certain brunette in fifth period Spanish class. Elmo Hicks.

FOUND: A thriving and surprising romance between Joan Barhyte and Jack Barber.

WILL consider a new boy friend. Lena Ivey.

FOUND: A nice looking blonde in first period study hall. Roy Hastings.

WILL buy a fountain pen that will automatically write the answer to all my test questions. Meade Smith.

WANTED to hear more of Elizabeth Spradley's impersonation of Kate Smith. Student Body.

WILL SELL: Used pencil lead for practically nothing. Henry Turner.

STRAYED: A heart in the direction of a certain brunette with blue eyes. Spike Harris.

LOST: A perfectly good heart in the vicinity of Hereford High school. Finder notify Jack Dean.

NOTICE: A generous reward will be paid to the inventor of non-transferable lip stick. Young Men of HHS.

NEW FOOD

The wind is now one of our Texas health delivery trucks. It brings a new food which science calls Vitamin K. To see the wind bring this food, to live through it and to come out able to tell of your adventures would not be possible if it were not for the life-giving Vitamin K.

This new food which we receive free of charge has been a mystery to the world since its discovery. No one knows just how to secure the most benefit from it. Some believe it is best to swallow it raw, others have other ways of partaking. The government has set aside a large sum of money for research parties to discover its true value. And it is believed the supply is unlimited and of a continuous flow, we are all able to secure our part easily. Science calls it Vitamin K. We call it mud when mixed with water.

WANTED: Information. Is there anyone who had his attention called to Jean B's courage given her by her boy friend on the night of the Junior-Senior banquet.

WANTED: Matches that will not strike in my pocket and someone who can persuade a certain little blonde to write me notes. Dennis Baker.



It Taught Us The Value Of Friendly Co-operation

Remember the old singing school! Remember how we used to sing those old choruses over and over to get close harmony! It took cooperation from every one to make those songs sound well, and it is going to take cooperation from all interests to bring back this country to a prosperity basis. This bank knows the value of cooperation and you will always find us ready to help in any way that an efficient banking service can.

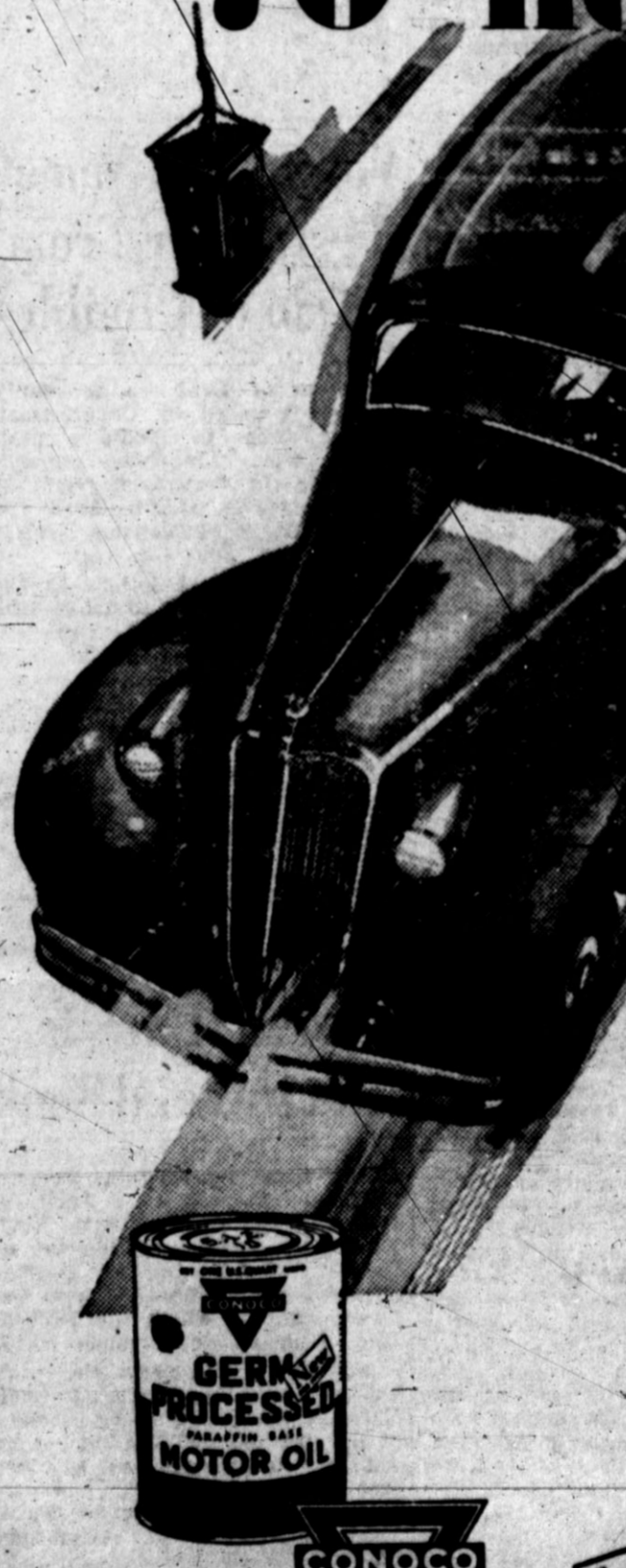
THE FIRST NATIONAL BANK

OF HEREFORD



A Strong Bank Thoughtfully Managed

Is Your Car over 70 horsepower?



If it is, you must have motor oil of extra high film strength to get SAFE LUBRICATION

YOUR car today has twice the horsepower and speed of the car you drove ten years ago! The average of 22 leading cars in 1934 was 108 horsepower.

Bearing pressures and temperature have increased correspondingly—so greatly that motor parts are now made of new alloy metals of extra strength and durability to stand the load!

To protect such a motor you need an oil with enough extra oiliness and film strength to withstand the extreme pressures and temperature!

Yet motor oils generally have no more oiliness and film strength now than they had ten years ago. New refining methods have recently come into use to make oils free from carbon and sludge. But these refining processes have lowered instead of increased oiliness and film strength—the very qualities on which depends an oil's lubricating value!

There is one exception—Conoco Germ Processed Motor Oil. It, too, is free from carbon and sludge troubles. But, more important, the new Germ Process—adding concentrated oily essence to highly refined oil—puts into this oil 2 to 4 times the film strength of any straight mineral oil, as tests on Timken and other machines have proved! That extra film strength gives safe lubrication under the most extreme pressures!

Germ Processed Oil protects your motor another way. Its penetrative film, the "Hidden Quart," stays up in your motor and cuts down starting wear.

Germ Processed Oil gives longer mileage with greater motor protection, as the Indianapolis Destruction Test proved.

Say "O. K.—Drain"—fill with Conoco Germ Processed Motor Oil and drive with the assurance that your oil meets your motor's needs!

CONTINENTAL OIL COMPANY • Est. 1875

CONOCO GERM PROCESSED MOTOR OIL



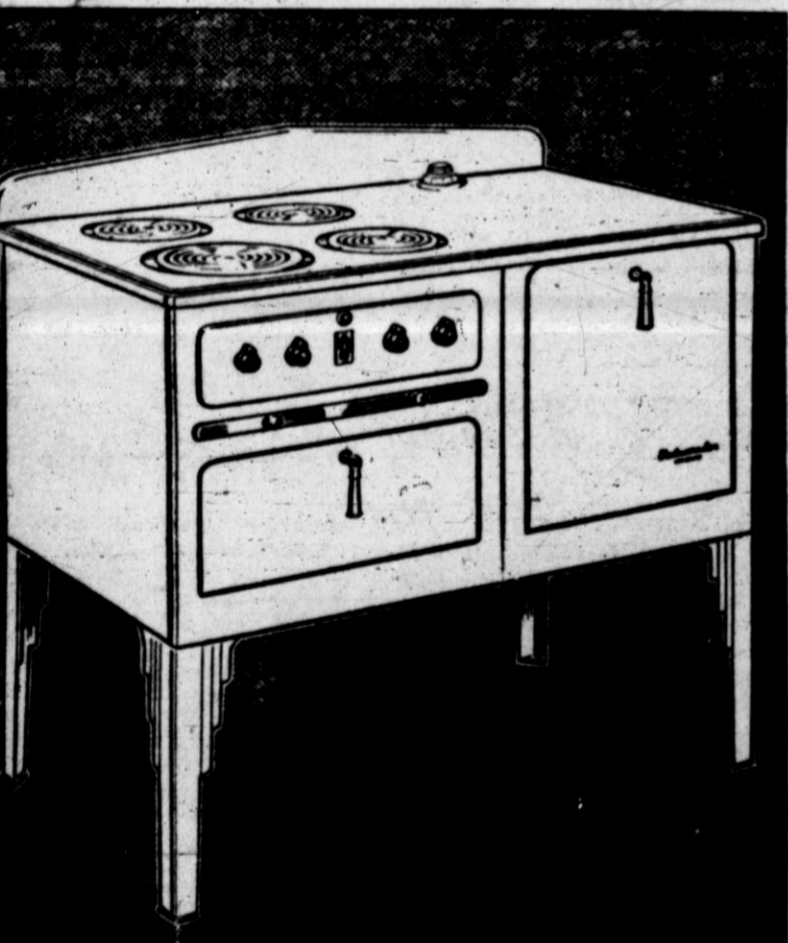
From the diary of a family who saw America



"The Conoco Travel Bureau at Denver sent us road maps for every state we visited, with our best routes and all road conditions marked—all free of charge!"

"Also travel booklets that told us the most interesting things to see and hotel and camp directories that helped us choose places to stay."

"We stopped at Conoco stations along our way for many helpful free services. You can readily see why Conoco stations for the same kind of free plan for your trip."



During April only we are offering a most liberal allowance for your old range as a down payment on one of the new Waldorfs. Many have already appreciated this unusual offer. Think of a new electric range priced from \$74.50 to \$99.50, with your old range at a liberal trade in. Think of the splendid advantage possible under the new residential rate's application.

Texas Utilities Company

Dimmitt News

MRS. BUCK WOOD
Mr. and Mrs. Jim Gary and small son of Post spent several days with Mr. and Mrs. Jim Gary of this place.

Before The Disaster

-Is the time to answer that question: "Do I have enough insurance?"
-You should have enough insurance to replace loss of property.

HEREFORD INSURANCE AGENCY
John McLean, Owner.

Jumbo News

Jumbo News

James Burnam is visiting G. L. White, Jr., in Snyder, Okla.
Mr. and Mrs. Harvey Youts were in Amarillo Tuesday.

Take Produce to Carl's Gro. in Miss Juanita Stork of Nazareth spent several days last week with her cousin, Florence Stork.
Mr. and Mrs. M. G. Layman and family visited Sunday in the home of Mrs. Layman's sister, Mrs. Strain and family at Canyon.

acres of land; and also the east half of the northwest quarter of Survey No. 48, Block M-7, Abstract No. 998, Certificate No. 1761, containing about 80 acres of land; All of said lands in Deaf Smith County, Texas.

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.
By virtue of an Order of Sale issued out of the Honorable 68th Judicial District Court of Dallas County, on the 25th day of March A. D. 1935, by the Clerk thereof, in the case of Southwestern Life Insurance Company, a corporation, versus J. A. Ryan, C. L. Johnson, C. G. Laing, Hamilton-Tire Service Company, J. J. Currie, T. O. Collier, C. M. Humphreys, Mrs. Ella L. Burch and J. M. Radford Grocery Company No. 11272-C, and to me, as Sheriff, directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the first Tuesday in May A. D. 1935, it being the 7th day of said month, before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

FOR BETTER BAKING



USE PACKARD'S BEST

For breads, pastries, cakes and pies housewives of Hereford are finding PACKARD'S BEST to be the ideal flour. Its all-around excellence is making it the foremost kitchen flour in the foremost kitchens.

Packard Milling Company
Hereford, Texas

FIRST NATIONAL BANK

REPORT OF THE CONDITION OF THE FIRST NATIONAL BANK OF HEREFORD

In the State of Texas, at the Close of Business On March 7, 1935.

Table with columns for ASSETS and LIABILITIES. Assets include Loans and discounts (\$118,070.81), Overdrafts (\$2.40), United States Government obligations, etc. Total Assets: \$439,471.38.

Table with columns for ASSETS and LIABILITIES. Assets include Demand deposits, Time deposits, Public funds, etc. Total Assets: \$439,471.38.

Table with columns for ASSETS and LIABILITIES. Assets include United States Government obligations, Other bonds, stocks, and securities, etc. Total Assets: \$439,471.38.

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss: I, R. 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.

First Christian Church

REV. E. R. McWILLIAMS, Pastor.
Church school, 9:45. Morning service at 11. No evening service because of revival at Methodist and Baptist churches.

CHEAP PAINT... is entirely TOO EXPENSIVE. Low-grade paint always costs far more in the long run than high-grade paint.

R. H. KEMP LUMBER CO.
MEMORANDUM: Loans and Investments Pledged to Secure Liabilities

DELCO Light Plants Will Give Better Service. Prepare Your Battery For Warmer Weather. Willard Service Station

THE CAR that has WON AMERICA. The Ford V-8 for 1935 has been an outstanding success, not because of anything we have said about it but because of what owners have said.

See these fine cars on display at Hereford Motor Co. 103 West Third. Phone 39

The Hereford Brand

Published Every Thursday. Our Slogan—More People—More Farms
HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 36

MRS. SETH B. POLMAN Publisher and Manager
DE WITT LANDIS Editor
W. C. NIX Foreman

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.
Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

NOTICE TO PUBLIC

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

IT MUST BE DONE

Mechanically speaking, the automobile of today is infinitely safer than that of ten years ago. Brakes reach perfection. Lights have been vastly improved. Steering mechanisms are fool-proof. Car bodies can stand terrific punishment.

Similar progress has taken place in road building. The modern highway, with traffic lanes, banked turns and "skid-les" surfaces, is a tribute to engineering science, which has done wonders in seeking to make driving safe and pleasant.

Yet automobile accidents continue to rise—both in number and severity. The motorist has no alibi. He can't blame the car or the road for mishaps, save in an infinitesimal percentage of instances. The human element—and the human element alone—is at fault in nine-odd accidents out of a hundred.

Most drivers are competent. Most are careful. Most realize that an automobile is a potential killer. But that minority of motorists which is either careless, incompetent or plain careless, menaces us all. Perhaps ten per cent of drivers fall into one of those categories—and the lives, health and property of the other ninety per cent is placed in peril because of them.

Last year saw 36,000 people killed—unnecessarily—in auto accidents. It is the duty of every citizen and every unit of government to see that a different record is made this year. Traffic laws must be modernized with the utmost strictness. The dangerous driver has been given every chance. He has been urged to change his ways, and has refused. Now he must be forced to drive safely—or be deprived of the right to drive on public streets and highways.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, April 22, 1904.)

Item from Dimmitt: "Judge Kerr intends to put in a bath tub soon—" The dust, no doubt.

Another from Castro: "Friday . . . was a disagreeable day, the wind blowing hard from the north until noon."

Through the aid of friends and neighbors and the fire boys, Dr. and Mrs. G. F. LeGrand, was managed to save their home after it caught fire.

Will Womble was building a three-room addition to his home.

In the fire that threatened the LeGrand home, the house and all the contents of S. S. Evans burned entirely to the ground at a loss of \$5,000.

Lots of piano tuners were advertising in the Brand. Wonder what has become of this tribe?

(From The Hereford Brand, April 17, 1914.)

J. F. Ward and family had removed to Dumas to make their home.

"Anti-Explo," contrary to claims of advertising, was not security against explosion of gasoline, warned a communication from the Texas Fire Prevention Association.

(From The Hereford Brand, April 17, 1914.)

Social note: "Friday . . . the secret marriage of Miss Anna Marie Ellis of Topeka, Kansas, to Mr. Claude Lee Higgins was made known at the home of Mr. and Mrs. Chas. Hodges . . . The wedding took place on New Year's Day at Canyon."

Con Schrimsher fell 30 feet from a bluff and was badly hurt. The accident took place down in Southwest Texas along

the Rio Grande. The victim had been brought home and was recovering. Con Schrimsher's small son, Bruce, had been seriously burned while playing with gunpowder at their home here.

"Homer K. Fox, brother of J. A. and Doug Fox, has come to Hereford to take charge of the grocery department of the Fox Mercantile Co."

Mr. and Mrs. A. H. Elliston had left for an extended trip to California.

Hereford High school won the district track meet at Childress. Ralph Smith, with 20 points, was high scorer. He made more points alone than any other school, second place winner scoring only 17 points.

Ordinance No. 75, newly-passed by the city dads, prohibited hotel operators' soliciting business in a railroad station.

Miss Virginia Maddux returned Sunday from a week's vacation trip to her home at Falls and other South Plains cities.

By Their Words AND OURS

The suggestion was made recently that the ordinary citizen, who is neither on the relief roll nor on the government payroll ought to have a badge designating the honor or, as it might prove the approbrium, of being an ordinary citizen and taxpayer. The estimate is made that the number of those who are either on the government payrolls or on government relief rolls is in excess of thirty million persons. This means about one out of every four or five people in the country who are tax-supported in one manner or another.—Floyd County Hesperian.

And while discussing dust storms it might be of some interest right here to state that one of the crew of the American Museum fossil hunters north of town pulled the best one yet. He collected what he thought was beads and pieces of pottery of a race inhabiting this section before the ice age. After sending in his collection, he was informed that the specimens were nothing more than where someone had been spitting dust.—Donley County Leader.

Speaker Leon C. Phillips of the Oklahoma state assembly will probably be more careful in the future about leaving his watch-lying on the table before him. He seized his gavel and pounded for order. There was a smash, a flink of glass—and all became quiet, including the watch.—Claude News.

People who have seen the late News Reel showing the ravages of the dust storms here, say that Dumas is pronounced with the accent on the last two letters. I just wonder if this is entirely accidental or that if the dust kind of influenced this pronunciation of the person doing the announcing.—Moore County News.

Bad Teeth Usual Neuralgia Cause

Neuralgia is one of the commonest of medical terms. And naturally so, because neuralgia is an exceedingly common complaint. Few people, however, could accurately define it. They well know when they have it, though. As a matter of fact, the term neuralgia is rather an inclusive affair. It applies to any pain that follows a nerve's center, though it is usually applied to the nerve which lies close to the surface of the cheeks. This nerve sends branches and sinuses behind the eyebrows, nose, below the cheek bone and to the teeth.

It is frequently very difficult to locate the real cause of this type of pain. There are many conditions that arise in the areas of influence of this nerve. And when one of them develops the result is suffering and usually there is plenty of it. In this respect, as one authority aptly puts it, "The tiny part which is inflamed is like a radio station which sends waves of sound into the carrying ether to be picked up by any one who tunes in. The nerve is like a many-wired antenna which catches the message and takes it to the tuned-in brain."

While, as indicated, neuralgia can have a large number of causes, one of the more general of them is a decayed tooth. As a matter of fact it is not at all uncommon to find a decayed lower tooth reflecting pain into the upper jaw and even the temple.

It follows that much of the neuralgia could be prevented by the simple practice of proper daily dental hygiene and the semi-annual visit to the dental chair. That this fact is becoming more and more appreciated is obvious in the greatly increasing number of persons who are making a daily rite of oral hygiene, and who also routinely every six months visit their dentist for professional prophylaxis and check-up. This practice is earnestly endorsed by the State Department of Health.



FREE SAMPLE

FOR YOU DURING THE FREE BPS DEMONSTRATION

"LOOK INTO IT"

Rockwell Bros. and Company

Invite you to attend their Second Annual FREE BPS Demonstration

Remember the

Time: Sat., May 3, and Sat. May 4

and the

Place: Rockwell Bros. & Co.

101 South Main Street.

BUSINESS AND PROFESSIONAL DIRECTORY

- THE CHOCOLATE SHOP**
Flate Lunches
Sandwiches
Cold Drinks, Cakes
Magazines.
- F. M. KESTER**
Registered Optometrist
A thorough examination with the newest and most modern instruments and equipment.
316-B Main Street.
- DR. T. L. MORGAN**
Physician and Surgeon
Above Corner Drug Store
Office Phone 463
Residence Phone 468
- DR. J. W. HENDRIX**
Chiropractor and Massageur
100 B Street—Just North of Mother's Park
Phone 341 for Appointments
- GEO. S. McCONNELL**
Electrical Contractor
All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.
Phone 750-W

INSURANCE
JNO. H. PATTON
PHONE 35

BIG Bargains

This Week

Friday and Saturday Specials

- WAFERS, Vanilla, 1 pound 15¢
- PORK and BEANS, No. 2 1/2 can, 3 for 31¢
- BAKING POWDER, K. O., 25c size 19¢, 50c size 35¢
- COFFEE, Bright and Early, pound 22¢
- SOAP, P. & G., regular size, 6 for 19¢
- SHREDDED WHEAT, 2 pkgs for 23¢
- CORN FLAKES, Kellogg's, 2 for 19¢
- POTTED MEAT, 4 cans for 15¢
- VIENNA SAUSAGE, 2 cans for 15¢
- SARDINES, in oil, 6 cans for 24¢
- APPLES, gallon 38¢
- SOAP, Palmolive, 3 bars for 14¢
- COCOA, Mother's, 2 pounds 15¢
- CHIPS, large package 21¢
- SYRUP, Jeffrey's, gal. 59¢, half gal 33¢

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

It's Refrigerator Time

WHY NOT A

KELVINATOR

For those who want the best in electric refrigeration, see the latest models in this box.
There is a Kelvinator for every size family and for every size family purse.
Models offered are values unsurpassed . . . embodying striking beauty and proved performance plus all the latest convenience features.

SEE THE LATEST MODEL ON DISPLAY AT OUR STORE

Urlin Streu, our service man, attended the Kelvinator Service School in Amarillo April 9 and 10, and is better able to service Kelvinators.

For Sale: Used seven-foot DeLuxe Kelvinator first class condition; cheap.

STREU HARDWARE CO.

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

Here Is Grand Easter News from Sprowls & Cronin Co.

For the ladies and men, misses, boys and children here is real news about Easter clothes and accessories. We have new things for everyone in the family and at marvelously low prices. Don't fail to see these fine new Spring things. Let us help you look your best this Easter.

Ladies and Misses

NEW SPRING SHOES
In Whites and Colors
Pair **\$2.98** and U

Sport Oxfords
Regular \$2.45 and \$2.95
Values
Pair **\$1.98**

FREE

We will give free with every pair of women's shoes selling for \$2.98 and more one pair of full fashioned hose made of pure thread silk.

Men's Spring SUITS
In All the New Shades.
A Real Buy at **\$11.98**

KANGAROO SHOES
Regular \$6 Seller Pair **\$4.98**
Men's Sport Oxfords
White, Tan Black \$2.45 to \$5

Kangaroo Driving Gloves 99¢
Pig Grain Driving Gloves 99¢
Work Gloves, Horsehide 50¢
For men and boys
Work Gloves, Flannel 7¢
Medium weight

EASTER TIES, large assortment 48c and 98c

Gloves, Purses, Neckwear
Handkerchiefs, Belts
Carjoca Belts
With Scarfs

DIMITY, VOILES, BATISTE—Sheer, Cool, Summer, Yard 29¢ and 39¢

SHERIFF'S SALE
 STATE OF TEXAS,
 COUNTY OF DEAF SMITH.
 By virtue of an Order of Sale issued out of the Honorable District Court of Deaf Smith County, on the 2nd day of April, 1935, by

the Clerk thereof, in the case of W. S. Williams versus O. K. Higgins and Laura Higgins, No. 2063, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed for Sheriff's Sales, on the **FIRST TUESDAY IN MAY A. D. 1935,** it being the 7th day of said month, before the Courthouse door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:

A part of Lots Nos. 7, 8 and 9, in Block No. 28, of the town of Hereford, in Deaf Smith County, Texas, described as beginning at a point in the south line of said Lot No. 7, 90 feet west from the southeast corner of the same; thence in a northerly direction parallel with the east line of said Block, 60 feet to a point; thence in a westerly direction parallel with the south line of said Block, one foot to a point; thence in a northerly direction parallel with the east line of said block, 80 feet to a point; thence in a westerly direction parallel with the south line of said block, 17 feet to a point; thence in a southerly direction parallel with the east line of said block, 140 feet to a point in the south line of said block; thence in an easterly direction with the south line of said Lot No. 7, 18 feet to the place of beginning; save and except a one half interest in the wall on the west side of said lot. Levied on by me on the 2nd day of April, 1935, and levied on as the property of said defendants to satisfy a judgment amounting to \$2,837.90 in favor of W. S. Williams and cost of suit. Given under my hand, this 2nd day of April, 1935, at Hereford, Texas.
 J. B. MILLER, Sheriff, Deaf Smith County, Texas.
 By J. M. Murchison, Deputy.

Progressive News
 BY OLIVE PERKINS

Mr. and Mrs. Vicks and Harlin spent Sunday with Mrs. Owen Neal and sons.
 John Counts and sons of Fort Sumner, N. M., visited his daughter, Mrs. Orin Russell, and Mr. Russell recently.
 Glen Ricketts has the German measles. He had a perfect school attendance until afflicted.
 School will close Tuesday. If anyone can predict a day when the dust won't blow, the pupils, teachers and patrons will have a picnic.
 Friday night the teachers, Miss Lila Short and Wayne Kimmins, and the pupils will give a closing program. The public is invited.
 Thursday evening of this week Black will present their play, "The Lady of the Fur Coat," at Progressive. No charge will be made. Everyone is invited to attend.
 Several families reached the school house Sunday before the dust storm began.
 Owen Neal returned from a trip to Arkansas Monday. He reported plenty of moisture. Most of the way and hundreds of families from the drought stricken areas to Arkansas.
 J. P. Kendall of McKinney spent Wednesday night in the Caldwell home. Messrs. Kendall and Caldwell were boyhood friends.
 Mr. and Mrs. Caldwell were in Hereford several days last week with Lee Kendall who is seriously ill at the hospital.
 Mrs. Ira Ricketts and Mrs. Clyde Russell visited Mrs. W. A. Ricketts at Hereford Wednesday afternoon. Mrs. W. A. Ricketts is recovering from a fall which injured her hip.
 Mrs. Arch Conklin and Howard Hershey visited Mrs. Ray Hershey Wednesday.
 Mrs. Owen Neal visited her mother, Mrs. Vicks, Friday.
 Mr. and Mrs. Walter Galley and son called in the Ray Hershey home Sunday afternoon.
 Wayne Kimmins, Edgar Russell and Mat Taylor attended the interscholastic meet at Amarillo Friday and Saturday.
 Mr. and Mrs. Dudley Buzard and daughter of Muleshoe spent the week end with her parents, Mr. and Mrs. Ray Hershey.
 Orpha Click of Sierra Blanca is visiting his parents, Mr. and Mrs. J. L. Click.
 Mr. and Mrs. Ray Hershey entertained at dinner Sunday Messrs. and Mrs. Arch Conklin, Dudley Buzard, Howard Hershey and their families, and Arnold Hershey.

Ford Doings
 MRS. H. M. BENSON

Mr. and Mrs. J. E. Hill went to Mineral Wells last week.
 Rev. Boyde of Vega filled his appointment here Sunday.
 A. E. Benson of Clarendon was here Monday.
 Messrs. and Mrs. Harold Wilson and J. L. Hight went to Hereford Monday evening.
 Robert Orr was on the sick list last week but is improving.
 Mrs. A. K. Webster and children spent Saturday and Sunday with her parents in Amarillo. Returning Sunday they were caught in the dust storm and spent the night in Vega.
 Mr. and Mrs. H. D. Hill and D. O. Hedrick were shopping in Hereford Saturday.
 Mr. and Mrs. J. S. Garrett and family attended the all day meeting at Dawn, last Sunday.
 Misses Rachel Shields and Ida Lee Cope spent the week end in the T. R. Langley home.
 Mr. and Mrs. H. Benson and children visited Mr. and Mrs. A. K. Webster Monday night.
 Misses Blanche Larson, Lorene Turner and her little niece attended Sunday school at Ford Sunday.
 Visitors in the home of Mr. and Mrs. Oscar Turner Sunday were Messrs. and Mrs. Marion R. Larson, Arthur Peterson, Jas. Sprouse and their families.



Easter Breads and Pastries

BE A WISE HOUSEWIFE
 Order the bread, cakes and pies for your Easter meals from us. Save yourself the work and worry of baking. We will have a variety of good pastries for you to select from.

HEREFORD BAKERY



For the Easter Season

YOU'LL HAVE PLENTY OF "Things to Wear"

Of course, new clothes are nice to have—but when you can't afford them the best substitute is to have your old clothes nicely cleaned and pressed by us. You'll be surprised how we can bring back color and life to a fabric. Clean out your clothes closet now.

Carroll & Corbett

Phone 111

SPECIALS

FRIDAY AND SATURDAY SPECIALS

- MATCHES, 6 boxes 22¢
- KRAUT, Curtis, No. 2 can, 3 for 25¢
- CRACKERS, 2-pound box 20¢
- SYRUP, White Swan, gallon size 55¢
- BROOM, 50c value 38¢
- APPLES, choice dried, 2 pounds 29¢
- SALMON, Concho, 2 cans 25¢
- MINCEMEAT, White Swan, 9¢, 3 for 25¢
- SUGAR, 10-pound cloth bag 58¢
- ORANGES, large, juicy, dozen 32¢
- SPUDS, 10 pounds 18¢
- SOAP, Blue Barrel, 6 bars 24¢
- LYE, Red Top, 2 cans 15¢
- BLACKBERRIES, gallon 45¢
- WHEATIES, 2 boxes 25¢
- SUPER-SPUDS, box 9¢
- CLEANER, Sunbrite, 2 boxes 9¢
- TUNA, Van Camp's, 2 cans 25¢
- BONINY, No. 2 1/2 can 10¢
- COFFEE, Golden Light, pound 22¢
- TOILET TISSUE, Ambassador, per roll 5¢
- VANILLA, Cagle's, large 8-ounce bottle 19¢
- SPINACH, Arkansas, 3 cans 25¢
- APPLES, Winesap, per dozen 22¢
- PRUNES, White Swan, fresh, 2 1/2 can 15¢
- SALT, 3-pound box 9¢
- OATS, Cup and Saucer, box 28¢

Weir's Grocery

Bring Us Your Eggs—Market Price—Buy At Home.

Easter Items
 BY LOUISE FRYE

Because of sickness, the negro minstrel to have been given at the school house Saturday night was postponed.
 Misses McClure, Ramey, Caroline Frye and Maxine Durant went to Amarillo Saturday to attend the interscholastic meet. Caroline entered essay writing and Maxine declamation.
 Mrs. T. N. Jameson visited several days last week in the Charles Montgomery home in Amarillo. A baby daughter arrived in the Montgomery home. Mrs. Montgomery will be remembered as Miss Anna Mae Jameson of this community and Amarillo.
 Glen Chambliss and family visited Sunday in the Bob Axe home at Jumbo.
 Several farmers have been trying to get their land plowed. Some of the land thus worked is again covered up by dust storms.
 Rev. Armstrong will be here Easter Sunday, and it is hoped there will be a good attendance.
 Carl Frye and family and Miss Louise McClure visited Sunday in the W. E. Betts home in Clovis.

Bippus Items
 BY RUTH REESE

Take Produce to Carl's Gro. if Because of the high winds no Sunday school was held last Sunday.
 Mr. and Mrs. C. T. Reese and children made a trip to Clovis Saturday.
 Mr. and Mrs. C. V. Griggs called in the E. Morrison home Sunday.
 Bippus and Sims played ball Friday, Bippus winning 43 to 12.
 Mr. and Mrs. R. J. Overstreet called in the C. T. Reese home Friday.
 The club will meet with Mrs. Steve Williams April 24.
 C. V. Griggs and Emery Barks made a business trip to Hereford last Thursday.
 C. S. Perrin made a business trip to Hereford last Wednesday.
 Mr. and Mrs. Roy Campbell are moving to Kansas.
 The farmers agriculture meeting was postponed Friday night.

CLOSE DRUG STORE EVERY DAY SAVE HERE ON DRUG NEEDS

Special Sale

Nyal White Shoe Cleaner 19¢	Cleansing Tissue 250 Sheets 19¢	\$1.75 Alarm Clock \$1.19
Easter Egg Dyes 10¢	MARTHA WASHINGTON Easter Egg CANDIES 10¢ 15¢ 25¢ 40¢	2 for 1 Vanilla 2 Bottles 35¢
\$3.00 Combination Water Bottle Special \$1.19	2 For 1 NYLIS Wave Set 2 Bottles 50¢	1 Pint Nyal Coconut Shampoo 33¢
Eveready Razor and Shave Cream Both for 29¢	Borden's Quality Ice Cream BRICKS Pint 15¢ Quart 27¢	\$1 Kleen-Boom Pipe 2 Cans Edgeworth 69¢
\$1.10 Evening In Paris Body Powder 76c Cologne SPECIAL—BOTH FOR \$1.10	Samson Automatic Electric Iron 25 Heat Adjustments SPECIAL—EACH \$3.95	

NYAL TWO-FOR-ONE SALE
 WILL CONTINUE WHILE THE GOODS LAST!

SPECIALS AND SALE ITEMS CASH ONLY

SHERIFF'S SALE
 THE STATE OF TEXAS,
 COUNTY OF DEAF SMITH.
 By virtue of an Order of Sale issued out of the Honorable 68th Judicial District Court of Dallas County, on the 25th day of March A. D. 1935, by the Clerk thereof, in the case of Southwestern Life Insurance Company, a corporation, plaintiff, versus Mrs. Ella L. Burch, J. A. Ryan, C. L. Johnson, C. G. Laing, Hamilton-Tire Service Company, J. J. Currie, T. O. Collier, C. M. Humphreys and J. M. Radford Grocery Company, defendants, No. 11272-C, and to me, as Sheriff directed and delivered, I will proceed to sell for cash, within the hours prescribed by law for Sheriff's Sales, on the first Tuesday in May A. D. 1935, it being the 7th day of said month, before the Court House door of said Deaf Smith County, in the City of Hereford, the following described property, to-wit:
 Situated in Deaf Smith County, Texas, and being 2,080 acres of land, situated about eight (8) miles southwest from the town of Wildorado, Texas, known and described as all of Section No. 1, and the Southwest quarter of Section No. 2, B. & B., all of Section No. 3, A. B. & M., and all of Section No. 19, T. W. N. G. Ry. Co., all in Block K-5, and being a part of the same land described in deed from M. A. Trow, a feme sole, to Ella L. Burch, dated May 28, 1928, and recorded in Volume 58, Page 94, Deed Records of Deaf Smith County, Texas, to the extent of \$28,854.01 of said judgment, levied on the 2nd day of April, 1935, as the property of said defendants to satisfy a judgment amounting to \$32,956.05 in favor of Southwestern Life Insurance Company, a corporation, with interest at 10 per cent per annum on \$29,960.00, and at 6 per cent per annum on \$2,996.00, and costs of suit.
 Given under my hand, this 2nd day of April A. D. 1935.
 J. B. MILLER, Sheriff.
 By J. M. Murchison, Deputy.

Save with a new Chevrolet

\$465*

You can have new Chevrolet quality, performance and economy in any one of the eleven Chevrolet models...NEW STANDARD and MASTER DE LUXE...each a remarkable value at its price

Get a real quality motor car this spring. And get it at the world's lowest prices for any motor car having more than four cylinders! Buy a new Chevrolet. Chevrolet offers you your choice of eleven models, with list prices of \$465 to \$550 for the New Standard Chevrolet, and \$560 to \$675 for the new Master De Luxe Chevrolet, at Flint, Mich. And what big, beautiful, desirable motor cars these are. All of them have smart Fisher bodies. All have Chevrolet's new and improved Master Blue-Flame engine. All give the finest performance and greatest operating economy that Chevrolet has ever offered the American public. Get full information about these 1935 cars; and see with a new Chevrolet.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
 Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

CHOOSE CHEVROLET FOR QUALITY AT LOW COST

*HOLD UP. List price of New Standard Roadster at Flint, Mich., \$465. With bumpers, spare tire and tire lock, the list price is \$500.00 additional. Prices quoted in this advertisement are list at Flint, Mich., and are subject to change without notice.

Brumley Chevrolet Co

SHERIFF'S SALE
 THE STATE OF TEXAS,
 COUNTY OF DEAF SMITH.
 By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 10th day of April A. D. 1935, by the Clerk thereof, on a judgment rendered in said Court on February 7, 1935, in favor of plaintiff, The Real Estate Land Title and Trust Company, Trustee, against defendants, J. C. and H. A. Cox, one-half each; F. A. Harland and J. N. Jordan, Harrace Jordan and Wm. M. Hale, in and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell to the highest bidder for cash, within the hours prescribed by law for Sheriff's sales, on the first Tuesday in May, A. D. 1935, at the Court house door of Deaf Smith County, in the City of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

Lots No. Eleven (11) and Twelve (12), in Block No. Six (6), of the Whitehead Addition to the City of Hereford, Texas, as shown by the map or plat of said addition or record in the Deed Records of Deaf Smith County, Texas.
 Levied on this 10th day of April, A. D. 1935, as the property of defendant, F. A. Millard, to satisfy said judgment in the sum of \$403.76, principal, interest and attorney's fees, also costs of suit, for indebtedness owing on Certificate No. 44 and mechanic's lien contract for improving Fifth Street abutting said property, decreeing foreclosure of special assessment and mechanic's liens against each of the defendants herein, J. C. Cox, H. T. Cox; F. A. Millard, and wife; Roberts & Oliver, corporation, and J. N. Jordan, Harrace B. Jordan and Wm. M. Hale, as first and prior liens.
 Dated at Hereford, Texas, this 10th day of April, A. D. 1935.
 J. B. MILLER, Sheriff,
 Deaf Smith County, Texas.
 By J. M. Murchison, Deputy. 14-3

Here and There
 BY MRS. G. R. TICE
 Mrs. Paul Williams went to Clovis Saturday for a visit.
 Jack McBroom moved his family to Canyon last week.
 Chas. Bell of Amistad, N. M., called at the Leo Williams home Monday.
 The Energetic club met with Mrs. Carroll Friday with 10 members present. A covered dish luncheon was served at noon and a quilt was made for the hostess.
 Mr. and Mrs. Shorty Robinson of Lockney spent the week end with his sister, Mrs. Leo Williams and family.
 Messrs. and Mmes. Britt Boyd, C. E. Tice and Lloyd spent Friday evening with Mr. and Mrs. G. H. Whitaker.
 H. M. Mosley, J. B. Harlin, H. Allman and his father, Floydada, returned this week from a trip to Arkansas.
 Messrs. and Mmes. K. F. and W. A. Campbell, Mrs. Jane Dayberry of Tucumcari left Thursday for a visit at Crosbyton and Abilene.
 Mr. and Mrs. J. J. Lindsey spent Saturday afternoon with Mr. and Mrs. Chas. O'Dell.
 Jack Roberson made a trip to Panhandle Monday.
 Miss Ruby Andrews spent Sunday night with Helen Jones.
 Buster Greer was out of school last week with measles.
 Mrs. Guy Ham spent part of last week in Hereford caring for her daughter who was ill with measles.
 Mmes. Allman and Harlin, Misses Koma Hyatt and Thelma Holly were in Amarillo Saturday.
 J. B. Harlin, Jr., entertained 15 friends Saturday night with a party.
 Mrs. Leo Williams was hostess to the WW club last Thursday. Mrs. Boling was unable to be present.
 J. J. Lindsey and A. T. Jones were in Roswell Monday.
 J. E. Andrews has been irrigating his wheat the past week.
 Mrs. J. E. Springer, who has been ill the past two weeks, was taken to Amarillo Thursday and is improving nicely.

Mecaskey - Dean
 GONDA BIGGERS
 Several families met at the baseball diamond Sunday to organize. There were not enough to play ball, however.
 Mrs. A. A. Head has been in Hale Center with her mother, who is very ill, the past week.
 Mrs. Arlie Dean and Mary Louise have gone to Therma, N. M., to recuperate from the effects of too many dust storms.
 J. I. Morris and S. J. Barclay were in Amarillo last Monday.
 Mr. and Mrs. T. P. McCollister attended the show in Hereford Sunday night.
 P. L. London and Z. T. Truax went to Beaver City, Okla., last week. Mr. and Mrs. Truax will move there soon.
 B. R. Fulkerson has been at the bedside of his sister, Mrs. Earl Springer, the past two weeks.
 Dean school has been dismissed for a short time because of dust. The last session will resume soon.
 A. A. Elwart has moved back to this community and is living in the Crane residence.
 J. F. Farr and family of Amarillo were here looking after farm interests Sunday.
 Mr. and Mrs. M. E. Stone were in Hereford Monday.
 Mrs. Clem Friemel and children

visited in Ford community Sunday.
 Mr. and Mrs. Ted Rohbeck visited in the Straufus home Sunday.
 DSS club met with Mrs. Morel Thursday, with two members on hand. No business session was held. Next meeting with Mrs. T. Rohbeck, April 25. Mmes. Fulkerson and Stone are on the program.
 Christine and Bernice Luck spent the week end with Mrs. B. R. Fulkerson.
Alumni Banquet May 17.
 Alumni of Hereford High school will hold their annual banquet the evening of May 17 at the Christian church, announces Hal Kester, president.
 Committees to arrange the program and other details will be announced soon, Kester said.
 The Deaf Smith County Federation of Women's Clubs will have their meeting at the Baptist church on Friday, April 19, at 12 o'clock. Mrs. W. P. Averitt will be the principal speaker for the club. There will also be a covered dish luncheon in connection with the meeting with the Music Club as hostess.

LOST FAT
Fooled Gossipers
 Mrs. J. R. McCausland of Pittsburg writes: "I took off 8 lbs. in two weeks with Kruschen. I ate as usual and feel fine." You, too, can safely reduce as Mrs. McCausland did if you'll only have a mind of your own. Pay no attention to gossipers who wouldn't want to see you the slender woman you can be if you'll only take a half teaspoonful of Kruschen Salts in a cup of hot water every morning. (Tastes fine with juice of half lemon added).
 Kruschen is SAFE—it's a health treatment and when your body abounds with Kruschen—excess fat leaves. Jar lasts 4 weeks and costs but a trifle—any drug store. Close Drug Store sells lots of it.
THE STATE OF TEXAS,
COUNTY OF DEAF SMITH.
 Whereas, by virtue of an order of sale issued out of the District Court of Dallas, Texas, the 101st Judicial District, on a judgment rendered in said Court on the 27th day of February, 1935, in favor of Leslie Hill as Plaintiff, and against William R. Borrough and Mrs. William R. Borrough defendants, said cause being num-

bered 10776-E upon the docket of said court, and delivered to me as Sheriff of Deaf Smith County, Texas, I did on the 15th day of April, 1935, levy upon all of Sections 9 and 10 in Block K-14, and Section 27 in Block K-3, all in Deaf Smith County, Texas, as the property of the defendant William R. Borrough and Mrs. William R. Borrough, said property being that described in said order of sale, said levy being made for the purpose of satisfying a judgment of \$1625.00 against defendant William R. Borrough and a foreclosure of an attachment lien against said land as against each of the defendants.
 Now therefore, I, J. B. Miller, Sheriff in and for Deaf Smith County, Texas, will on the first Tuesday in May, 1935, same being the 7th day of May, 1935, between the hours of 10 o'clock A. M. and 4 o'clock P. M., at the court house door of Deaf Smith County, Texas, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said defendants, William R. Borrough and Mrs. William R. Borrough in and to said property above described to satisfy the judgment against William R. Borrough aforesaid.
 Dated at Hereford, Texas, this 15th day of April, 1935.
 J. B. MILLER, Sheriff,
 Deaf Smith County, Texas.

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

OUR OWN TAYLOR-MADE ICE CREAM
 CHERRY NUT, ALMOND TOFFEE, STRAWBERRY AND CHOCOLATE

PINTS	THE SAME HIGH QUALITY ALWAYS	QUARTS
15¢		25¢

DRUG SPECIALS

Cleansing Tissues 50 Sheets	Peppodent Or Ipana Tooth Paste	Alarm Clock Guaranteed	Psyllium Seed, Blond 5-lb can
33¢	39¢	98¢	\$1.19
Hot Water Bottle Guaranteed	Mc Kesson's Antiseptic Solution No. 59	Woodbury's Facial Soap 3 Bars	Cod Liver Oil, Norwegian, Pint
59¢	39¢	25¢	69¢

WARD AND DEAN
 I will preach at Ward Sunday at 11, also Sunday evening at 7:45. Hoping every one in the community will be present to help make the services worth while. The service at Dean will be at 3:45 p. m., and everyone is invited to attend. Rev. Paul M. Collins.
 Noel Gollehon who is now operating a service station at Muleshoe, was a visitor in Hereford Sunday.

OUR GREAT EASTER VALUE EVENT

- Prices Quoted for Friday and Saturday
- Malt, Blue Ribbon, 3-lb can 59¢
 - Crisco, 3-lb can 59¢
 - Charmin Toilet Tis., 4 rolls 23¢
 - Soap, Blue Barrel, lg bar 4¢
 - Kre-Mel Desserts, pkg 5¢
 - FOLGER'S COFFEE
 - 1 lb 30¢, 2 lbs 58¢
 - Coffee, Chase and Sanborn, 27¢



WE NEED MORE CHICKENS AND EGGS—

POST TOASTIES Large package	10¢		BIRD SEED French's, pkg	12¢
COFFEE Break O' Mora, 1-lb pkg	18¢		MUSTARD French's, pkg	12¢
BEANS Lima, 2-lb pkg	15¢		RICE Choice Blue Rose, lb	5¢
MARSHMALLOWS Angelus, 1-lb pkg	19¢		BROWN SUGAR Pound	5¢

WILL PAY HIGHEST PRICES

SHORTENING Mrs. Tucker's \$1.12
 8 lb. Carton

TOMATO JUICE Campbell's, 2 cans	15¢	PHILLIPS' DELICIOUS FOODS: PORK and BEANS 5¢	PEARS In sugar syrup, No. 2 1/2 can	19¢
BLACKBERRIES, No. 10 Northwest Solid Pack, can	41¢	SPAGHETTI Prepared, 2 cans	CHARMED LAND, Choice Bartlett KRAUT No. 2 1/2 can	12 1/2¢
Have you tried them for Blackberry Jam lately. Delicious and economical.		TOMATO SOUP Can	PEAS American Wonder, 2 No. 2 cans	25¢

Pineapple Juice From Hawaii Dole's Vacuum Packed, 2 1/2-Ounce Can 10c

SPARKLING WATER OR GINGER ALE Clicquot Club, bottle	11¢		MALTED MILK Thompson's, 1 lb	43¢	
OLIVES Libby's Queen, quart jar	37¢		OVALTINE Large size 57¢, small size	31¢	
MATCHES Rose Bud, box	5¢		BABY FOOD Libby's, 3 cans	25¢	
SALMON Pink, 2 for	25¢		COCONUT Southern Style, can	9¢	
RAISINS, Thompson Seedless, 4 lbs 29¢, 2 lbs	16¢	JELL-O 3 packages	19¢		
		GAMA-OXYMOL, 1 bar	5¢	SYRUP Herer Rabbit, No. 5 can	31¢

BE SURE AND LISTEN TO OUR RADIO AD EVERY DAY OVER STATIONS KGRS AND WDAG, AMARILLO

Easter Produce

- GRAPEFRUIT Medium size, thin peel, 6 for 19¢
- CABBAGE New crop, green, pound 6 1/2¢
- FRESH HOME GROWN ASPARAGUS
- Oranges True Hoped, full of juice, 1 full peck, 12 pounds 49c
- LETTUCE Firm heads 5¢
- CARROTS, RADISHES Green Onions, 2 bunches 7¢

Easter Meat Specials

- ROAST Pork loin, end cuts, pound 22¢
- BACON Cudahy's Rex, sliced, pound 32¢
- LAMB Chops, pound 25¢; Stew, pound 18¢; Leg O' Lamb, lb 22¢; Shoulder cuts, pound 18¢
- VEAL CUTLETS No bone, tender, pound 22¢
- LOAF MEAT Fresh ground, pork added, pound 15¢

FURR FOOD

FREE DELIVERY PHONE 74

Larger Use of Electricity
 (In Kilowatt Hours)
at No Increased Cost
 (In Your Monthly Service Bill)

The new "ultimate" rate for residential use and its application enables many users electric current to enjoy additional benefits at no extra cost, depending entirely on our use of the service. Get what's coming you. Our suggestion is that you get in touch with our local representative and find for yourself how you can increase your lighting and other uses. There's plenty store for you.

The present trend in the country is to bring about the wider use of electricity. It is our candid opinion that every room in the average home has noticeable opportunities for freer use of the present appliances. One of the most outstanding opportunities is in lighting—so often ignored. We cannot emphasize too strongly the values possible under rates now applicable.

Texas Utilities Co.

DRIVE BY

—and let us service your car
with **TEXACO** Products.

They Are the Best.

Texas Service Station

GLEN SNYDER

Styles hot from the
Fashion Griddle!

Spring Frocks

in a grand variety!

\$6.90

Novelty Sheers!
Matelasses!

Crepes! Taffetas!

A tonic for that "tired wardrobe" feeling! Novelty rough crepes and sheers, print crepes and taffetas! Lots of jacket frocks, tunics, peplums! Crisp lingerie trim! Big cuffs, bows and collars! New sleeves in adjustable elbow lengths! Misses' women's!

SOCIETY

MESSENGER CLUB MEETS WITH MRS. HOWARD

Messenger HD club met with Mrs. R. Lee Howard April 11, with an all-day session. Not many were present on account of the weather, but had a good meeting. Luncheon was served at noon to seven members and the hostess. Next meeting will be May 9 at the home of Mrs. R. J. Coleman, with a program on Mothers.

CLASS MEETS WITH MRS. HAMMER

Mrs. J. F. Ward's Sunday school class was entertained by Meses. Clara Smith, Wade, and J. B. Hammer Tuesday afternoon at the home of Mrs. Hammer, with 21 members present. The program was led by Meses. Florence McLelland and D. W. Hawkins. Mrs. P. L. Beyer and Mrs. H. H. Hawkins gave several musical numbers.

MISSIONARY SOCIETY TO HOLD BAZAAR

The Woman's Missionary Society of the Methodist church will hold a bazaar and food sale all day Saturday at the E. B. Black store. There will be graduation gifts and other selections as well as, as foods for Easter dinner. Orders may be telephoned to Mrs. J. B. Hammer or to the store.

MESSES. SCHROETER, GEORGE HONORED

A bridge dinner honoring Meses. A. J. Schroeter and L. N. George for their work with the club ebors was given Tuesday evening by the Junior Pioneers at the home of Mrs. Ralph Roden. The rooms and tables were decorated with lilacs and Easter dainties. After the dinner, bridge was played. Gifts were presented to the honored guests by members. Attending were Lueta Borden, Virginia Lillard, Genevieve Eberle, Ruth Miller, Nora Alice Daniel, Jean Streu, Bessie Patterson, Lyndel Mitchell, Nell Culpepper, Lois Moore, Margarite Newell, Marie Cogdell, LaVerne Harman, Ardelle Morgan, Jimmie Wilson, Florence Rose of Midland, the hostess and honor guests.

MAN IN THE MOON

Cape May Courthouse, N. J.—It might have been the moon that Mrs. William Rhoades' aide was barking at. Advisory Master William B. Knight ruled in a divorce case thus. Rhoades contended his wife trained the dog to bark when he came home, so it would warn her and she could tell a policeman friend to depart through the back door. Knight refused the petition.

St. Anthony's Church

By the time readers get this, Holy Week services will be in full swing. The side altar with the Blessed Sacrament and its rich flowered dress will still be the center of attraction until evening.

Good Friday, mass of the Resurrection will be at 8 a. m. The three hours of Adoration and Meditation in honor of our Blessed Redeemer's last three hours on Calvary's infamous gibbet will be commemorated by fitting services in the church, and all are invited to spend the time or some part of it with our Lord. It is our hope that Hereford people will refrain from seeking merchandise at this time so merchants may be able to attend their respective churches part of this period and close shops during the three hours from 12 to 3 as is being done so generally throughout the country.

Holy Saturday the Easter blessing of the baptismal font and other ceremonies which but for undue prolongation of the services Easter morning, would really be had on Sunday will be begun at 7, and the mass about 8.

Easter Sunday, masses will be at 8 and 10. Since Father Ledwig is giving a set of explanatory lectures on the Catholic Church in Bovina beginning with Easter, there will also be a mass at Bovina that morning.

Week day mass at 8 Saturday at convent at 7. Thursday evening holy hour 7 to 8.

First Methodist Church

REV. T. C. WILLETT, Pastor

Dr. J. W. Story, former pastor, will bring the Easter message Sunday at 11. His old friends are invited to hear him. He is a good preacher and great man. We want to make it a great day of spiritual feasting and fellowship. Dinner on the ground.

The meeting is getting a good start, and it is hoped it will get better. It will if all who ought to come will do so. The outsider is watching you and will measure the importance of the meeting by the interest in it of those who ought to be there. Come to church. Morning services 10, evening at 8.

Sisterhood Founder Dies

Monday, April 15, word was received of the death of the Rev. Mother Lurana Mary Francis, S. A., Mother-General and Founder of the Sisters of Atonement. Those who met Mother Lurana during her brief visits in the spring of 1920 and fall of 1925 will not have forgotten the charm of her gracious personality, rooted as it

was in the all-embracing charity of her motherly heart.

Prompted by that great motherliness she sent, in 1917, four of her sisters to these parts, locating in Hereford in Fr. Campbell's time, to shepherd the lambs of the flock in the persons of Christ's little ones. And that same motherly heart, while embracing in its charity the numerous missions, still had a special spot for the little mission church and convent at Hereford. And now that she has gone to her reward, we are more than ever confident her motherly love will not lessen but increase for her friends and children in Hereford.

PRESBYTERIAN CHURCH

W. M. GRIFFIN, Pastor.

Sunday school, 9:45.

Morning worship, 11.

"The Victorious Way."

Christian Endeavor, 6:45.

"Magda," a religious drama, will be presented at the evening hour, 8 o'clock.

Biography

The lives of great men cannot be writ with any tolerable degree of elegance or exactness within a short time after their decease.—Addison.

Lodge Directory

HEREFORD LODGE
NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction each Thursday Night. Visitors Are Welcome.

J. W. ROBINSON, W. M.
EGBERT BRADLY, Secretary

HEREFORD LODGE I. O. O. F.
O. L. RUTHERFORD, N. G.
No. 476

Meets Monday, 8:30 p. m.
Visiting Brethren Welcome

L. H. FOSTER, Secretary

REBEKAH LODGE
Meets Every Tuesday at 8:00 p. m.

MRS. EDNA FINCHER, N. G.
MISS URSALEE FRIDLEY, Secretary

HEREFORD CHAPTER, O. E. S.
Meets Each Second Tuesday Night, 7:30.

MRS. JEWEL WOMBLE, W. M.
MRS. MYRTLE WITHERSPOON, Secretary

Big Easter SALE



300 Beautiful Spring Dresses to select your Easter Frocks from. We have the most remarkable values money can buy. Dresses our specialty, and that's why we can give you the latest outstanding styles and quality. Our prices range from **\$3.95, \$5.95, \$6.75** and upward, but they are really outstanding values. Come in and let us show you. Courteous treatment will always be extended you.

COATS AND SUITS ON SALE—BIG REDUCTION

\$29.50 Value **\$19.95**
\$19.95 Value **\$12.75**
\$12.75 Value **\$9.75**



Purses and Gloves to Match Any Color You May Wish for **\$1.00 to \$3.95** Others According

Our Lingerie department is complete with brand new PUNCHOS, Slips, Pajamas and Gowns.

Try a Pair of Our Best-by-Every-Test Hose!

FASHION DRESS SHOPPE

PENNEY'S
C. PENNEY COMPANY, Inc.

HEREFORD, TEXAS

SPECIALS

FRIDAY AND SATURDAY SPECIALS

PEACHES	No. 2½ can, 2 for	29¢
JELLO	3 packages for	20¢
COFFEE	Wapco, vacuum packed, pound	25¢
CRACKERS	Soda, 2 pounds	21¢
SYRUP	W. S., gallon size	56¢
SUGAR	Powdered, 2 packages	15¢
CAKE FLOUR	Swanadown, large package	31¢
PICKLES	Sour, quart	16¢
SAUSAGE	Vienna, 2 cans	15¢
CORN FLAKES	Kellogg's, package	10¢
KRAUT	Wapco, No. 2 can, 2 for	17¢
PORK and BEANS	3 cans	20¢
TOMATOES	No. 2 can	10¢
LYE	2 cans	15¢

CARL'S Cash and Carry GROCERY

Want Ads

For Sale or Trade

FOR SALE: A three-row IHC lister in good shape. Carl Straufus, 16 miles north of Hereford. 1p

FOR SALE OR TRADE: Will trade a good Conn saxophone for a good typewriter. Also have a good small diamond ring for sale or trade and some good used typewriters. J. M. Murchison, at Sheriff's office. 1c

FOR SALE: Three-row Oliver lister. Paul Mathers. 1p

FOR SALE: Plymouth Rock hatching eggs, 30 cents per dozen. H. T. Wedel. 15-2p

FOR SALE: Chinese Pheasant eggs. Bob Wilson. 14-2p

FOR SALE: Kafir seed, 1934, bin run \$2.50 in lots of 500 pounds and up. Also sudan at \$10. No checks. W. G. Slagle, Hereford, Texas. 13-3p

FOR SALE: Violin, in good condition. Apply Brand Office. 1c

For Rent

FOR RENT: Five room house with bath and garage, stucco, modern fixtures and near the pavement. Mrs. Pearl Harrison. 12-tfc

Wanted

WANTED: To trade 15 head of work marga for any kind of cattle or yearling colts. R. W. Elliston, Hereford, Texas. 15-2p

WILL PAY CASH for Ford model A or B pickup. See Miles Robertson at First State Bank. 1p

WANTED: Old couple to live on farm six miles northwest from Umbarger, to raise chickens, garden and milk one or two cows. Anton Grotgert, Box 41, Umbarger, Texas. 15-2p

WANTED: To rent duplex, apartment or small house, furnished. Must be modern. Call the Brand office. 1c

SALESMAN WANTED: Man to start business selling widely-known products to satisfied customers. Complete line largest company; established 1889. Big earnings. No capital or experience needed. Write for free particulars. Raleigh's, Box TXD-352-1, Memphis, Tennessee. 14-3p

Lost and Found

LOST OR STRAYED: One baby bull registered Whiteface calf in storm Sunday night. Notify L. H. Shore. 1c

LOST: Unfinished brown, yellow and white plaid seersucker blouse. Leave at Brand office. 1p

NOW you get a BUICK FOR HUNDREDS LESS

MOST EXCITING PERFORMANCE OF THE YEAR IS YOURS WITH 1935 BUICK "40"

Tie price and performance together. You can't equal the Buick "40" combination below a thousand dollars. Then add Buick quality through and through—Buick size and room, Buick gliding ride, Buick extra features. Sum them all up and you won't even want to look at any other car. Take a Buick "40" out for a drive. The car will prove all we say—and so much more that it will sell itself to you.

Here's what you get in a Buick "40" — \$795

Buick Valve-in-Head Straight Eight for Efficiency and Performance... Buick Sealed Chassis for Dependability and Long Life, Buick Torque-Tube Drive for Finer Roadability... Finest Brakes Available on Any Car, for Safety... Buick's Built-in Knee-Action for the True GM-riding Ride... Automatic Starting, Spark and Heat Control... Roomy Fisher Bodies, with Fisher No Draft Ventilation... Choice of Finish in Ten Colors. Fenders Match Body Color—No Extra Cost... 117-inch Wheelbase—Longer than 80 per cent of All Cars Sold Today... 93 h.p.—15 Miles per Gallon; 10 to 60 Miles an Hour in 21 Seconds.

\$795 FOR A GENUINE BUICK

Ask any other car below \$1000 to equal the Buick "40" in Features and Performance

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

NORTON MOTOR CO.

Candies



Easter Candies - The Sweetest Treat

Let your family—your sweetheart, enjoy the deliciousness of Whitman's or Alice Blue Candies. They are pure, wholesome and fresh. This year we are offering these boxed candies for a special Easter gift.

Serve Temptation Ice Cream On Easter

This ice cream is not only good—but it's good for you. TEMPTATION ICE CREAM is unusually rich, wholesome and delicious. Serve it as a special Easter dessert and for every other day as a dessert that will delight the entire family.

QUALITY AND SERVICE—PHONE 100

CITY DRUG STORE

Easter Candies and Novelties, Whitman's and Alice Blue Chocolates



Black

BY MISS NOBLE McLEAN

Rev. Paul M. Collins preached here at the school house Sunday morning and night.

The worst sandstorm of the season struck here Sunday night at about 8:45. It is hoped that will be the last one for a while.

Lucille McLean, who has been working in Hobbs, N. M., the past three months, spent Thursday and Friday with her parents here. She was accompanied by Mr. and Mrs. Johnnie Sullman of Hobbs, who were enroute to Amarillo to visit relatives, returning here Friday and were dinner guests in the McLean home. They went on to Hobbs Friday afternoon.

Messrs. and Mmes. T. L. Welch and Verner Melugin were in Amarillo Tuesday of last week.

The social club entertained the husbands with a 8 o'clock dinner Friday night. The only member absent was Mrs. Geo. Wyl. Present were Messrs. and Mmes. Tom Preasley, H. L. McLean, Verner Melugin, Jim Black, Howard Elmore, T. L. Welch, Roy Pierce, W. I. Johnson, D. R. Bennett, R. Hinds. After dinner games were played.

Arnold Burnett of Amarillo

visited in the home of his sister, Mrs. Clyde Hays, last week. Mr. and Mrs. Dick Rocky of Muleshoe were guests of her parents, Mr. and Mrs. Howard Elmore, Sunday.

Noble and Maxine McLean returned Sunday from Carlsbad where they went Thursday with the glee club from Friona high school, contestants in the Tri-State Music Festival, and reported a wonderful time. They won first place in the boys quartet, second in girls quartet and chorus.

Teachers here and others in the community will present a play, The Girl in a Fur Coat, Thursday night at Progressive and Friday night at Black.

Mr. and Mrs. Jim Black, Margot and Mrs. McLean were in Amarillo Saturday.

Mrs. G. E. McCrate and baby of Amarillo visited here Sunday, guests of Mrs. Kermie Deaton.

Jim Barnett has been real sick the past week but is improving.

Mr. and Mrs. W. H. Price visited Mr. and Mrs. Fern Barnett north of Friona Sunday.

H. L. McLean and Kermie Deaton were in Farwell and Clovis Saturday.

Miss Mary Wilson left Saturday for Denton where she will visit her mother, Mrs. A. J. Wilson.

Messenger News

BY ESTELLE WILLIAMS

Take Produce to Carl's Gro. if James Ray Coleman, student at Messenger, entered the contest at Amarillo Friday, April 13, for extemporaneous speech. He spoke over WDAG.

W. A. Whitson, L. M. Turner, Fred Pitman, Mr. and Mrs. Frank Wildie and children were among the shoppers in Hereford Saturday.

Fred Pitman was in Friona on business Wednesday.

W. A. Whitson and L. M. Turner were in Hereford Tuesday.

Mrs. Ruth Collett and Mrs. Charlie Brown visited the school Thursday.

J. V. Wells of Hereford called at the Frank Wildie home Monday.

Mr. and Mrs. W. A. Whitson and children, Mr. and Mrs. L. M. Williams and daughter, Miss Estelle, were supper guests in the L. M. Turner home Sunday. Violin music and singing were enjoyed.

Wyche Items

MRS. WES BRADLY

Take Produce to Carl's Gro. if N. G. Elliston and sons, Robert Owen and Tolle Gregory visited Mrs. Elliston in Porter, New Mexico, last week end.

Mrs. H. B. Elliston and daughters, Helen Frances and Minnie Opal, were guests of Mr. and Mrs. C. C. Uhrig at Hereford Saturday.

Sunday school showed marked improvement in attendance Sunday afternoon. The community is cooperating splendidly.

Miss Lucille Park went to Amarillo Saturday.

Misses Ivagene and Myrtle Ellen Elliston who have been attending school in Hereford, are at home.

We had the biggest and best sandstorms of the season Sunday evening.

Wyche school has one more week, so hard work is being done.

Can't Laugh Them Off

Horizontal wrinkles across the brow come, we read, from laughing and from worry, both of which have a tendency to throw the skin into horizontal folds. So if you have wrinkles over your wrinkles you see what chance you have of laughing them off.—Arkansas Gazette.

Summerfield News

MAUD E. NOLAND

Watch for the date of 'The Prince of Liars, a three-act comedy to be presented at the Summerfield school house soon.

There were 39 present at Sunday school Sunday. Everyone is urged to attend. No BYPU Sunday night because of the Easter service at Hereford.

The dirt storm Sunday night caused much danger on the highway here. Mr. Rule was unable to see the road and ran off a culvert, having to leave his car there for the night.

Troy Welty was in Dimmitt last Thursday.

Les Kendall underwent a serious operation in the Hereford hospital Wednesday. He is reported doing very well. Jap Kendall of Eldorado, Okla., spent several days with him last week.

Homer Cox and family and Miss Ruth Lookingbill of Tullia were guests over the week end of Mr. and Mrs. J. L. Lookingbill. Miss Lookingbill is here for an indefinite stay.

L. G. Harris of Farwell spent the week end here with his parents, Mr. and Mrs. W. G. Harris. Mr. and Mrs. Perry McMinn left Tuesday of last week for Hot Springs, New Mexico.

Dennison Hill and family were dinner guests in the B. A. Atchley home Saturday.

Mr. and Mrs. Bailey Clark and Miss Gracey Lee Clark of Anton were guests in the J. L. Lookingbill home Sunday. The Lookingbills returned home with them for a few days visit.

C. V. Burges and family of Westway visited the Roy Coker home Sunday.

Dean Story of Canyon visited his parents, Mr. and Mrs. J. D. Storr, Wednesday.

Hollis Walser has returned from Amarillo where he has been working.

Mr. and Mrs. John Hix of An-

cho, N. M., are visiting her parents, Mr. and Mrs. J. E. Robertson. Mrs. Pete Carmichael and son visited her parents, Mr. and Mrs. W. G. Harris, last week.

Bob Rowen and C. H. Churchhill of Canyon were here Friday. Miss Una Morris was called to Happy last week by the illness of her mother.

Roy Oglesby and family and Mr. and Mrs. Asa Atchley visited in the Gandy home at Wyche Monday.

SHERIFF'S SALE

THE STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on the 10th day of April A. D. 1935,

by the Clerk thereof, on a judgment rendered in said Court on March 8, 1935, in favor of plaintiff, United Fidelity Life Insurance Company, against the defendant,

Will O'Brien, in Cause No. 2150, and to me as Sheriff of Deaf Smith County, Texas, directed and delivered, I will proceed to sell to the highest bidder for cash, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in May, A. D. 1935, at the Court House door of Deaf Smith County, in City of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

All of Lot No. One (1), in Block No. Fifty-six (56), of Hereford Addition, also known as Add to Hereford, in City of Hereford, Texas, as shown by the maps or plats thereof of record in the Deed Records of Deaf Smith County, Texas, save and except the south 85 feet of said lot conveyed to Lloyd Edwards.

Lievid on this 10th day of April, A. D. 1935, as the property of defendant, Ples Turnbow, to satisfy said judgment in the sum of \$407.83, principal, interest and attorney's fees, also costs of suit, case No. 196 for improving Lee

Avenue abutting above property, decreeing foreclosure of said special assessment against each of for indebtedness owing on Certified defendants, Will O'Brien, W. L. Mathers, First State Bank of Panhandle, Texas, D. R. Grimes

and Ples Turnbow, as a first and prior liens. Dated at Hereford, Texas, this 10th day of April, A. D. 1935. J. B. MILLER, Sheriff, Deaf Smith County, Texas. By J. M. Murchison, Deputy. 14-3

For Best RESULTS

Successful Poultrymen USE

MERIT FEEDS

Give those chicks a chance by feeding them with the best. MERIT will make them show a profit. Follow the Starter With a Growing Mash.

Bring Us Your Poultry, Eggs, Cream and Hides.

West Texas Feed and Seed Co.

Phone 265

NOW

Is the time to have your out-of-season garments cleaned and sealed in

CEDARIZED

Moth - Proof Bags

Stambaugh Company

DRY CLEANERS :: :: HATTERS



PUT AN END TO WORRY

Money in reserve protects you against the unpleasant "Might Be's" and lets you enjoy the pleasant "Could Have Been's." A dollar or two or three taken from your weekly pay check and tucked away here in a Savings Account won't be missed—and the secure feeling of a growing cash reserve will make life less tense and a lot more enjoyable.

Start a Savings Account

First State Bank

Economy that amazes
even owners
of smaller cars!

Owners first won by Pontiac's beauty soon discovered that the 1935 Pontiac is one of the most economical cars on the road today! Not merely remarkably free from the need for repairs, but so saving on gas and oil that it amazes even those used to driving smaller, lighter cars.

Since the 1935 Pontiac is a big, full-weight car such economy may sound incredible. But the report comes straight from owners. We do not quote sensational figures because such figures are usually obtained under special conditions. But if you want PROOF of Pontiac's economy, we are ready to supply it. Come in—and get the facts!

Silver Streak
Pontiac
SIZES AND EIGHTS
'615



NORTON MOTOR COMPANY
317 NORTH MAIN STREET HEREFORD, TEXAS

THE 1935
PONTIAC
IS ON DISPLAY


See It At Our Showrooms
RIDE IN IT—DRIVE IT
A Truly Fine Automobile!

**NORTON
MOTOR
CO.**

BUY IN HEREFORD CAMPAIGN!

LIST MISPELLED WORDS HERE

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You'll want a new **FORD V-8**

THIS CAR HAS Everything

POWER
COMFORT
SAFETY
BEAUTY
ROOMINESS
ECONOMY

SEE IT TODAY!

Hereford Motor Company

FORD V-8 FOR 1935 IS GREATEST VALUE DEALERS HERE AVER

"The greatest per-dollar car value on the auto market today," is the way both Ernie (Medkief and Rufus Sewell describe the 1935 Ford V-8. These local dealers have been selling Fords for a number of years and they have handled some fine cars, but "the 1935 Ford is the finest thing Henry Ford has produced yet," they declare.

Trucks turned out by Ford are better this year than ever before, they will tell you. It is because the truck is no longer a converted passenger car but has a specially built truck chassis. It also looks like a truck, built for heavy duty and high speeds.

The Hereford Motor Company sells the V-8 passenger cars and trucks as well as Ford parts and Ford service. The firm has a large, well equipped shop and sufficient competent mechanics to take care of service work.

A unique service of Ford is the motor replacement feature which takes the place of the old-fashioned overhaul. If an engine needs an overhaul the company merely removes the engine from the crankcase and puts in another at a price below that of an overhaul job. Then the old motor is sent to the factory for rebuilding. Thus, a Ford owner may obtain a factory rebuilt engine at a surprisingly low price.

FOOD SPECIALS

WHOLE WHEAT PUFFS, gallon pkg -- 15¢
MARSHMALLOWS, fresh, fluffy, pkg 10¢
PANCAKE FLOUR, Washburn's, pkg 10¢
WHEAT KRISPIES, pkg 10¢
SORGUM, East Texas, gallon 65¢
SOAP, White Flyer, 7 bars 25¢
TOILET TISSUE, Ft. Howard, 3 rolls 20¢

LUKEN'S GROCERY

\$40.00 In Cash
Find the Misspelled Words and Place Pictures
On the Advertisements Correctly

CONTEST RULES

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

EASTER PARADE

You don't have to be left out of the Easter parade just because you don't have a new suit. Send that old Spring Suit to West's and we will make it a suit you will be proud to wear.

WEST TAILOR SHOP

PROTECTION

Is important where foodstuff is concerned, especially with milk. You can be assured of protection in using PRAIRIE DAIRIE MILK. We sterilize it thoroughly. It is bottled in completely sanitary bottles and completely sanitary surroundings.

PRAIRIE DAIRIE

EFFICIENT PLUMBING

Is worth more than it costs to have it. Why let your plumbing get out of whack? And ounce of prevention is worth a pound of cure—this was never more true than when the plumbing fails. Call 100 and let us inspect your installation.

100

DICK ROUNTREE

A FINE FOOD

Is butter. A fine butter is CREAM O' PLAINS. Made right here in Hereford from choicest cream, it is always fresh and good. Don't be satisfied with any other. CREAM O' PLAINS is fresh butter.

Farmers Creamery Association

WHAT ABOUT THOSE SCREENS

Be prepared for fly time. Let us repair the screens or if necessary put in new ones. We Do Everything In Woodwork.

W.D. MRAYZOR WOODWORK

A LOWER PRICE

Is a big inducement to buyers in any line. And when the quality is the highest, lower prices are important. We offer gasoline and oils of best quality at lower prices because we are independent dealers and buy direct from producers. A trial will convince you.

Moore Independent Oil Co.

CONSIDER TRADE-IN VALUE

When you buy a car. The Ford V-8 when a year old or older has higher trade-in value than cars costing hundreds of dollars more when new. And that's not a myth.

HEREFORD MOTOR COMPANY

A SPECIAL FOR EASTER

Allen-A Healer for Women
In New Spring Shades
Service Weight and Chiffon.

49¢ 59¢ 89¢ \$1.00 \$1.25
Per Pair

"Your Friendly Shoe Dealer"

D. R. GASS & SON

MAKE EASTER SUNDAY

—a holiday for the wife or mother by eating with us on that day. Good food, well cooked and nicely served. Try us—we know you will be pleased.

Mrs. Cecil Guseman, Manager.

DE LUXE CAFE

IRRIGATION ENGINES

Need to be tuned up at this time of year and, some cases, repaired. We can do it and will guarantee the quality of our work. We do over kind of engine work.

BEAMS & MARRS

LOST YOUR HEALTH?

Let
CHIROPRACTIC

Help you find it. Investigate without obligation. Phone 341.

PHONE 341
DR. J. W. HENDRIX

HOW DOES THIS SOUND?

A four-row lister, a four cultivator, and a nine-foot wheat drill for considerably less money than a three-row lister. That is just what you get in the new Dempster No. 40, four-row machine. Samples on display.

P. S.—We have a dandy used Rowcrop tractor and equipment on hand CHEAP.

M. D. WOMBLE, Implements



V-8

EASTER SPECIAL

Easter is a season of beauty. Milady must keep in mood with the season by adding the new spring charm to her hair.

Permanents \$1.50 and up.

MORENE'S BEAUTY SHOPPE

HEALTHY, HUSKY BABY CHICKS

Days old and started on the way to good health. Buy now for early friers and fall pullets. We do custom hatching. Eggs received on Wednesdays and Saturdays.

HILLSIDE HATCHERY
Phone 70-W.

STAR THEATRE

Hereford, Texas

Thursday

Last Showing of
"Behold My Wife"

Friday Only

MATINEE AND NIGHT

Another Big 10c Show

"Grand Old Girl"

with

MAY ROBSON

This picture is dedicated to the American school teacher.

SERIAL

AND COMEDY

Lots of Show for Only 10c

SATURDAY

Matinee and Night

Big Special Western

WALLACE BEERY

in

BILLY THE KID

This picture is taken from the life of New Mexico's most noted outlaw—

"Billy the Kid"

Also

EXTRA SPECIAL COMEDY

Stan Laurel and Oliver Hardy

in

"TIT FOR TAT"

On account of this picture being a big special, the show will open promptly at 10:00 Saturday morning and run continuously until Saturday Midnight.

It's All For Only a Dime!

PREVIEW

Saturday Night

Again

SUNDAY MATINEE AND

SUNDAY NIGHT

MONDAY AND TUESDAY

Another One of Those Big

Sunday Specials!

— BIG SHOWINGS —

A new hit

from the producers of
"Broadway Bill"
"One Night of Love"
"It Happened One Night"

Overflowing with the same whipcrack humor, surprising romance, thrilling excitement... that made those three "the best of the year!"

Columbia Pictures presents

EDWARD G. ROBINSON

in the best picture he ever made

THE WHOLE TOWN'S TALKING

Jean Arthur - Wallace Ford

Arthur Byron

A JOHN FORD PRODUCTION

Screen play by Jo Swearingen and Robert Riskin. Based on the story by W. R. Burnett. Directed by John Ford

A COLUMBIA PICTURE

News and Comedy

Attend the Matinee Sunday

Starting at 2:00 p. m.

COMING SOON

Harold Bell Wright's

"When a Man's a

Man"

PERSONALS

John Coffee was in Plainview Wednesday attending court.

Tire Sale now going on at RICE'S.

A boy was born to Mr. and Mrs. M. E. Osborn of Friona at the hospital Monday.

Jim Higgins underwent an appendix operation last night at the hospital.

\$ \$ \$ saved on tires during RICE'S Annual Tire Sale now going on.

Jim Lipscomb attended the erosion meeting in Amarillo Monday.

Lloyd Doughty of Weatherford is in Hereford this week looking after business interests.

J. B. Kerby of Weatherford was here several days this week looking after property interests.

Accessories at a discount during RICE'S Annual Tire Sale.

A girl was born to Mr. and Mrs. Roy Hobbs at the hospital last Sunday.

Mr. and Mrs. J. O. Clark announce the arrival of a son Tuesday at the hospital.

J. K. Hull, editor of the Clovis Evening News-Journal, was a visitor in Hereford Tuesday morning, enroute to Amarillo.

RICE'S annual tire sale is now on. Better get our prices if you will need tires within the next six months.

Fred Oberthier of Clovis visited over the week end with his parents, Mr. and Mrs. F. H. Oberthier.

Mrs. Paul Mathers, two children and her mother, Mrs. R. A. PPool, left Tuesday for Munday, Texas to visit relatives and friends.

Mrs. N. M. Cayton and children of Texhoma, Oklahoma, are visiting in the home of Mrs. Cayton's parents, Mr. and Mrs. J. P. Wood.

A dollar saved is a dollar earned. You can earn several dollars by buying your tires at RICE'S Annual Tire Sale.

Miss Lucille Clancy of Cleburne spent a few days here last week visiting her sister, Mrs. Jerry Behrens.

Mrs. O. K. Higgins underwent a major operation at the hospital Monday forenoon. She is convalescing nicely, attendants say.

Mrs. S. W. Campbell of New York City, left today for California after a visit of ten days here in the home of her niece, Mrs. Jerry Behrens.

Bring on your mail order and chain tire store prices and see if we can't beat them during RICE'S Annual Tire Sale.

Mr. and Mrs. Frank Schulte of Nazareth, announce the birth of a daughter Monday at the hospital.

Amarillo Commandery, Knights Templar, will hold an Easter Service Sunday morning at the Presbyterian Church in Canyon. All members are urged to report at the Masonic Hall in Canyon at 10:30 from whence they will go in a body to the church.

W. L. Davis and Ray Conaway returned Sunday night from Dallas where they went last Thursday. They went via Lubbock to pick up Ray Conaway, Tech student, who attended an engineering convention at Dallas. Davis visited in Grayson county and Conaway went to Bonham.

NOTICE

Will not be in my office this week. Attending eye clinic in Dallas. F. M. KESTER.

AT THE STAR THEATRE

Thursday night the last showing of the comedy picture, "Behold My Wife." Sylvia Sidney and Gene Raymond are seen in it.

Friday matinee and night you will see "The Grand Old Girl," starring May Robson. Those who saw May in "Lady for a Day" will surely want to see this picture. It is a splendid comedy and is dedicated to the American school teacher.

Saturday, beginning at 10 o'clock and running continuously until midnight, Wallace Beery will be in "Billy the Kid," with John Mack Brown supporting. This is a King Vidor masterpiece and you will enjoy it.

Saturday night preview, Sunday, Monday and Tuesday attractions will be Columbia's picture, "The Whole Town's Talking," featuring a new Edward G. Robinson. This story is so different in plot, so startling in theme, has so many amazing surprises that you will find it one of the most entertaining pictures you have seen. It is from the producers of "Broadway Bill," "It Happened One Night," and "One Night of Love." Jean Arthur, Wallace Ford and Arthur Hohl are in the supporting cast.

Lee Kendall is recovering at the hospital from a minor operation.

Harold Western, formerly of Hereford, is working at the Magdolia Service Station in Dimmitt.

Mrs. H. M. Packard of Spring Lake was a Hereford visitor last Saturday.

Miss Peggy Mitchell, chamber of commerce secretary, has the measles.

Miss Fern Williams, secretary to the county judge, is confined to her home with measles.

June Alfred, formerly of Hereford, had an appendix operation yesterday in an Amarillo hospital.

Mrs. W. W. White of Jefferson City, Missouri, arrived last week to visit her mother, Mrs. Rosa Speers, and her sister, Mrs. B. Frank Marrs and family.

BANKS ASKED TO VOID RELIEF CHECK CHARGE

Banks making "service charges" on checks drawn in favor of relief clients had an appeal from Adam R. Johnson, state relief director, to perform this service without charge "as evidence of their patriotic cooperation in an emergency program."

Mr. Johnson said it had been brought to his attention that banks in some counties of the state are charging such a fee and that relief clients are bearing the cost.

"Relief clients," the director said, "should not be forced to pay service charges for the privilege of cashing a work relief check, which represents the bare necessities of life to them. Their funds are not subject to tax or charge in any manner when the charge is being borne by the relief organization."

Administrators were instructed to advise the state office concerning banks refusing to cooperate.

COMPLETE DIPHTHERIA PROTECTION AVAILABLE

"Few conquests of science have been so spectacular and complete as the rout of diphtheria. And this victory has most firmly established the value of serum treatment both in its preventive and curative phases. However, toxin-antitoxin or its successor toxoid for immunization, and antitoxin for timely cure, are brilliant achievements of which the general public even yet are not fully aware," states Dr. John W. Brown, state health officer.

"As indicated, toxoid is the immunizing or preventive agent now usually employed. Only one injection of this serum is necessary. However, three to four months are required for the body



He Ain't Heavy, He's My Brother!

to develop immunity. At that time the Schick test is applied to determine the results of this preventive treatment. This harmless and painless procedure is performed by injecting into the upper layers of the skin a minute drop of the diphtheria toxin. If within 48 to 72 hours there is no redness at the place where the toxin was injected, or perhaps a small blister and some hardness of the skin, immunity has been definitely established.

"However, when a case of diphtheria exists anthrax is the only treatment that will save life. Also to be effective it must be given early and in large doses. Delay is usually caused by parents failing to realize that any sore throat may actually be diphtheria.

"The means are at hand to fight diphtheria to the death, but it cannot be done without 100 per cent cooperation of parents. May Day, the Child's Health Day, will soon be here and one of the best ways to observe it would be for parents to have their children immunized against diphtheria."

Scientists have determined traces of the inland sea, which divided this continent, and extended from the Arctic regions to the Gulf of Mexico. When the bottom of this sea began to rise innumerable lakes and brackish marshes were formed, around which swarmed dinosaurs and other reptiles. The lakes growing smaller and the herb eating dinosaurs gathered in the last mud-wallows, where they lost their lives and where their bones are now discovered after 135,000,000 years.

FOR JOB WORK, TRY THE BRAND

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

Easter Candy

- FILLED BASKETS 10c to 50c
- EASTER TOYS 5c to 25c
- PAPER BASKETS, filled with grass 5c
- EASTER CANDY EGGS, pound 20c
- CHOCOLATE EGGS, 2 for 1c, 5c and 10c
- CHOCOLATE RABBITS 5c
- CHOCOLATE HENS 10c
- CHOCOLATE RABBITS, 5 for 5c
- YOUR NAME On An Easter Egg 5c
- EGG DYE, package 10c
- GLOVES, white, pair 35c
- PURSES, white, each 29c
- PURSES, washable, each \$1.00

NEW EASTER HATS—ALL PRICES
PEPPEREL PRINT DRESSES \$1.00
(A new dress if it fades)
We Have the Right Merchandise at the Right Price—
Why Pay More?

KELLOGG'S
5c to \$1.00 Store—Hereford

Quality and Low Price

A WINNING TEAM

PORK and BEANS	Phillip's, can	5c
PEACHES	Heart's Delight, heavy, syrup, No. 2 1/2 can, 2 for	35c
CRACKERS	Graham, 2-pound box	24c
SOAP	Universal Hardwater, 3 bars	13c
Easter Egg Candy	Pound	17 1/2c
MUSTARD	Pure, quart	17c
POTTED MEAT	3 cans for	10c
BAKING POWDER	K. C., 50c size	32c
RICE	Bulk, Blue Rose, 2 pounds	15c
SYRUP	White Swan, gallon size	55c
TUNA	Regular size, 2 for	25c
BEANS	Cut, No. 2 can, 3 cans	25c
PRESERVES, Jelly	White Swan, in 14-oz ice tea glass	23c
RINSO	"Soaks Clothes White," large pkg	23c
COCOA	Mother's, pound can	10c
COFFEE, Folger	5 lbs \$1.45, 2 lbs 50c, 1 lb	30c
TEA, Schilling's	1/2 pound 37c, 1/4 pound	19c
BRAN FLAKES	Jersey, package	11c
SHOE POLISH	Jet-Oil, bottle	12c
COFFEE	Break O' Morn, pound	19c
PEPPER	H. & K., 4-oz package	10c
COCONUT	Southern Style, moist	10c
EXTRACT	Vanilla, 8-oz bottle	18c
MEAL	Great West, 10-pound bag	34c
CLEANSER	Old Dutch, 2 cans for	13c
MATCHES	Diamond, large carton	29c
MACARONI	Or SPAGHETTI, package	5c
Grapefruit Juice	No. 2 can	10c
PEANUT BUTTER	Quart jar	34c
BROOM	A good one, each	38c
Furniture Polish	Bottle	19c

FRESH FRUITS AND VEGETABLES

TOMATOES, fresh, 2 pounds	25c
LEMONS, 2 dozen	25c
ORANGES, peck	40c
SPUDS, 10 pounds	18c
APPLES, Winesaps, dozen	23c
ONIONS, White Bermudas, 3 pounds	25c

PIGGLY WIGGLY

ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME