

# The Hereford Brand

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Our Slogan—"More People—More Farms"

36th YEAR—NUMBER 9.

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## AROUND TOWN

Sights and Faces Seen

Fred Williams, down on the Clarendon News, last week challenged anybody in the Panhandle to a typesetting duel, with the price of a page as the forfeit of the loser. We are hereby formally accepting that challenge on behalf of W. C. Nix, The Brand's star student of the Linotype, and if Mr. Williams wants to make it a double truck, we think that can be arranged. That's how strong we believe in Mr. Nix' typesetting ability.

Fred, we are certain, bit off more than he can chew when he offered to go into this contest. Mr. Nix has been setting type for 20 or 30 years, and he's the only typesetter we ever saw who could set all the copy turned back by half a dozen reporters and editors and keep harassing the front office for more copy.

While we're on a personal subject, The Brand feels that it has been signally honored by the Texas Planning Board Bulletin, and while the occasion that merited such recognition brought sadness to our hearts, we could not but feel proud of the honor bestowed upon us. Of all the editorials to appear throughout the Southwest in commemorating the work of Wilbur C. Hawk of Amarillo immediately following his death, the Texas Planning Board selected the one appearing in The Brand to feature in its issue of February 23. The Amarillo News-Globe was the only other newspaper quoted in this connection.

Speaking of recognition, Hereford Lumbermen gained some very favorable comment in the February 29 issue of the American Lumbermen. In connection with lumbermen's campaign to get service men to use their bonus for the purpose of building or remodeling homes, the story concerning an advertisement written by John Olson of Rockwell Brothers was given top position and his ad entitled "You Can Eat Your Cake and Have It Too" was reprinted in connection with the story.

The American Lumberman devotes the greater part of a page to the advertising campaign now going on in The Brand by the three lumber companies, which stresses the point that quality lumber may be purchased here as cheaply as elsewhere and that by trading at home the purchaser retains the right to consult with and obtain the assistance of his lumber dealer on all building problems. The American Lumberman speaks highly of the campaign, reproduces the first of his series "Which Price Is Cheaper?" and includes in the story an editorial, "Lumbermen at Work," which appeared in The Brand at the start of the campaign. It concludes with: "This community has been blessed with good winter moisture and the winter wheat at this stage is looking fine so that local dealers, after five years of drought and depression, are looking forward to the first prospect for real good business since 1929."

How do we know where E. B. Posey went this past week. We heard he went east—or was it west?

Alton Fraser is in bad with his new neighbors. He and Mrs. Fraser recently moved into the Cronin home on Eleventh Street, and he told a Brand reporter he was moving to the country. We quoted him in this column last week as saying this, and are his neighbors resentful?

Now, back to the contest idea: Jim Lipscomb enters the following explanation as to "How Pets Got His Name." It started back in Bible times, Jim explains, when there was a certain man by the name of Simon who just couldn't keep his mouth shut, who talked all the time. Jesus called him Peter. Later it was shortened to Pete, and that is how Murchison got his name, Jim declares. What is your idea of this? He mentions The Brand is offering a thousand postage stamp to the person who offers the best solution

## Local Girls Take Basketball Crown

### SETTING OUT OF TREES TO START TODAY

Tree planting on the soil conservation project west of Hereford will start today. Supervisor O. T. Williams announced yesterday. Approximately 1,000 trees will be planted daily, he said. These trees are heeled out at Paul Mathers' place and consist of Honey Locust, Green Ash, Ash Mulberry, Osage Iron, Wild Grape, False Indigo, Red Maple, Chinese Elm, Desert Willow, Tamarisk, Cottonwood, Hackberry, Pear, Apricot, Cherry and Asparagus, the latter with wild plum and grape, will be used for gully control.

H. H. Fennell, regional conservator, reported that 48,000 pounds of grass seeds and 2,100 pounds of tree seeds were harvested during the past year in this region. Grass seed are to be used in seeding cultivated lands which are to go back to native grasses. The local service is going to take 621 acres out of cultivation and plant back to grass. This will require 6,210 pounds of sudan grass and 3,105 pounds of blue gramma grass. The service also has received 2,500 trees to be planted in the space allotted.

### School Boys Start Spring Grid Session

55 UNIFORMS ISSUED; SQUAD TO BE OUT TO 30 TODAY

It isn't long after one high school football campaign is closed until plans for another are started. In fact, plans never cease insofar as the coach is concerned, but there usually is a pause of about three months for the players.

Coach Tommie McCollum issued 55 grid uniforms last week. After three days of work, however, he planned today to reduce his spring practice squad to about 30 boys. The others, because of the small personnel of the coaching staff, will receive no spring training, but next fall may be tutored by W. E. Emmons.

Five lettermen head the list of candidates, who have not yet been segregated according to positions or their official weights recorded. The lettermen are Captain Wilbur Willett, all-region tackle; Clyde Posey, Louis Hagar, Sylvester Loerwald and Jasper Vaughn. Added to these will be such recruits and squadmen as W. F. Thurmond, Bob Green, Kenneth Lomax, E. B. Posey, Jr., and Paul Foster, all of whom are expected to be outstanding backfield candidates. Clyde Posey, Loerwald and Foster are being groomed for the quarterback position. Coach McCollum probably will concentrate upon backfield development, since there is no great concern over the forward wall.

After the squad is cut to 30 men, they will be divided into two equal squads and after about 10 days of work will engage in a practice game. After this, the top eleven will be selected and started out together, to culminate the spring session in about two more weeks with a game with outgoing members of last year's team.

Father of C. W. Furr Dies.

J. A. Furr, 84 years old, father of C. W. Furr, president of Furr Food Stores, passed away Sunday in a Wichita Falls hospital. He was a Kiriland merchant. Last rites were said Monday in Kiriland. C. W. Furr, of Amarillo, has three sons and two daughters.

### WIN DISTRICT TITLE WITH FOUR CLOSE VICTORIES

After making it two out of three for the season over the defending champions from Stratford in the first game of the district tournament last week-end at Tulla, the Hereford girls went on to capture district honors by taking a tough final battle from Happy, 45 to 46.

Hereford's course through the entire tournament was a rugged one and only through the determined effort of all the girls were they able to ride out the stiff four-game schedule ahead of Happy, who by virtue of a bye played only three tilts. Ruth Atchley, 14-year-old forward, sent the Whitefaces into the play-off, with Panhandle for the Panhandle Girls' Basketball League championship, possibly next week-end. She scored a total of 30 points to nose out the Happy crew. Fourteen of those points came in one eight-minute quarter.

Defeat Stratford. Hereford opened the tournament Friday night with a 41 to 36 victory over Stratford, after splitting a two-game series with

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### Wyche Farmers Will Organize

#### TO GIVE COUNTY TENTH COMMUNITY FARM ASSOCIATION

A community agricultural association is to be organized tonight at a meeting of farmers at Wyche, County Agent Alex R. Bateman announced this week. Mr. Bateman will assist in perfecting the organization, and several local association leaders are expected to be present.

The Wyche organization will be the tenth in the county and through its organization will give Deaf Smith two voting delegates to the state agricultural association conventions. Heretofore the county had only one delegate because it had less than 10 community associations.

### Dillehay Goes To Convention

Superintendent C. H. Dillehay returned last week-end from the meeting of the Department of Superintendents, National Education Association, which he attended the previous week in St. Louis. En route to St. Louis, he went to Decatur for a visit with his father and then joined a special Texas train at Dallas.

He reported a highly successful meeting with interest programs, which included many of the leading educators of the nation, radio stars and politicians representing the different parties. Between 8,000 and 10,000 school heads attended the sessions. Mr. Dillehay with other Panhandle superintendents returned via Kansas City, where they inspected the city school system.

### Streu Hardware Is Being Moved

Streu Hardware this week is being moved into its new location in the Old Fox Mercantile building, one door south of Close Drug. The stock is being transferred gradually and both the old and new stores will be open until the process is completed, which probably will be this week-end.

The new store, while not so large as the old, is modernly equipped and attractively decorated. Lights in wall cases, which are of modernistic design, are one of the features. The store will be one of the most attractive in Hereford.

Mrs. Robert Rogers and son, Don Bob, of Cactus, Washington, spent last week with Mrs. Rogers

## Floydada Club Gives Program For Lion Fete

### ROTARY GOVERNOR AND WIFE TELL OF TRAVELS IN ORIENT

Jim Wilson, 41st District Governor of Rotary International, is looking for a great Pacific Ocean trade era, with the United States and Japan as the leading world powers, he told the Hereford Lions Club last Thursday night at a ladies' night banquet.

At first there was the Mediterranean era, then the Atlantic era," he stated, "and now we are coming to the Pacific era, which will be ruled by the United States and Japan. We must decide how this will be met. I hope it will be the Golden Rule and not by the rule of gold."

He said that Japan is decidedly a menace. She resents being bottled up and wants to expand. He stated that the United States has been very undiplomatic in dealing with the nation, both in naval affairs and in restrictions on immigration.

Mr. Wilson's speech concerning his travels in 37 countries since 1930 was centered in the Orient, which, he said, is of more concern to the United States today than all of Europe. The talk was filled with dry humor that had numerous references to Lions and Rotarians. For example, he said that in the Japanese public baths one was forced to soap and clean himself thoroughly before entering the bath, which proved the Japanese do some things backward. He also discussed China, with its romance and ability to absorb

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### Drivers' Law Clamps Down; Need License

#### TO OPERATE AUTO FOR PROFIT; PATROLMEN TO VISIT AREA

Inspector Ruth of the State Department of Public Safety, who, with two highway patrolmen from Amarillo visited the sheriff's department here yesterday, imparted some new information in regard to the new law on chauffeur's license that will be of interest to numerous business men here.

Any person operating a motor vehicle for compensation, wages, hire or lease must have this license, Ruth stated. This applies to everyone in any kind of business who uses a car or truck to transport materials, etc., in carrying on their business. About the only drivers who transport people or property for profit who are exempt are those who haul to and from the farm—that is, materials to the farm for their own use or produce, etc., grown by themselves to market. This stricter regulation is in keeping with the new drivers' license law. This license costs \$3.

The highway patrolmen announced that several new men are being placed on the force and that they will visit Hereford regularly in line with their duty. Their first drive, they said, will be against automobiles with only one light or with defective lights.

### Pioneer Woman Passes Sunday

Mrs. Josephine A. Gallagher, 73, pioneer Deaf Smith county resident, passed away at her home here Sunday morning. Funeral services had not been completed yesterday afternoon, awaiting the improvement of her daughter, Mrs. Edith Hughes, who is ill in the local hospital. Mrs. Hughes' condition was reported as better. Mrs. Gallagher had lived here for approximately 30 years and is well known throughout this territory. Among survivors are her daughter, Mrs. Hughes, and a grandson, Guy Hughes, both of

## Survey Indicates Wheat In Excellent Condition

### Deaf Smith's WPA Road Project Lost

County officials have virtually given up hope of obtaining action of the county-wide WPA road project that two weeks ago appeared to be a certainty.

After a work order was received in the district office at Amarillo and local officials notified, it was cancelled by state headquarters at San Antonio on grounds that the state quota of 125,000 men had been exceeded. For a time it was believed that an exception could be made, but this attempt failed.

Finally, officials awaited the making of new quotas and allotments due the different states on March 15. However, it has been learned that quotas will not be increased and in all probability will be lowered in most states.

Those states exceeding their quota will be forced to reduce projects already under way in order to get within the set figure, the announcement states.

With this as the prospect for the March 15 announcement, there seems to be no chance of new projects ever being approved, County Judge Mal Stewart said. For this reason, Project Engineer Lee Bradshaw has been dismissed and progress on plans have stopped. If we are not going to get the projects, there is no need of spending money on them, seems to be the opinion of county officials.

Five other Panhandle counties are in the same boat with Deaf Smith, and if additional projects are put into operation, it is likely that these counties will be the first to get consideration.

### BRAND OFFERS SUBSCRIBERS SPECIAL RATE

"I would like to subscribe to The Brand—I want it—but I just can't afford to turn loose of the \$1.50 right now." That is the story of numerous readers of The Brand who come in each week-end to purchase a single copy or who borrow their neighbor's paper.

Realizing the present situation The Brand is hereby making subscriptions available to everyone for only 50 cents down. All you have to do is come in pay 50 cents and sign an agreement to pay the balance of \$1 next fall. Your subscription will be started immediately and you will receive a bill for the remainder on September 1.

### 150 Emergency Grants Arrive

#### CHECKS FOR LISTING RANGE FROM \$135 DOWN TO \$10

Approximately 150 farmers in the county Monday had received emergency funds from the Rural Resettlement Administration to be used for the listing of wheat lands to protect it from wind erosion. More than 225 applications had been sent in.

The checks have arrived daily for more than a week, and evidences of the work done can be seen on numerous farms throughout the county. Two individual checks amounted to \$135 and \$100 respectively. Two others were below \$100 and ranged downward to about \$10.

The payments are being made on a basis of 15 cents an acre for solid listed land and five cents for strip listing. Most of the land was being solid listed around the edges of the fields and strip listed through the center.

### Mack Beach In Sheriff's Race

H. M. (Mack) Beach announced his candidacy for the office of sheriff, tax assessor and collector of Deaf Smith county, subject to the Democratic primaries, in the Hereford Brand of February 20. Mr. Beach is an old resident of this section and feels that he needs no introduction to the voters, since he knows most of them personally. If elected, Mr. Beach promises to endeavor to serve the people in a fair and impartial way.

#### Young Democrats to Meet.

A meeting of Deaf Smith Young Democrats will be held Tuesday night at 7:30 in the county court room here, it has been announced. All young Democrats are urged

### DEAF SMITH COUNTY HAS BEST PROSPECTS IN SEVERAL YEARS

Deaf Smith county and the Hereford area stand a wonderful chance of recovering almost completely the position it held a few years ago when wheat is harvested and crops are gathered next fall. That is the opinion of numerous experts in the matter of crop conditions and of this writer, who made a five-hour tour of cross sections of the county Sunday.

Under the warm sun that has poured down upon the area for a week, wheat took a new lease on life, its green brilliancy covering many fields and extending at times as far as one could see. "The country is more beautiful right now than I have seen it in several years," said one person who travels over the entire Panhandle twice each month. "The entire territory is far beyond 50 per cent of normal," stated an Amarillo wheat man Saturday after inspecting a great portion of the belt west and southwest of Amarillo.

#### Hold High Hopes.

In the county, the wheat producing area could be divided into sections, with three-fourths or more of the county holding high hopes of making better than a fair showing. The northwestern and far western sections of the county alone fail to measure up to the standards of the other sections. In these two areas some of the land has blown badly and the crop is poor, but no where else did the thriving young wheat appear to be damaged.

The most prosperous area is found in the Dawn community, which annually is one of the best producers. For a short distance

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### District Court To Close Here This Week-End

#### SIX CIVIL CASES ARE DISPOSED OF DURING PAST WEEK

Six civil cases were disposed of last week by the District Court, as the February term drew to a close. This week-end will conclude the term, which probably will see numerous cases continued.

The following cases have been disposed of since last Thursday: State of Texas vs J. T. Cunningham, et al, in which the defendants were restrained from operating a pool hall; B. H. Hopkins et al vs Roy Wagner, verdict rendered favoring plaintiff; Inez Humphrey, administratrix, vs W. F. Orr, et al, judgment reformed correcting error in description of land; B. J. McCaskey vs Richard R. Russell, judgment modified upon motion of defendant; Thelma Reese vs Dee Reese, divorce and complete custody of children awarded plaintiff, and First National Bank of Hereford vs D. B. Robinson et al, verdict for plaintiff.

Only two small criminal cases have been tried during the February term. All other cases have been civil, and the docket has been unusually light.

### Aged Resident of Friona Dies

Funeral services were held Sunday afternoon at 2:30 o'clock at the home of Mrs. E. B. McClellan in Friona for Mrs. Sarah Elizabeth Smith, 90, who passed away Saturday following an illness of six weeks. Rev. H. L. Thurston, pastor of the Friona Methodist church, conducted the services. Interment was in the Friona cemetery. Pallbearers were O. Lange, B. L. Galloway, F. S. Trullitt, Will Osborn, F. L. Spring and A. A. Crow.

Mrs. Smith had been a resident of Friona since 1929, moving there from Amarillo. The daughter of Mr. and Mrs. W. M. Bailey, she was born in Tennessee in 1845. She came to Texas in 1875, living in Sulphur Springs, removing to Amarillo. She was a member of the Methodist church. Survivors include two sisters, Mrs. Emma Coe and Mrs. Sue Sullivan, of Hobart, Oklahoma, and a brother, W. R. Bailey of Jordan, New Mexico.

### SCHOOLS DISMISS FRIDAY WHILE TEACHERS AT MEET

Schools will be dismissed here Friday and the children will take a holiday while their instructors are attending the Northwest Texas Conference for Education at West Texas State Teachers College in Canyon. All teachers are expected to attend, Superintendent C. H.

### School Census Made In March

The scholastic census for the Hereford Independent school district is slated to be taken this month, Superintendent C. H. Dillehay announced Tuesday. A similar census will be taken for county schools, also. Mrs. Edith Hughes was named to take the census but may be unable to do so because of illness.

Eight hundred and seventy-six children of school age were listed in the district for the 1935-36 school year, and transfers brought the total to 945. All children, between the ages of six and 17 years, inclusive, as of September 1, are to be included.

Anyone in the district with children within this age requirement who are not enumerated by the end of the month are urged to notify Superintendent Dillehay or John McLean, financial secretary. For each child listed, the school receives \$17.50 from the state, and each child missed means a loss of that amount to the local board.

### COW, BUT NO FEED—SIX CHILDREN WITHOUT MILK

A cow, but no feed! Six children, and no milk to give them! That is the plight of a widow who came under the relief office's notice here recently. She works in the sewing room. During the last cold spell she burned a post taken from the tumble-down barn in order to cook dinner—she had been out of coal for two days—and then put the children to bed to keep them warm.

The cow—she would have been a life-saver if only there were feed to produce milk. Several bundles were donated by neighbors, but they didn't last long. If each farmer would place a bundle or two on their car bumper when driving to town and leave them at the relief office, the cow would be fed, the children given milk, and another dire situation alleviated.



# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

**WHITEFACE ROUNDUP STAFF**  
Editor-in-Chief — Melva Bea  
Assistant Editor — James Bell  
Exchange Editor — Palmer Norton  
Alumni Editor — Alma Paetzold  
Copy Reader — Meredith Montgomery  
Reporters: Mildred Stewart, Helen Danforth, Chilton Foster, John Willett, Ted Clancy, Odessa Long, Evelyn Wilson, Geo. Conklin, Alva Barber, Billy Beene, Karl Wilson, Shirley, Lavina West, Gaytha Wilson, Viola Phillips.

## Editor's Corral

### A WINNING EDITORIAL

(Dorothy Smeltzer)  
Like to speed? Gives you a thrill, doesn't it?  
I liked to speed, too, once, but look at me now,—a ghost of the past!  
I think I'll tell you my story: Autumn's gay colors were flashing around and the brisk wind was a challenge. It whistled, "Speed, step on the gas"—I did. I vividly remember how beautiful and colorful life was as I tried to round that curve. The four of us were so joyfully singing happy-go-lucky tunes.  
That was the last happy moment

I had. It was then that I realized that the course of my car was due over a hill—straight ahead. With my nerves paralyzed, eyes tightly shut, screams surrounding me, we plunged, rolled and struck! The sufferings of my three companions!

Latest reports say that the one girl will never be able to use her arms or legs again, and for the rest of her life will have to live in a cast because of her broken back. The other one cannot live. Her chest is crushed and her collar-bone broken. The third was blinded because of shattered glass. And this because of speeding!  
"I got by lucky—I died!"  
—Quill and Scroll.

### DISEASE

Beware! A dreadful pestilence has returned to HHS. It seems that each year this dreadful plague returns to wreck havoc in school. It comes as a thief at night, stealthy, weird and ghost-like. Its symptoms seem to be a semi-paralysis of body and mind, and accompanied by a strong desire to sleep. The only remedy for it is will power and self-determination. Beware the much-dreaded spring fever.

## Local Chuckwagon

### NEW ELECTIONS

The freshman class had another general election last week which was the second held since the first of the school year. The high school auditorium probably witnessed more voting than it had seen in a long time.  
Floyd Ross is the new class president and E. B. Posey, Jr., is the secretary-treasurer. Barbara Brotherton is head of the entertainment committee, and John Willett was selected reporter. The new officers will take charge for the remainder of the year.

### SOPHOMORE CLASS

The sophomores met Wednesday, February 26, and decided to change the date of the party from March 6 to Friday, March 13. A motion was made by a boy that the girls pay both her dues and the boy's she is taking, but this was outvoted.  
The girls decided when to start practicing basketball, after which the meeting was adjourned. The girls went into Mr. McCollum's room to have a basketball meeting.

### JUNIOR CLASS

The junior class met February 25 to discuss the menu slips that were given out about a week ago. Each member of the class was informed what his mother was to bring.  
R. A. Daniel was elected captain of the junior boys basketball team and Gertrude Wilson was elected for the girls' captain.

## Rodeo Lariat

### AWARDS

A pleasant surprise was in store for the Whiteface football squad of '35 last Friday morning when the new sweaters were given to them. The sweaters were of a slightly lighter material this year due to requests to that effect; the former sweaters being too heavy for comfortable wearing.  
Those receiving sweaters and the number of stripes they received were: J. D. (Nasty) Clayton, four stripes and one star; Wilburn Benge, three stripes and one star; R. A. (Bunky) Daniel, three stripes and a star; Elmo Hicks, two stripes; Roy Hastings, one stripe; Herbert Boardman, two stripes; Billie Patton, one stripe; Jerry Jowell, one; Jack Dean, one; Alva Barber, one; Wilbur Willett (captain for '36) one; Clyde Posey, one; Louis Hagar, one; Jasper Vaughn, one. The mascot, Bud Bradley, received a mascot sweater with two stripes.

A door knob is something a revolving door goes round with.  
I eat my peas with honey. I've done that all my life—it makes the peas taste funny, but they do stay on the knife. And that must have come from our great poet, Jack, or maybe it was an old Shakespearean family tradition.

## Roundup Stampede

### PHUNNIE PHEATURES

Thursday, March 12, at 10:40 a. m., in the high school auditorium, a program sponsored by the Student Council will be given.  
The program, which is very different from the program in the past, will be called Phunnie Pheatures. The name is only a hint of what it will be; the rest will be a surprise to every student and teacher in the school.

### A TOURNAMENT

February 22 four debaters, Sibyl Calloway, Billie Joe Roberts; Meredith Montgomery, Geo. Conklin, and their coach, Miss Crawford, journeyed to Littlefield to attend a tournament.  
Meaningful prizes were given to the best debaters. Both the girls and boys teams who won were given cups, and the consolation winners were each given a pennant. To both the high score boy debater and the high score girl debater went a ribbon.  
Neither of our teams won any debates; however, all of those who went received much from the tournament. One of these was a free lunch given by the Parent-Teacher Association. Since this was the first time that the debaters had debated any out of town teams, they gained much experience from the tournament. As a result of their going to Littlefield, the debaters expect to be better prepared for the tournament which they will attend at Farwell on February 29.

### STYLE SHOP

At last! The east has been selected and work will start soon on the opozetta which is to be sponsored by the Home Economics club. Those having leading parts are Mary Lee Alexander, Irene Knox, Louise Fryg, Virginia Carlyle, Imogene Robinson and Barbara Brotherton.  
Keep the date April 3 open in your engagement book if you want to see the latest styles and fashions.

### PEP CLUB CELEBRATES

The Pep Squad met Thursday night, February 27, at Viola Phillips' home and there they were entertained by the hostesses, Nora Jean Russell, Mary Jane Morgan and Viola Phillips.  
They were entertained with many amusing games. Nora Jean had a whimsical little cat that was so lazy he could hardly stand up. He could not hold his head and tail up at the same time, not even to save his pride.  
Viola and Mary Ann played the piano while the other girls sang. You never heard such harmonizing.  
The party was only interrupted twice, by phone calls. One of them was to a certain member of the squad and all that the other girls could get out of it was "Lo. Huh? Uh-huh. What? Go-by." Just a friendly chat.  
Every one of the girls seemed to enjoy the entertainment. There were only a few girls there, and those that were not there will never know what they missed. Another such entertainment will be given in two weeks by another group of girls. The next meeting will be a business meeting. The girls at the party were served pop-sicles, fudge-sicles and cookies.

## Saddle Strings

### SPELLING CONTEST

March 13, the inter-scholastic league spelling contest will be held. Students have taken much interest in this contest. Each week they study a definite number of words which they will be given in the contest. In this way, they are preparing for the elimination contest which will be held in Hereford during the second week in March. After the initial eliminations are held, the winners will enter contests with winners from other schools. The winners of the final contest held March 13 will receive valuable prizes in the form of dictionaries.

### SUCH IMPRESSIONS

When a certain teacher of the grade school was asked what her pupils thought of exams, she remarked, "They think it is a lotta hoocy and to tell the truth I think so myself!" That remark covered the entire situation in a nut shell. Since last week was six weeks exam week, the grade school pupils probably thought that more "hoocy" could be crammed into one week by their teachers than anyone they ever saw.  
Probably the teachers had a similar impression, especially with some of the answers that they must have received.

### GRADING SYSTEM

During the six weeks since mid-term, Hereford high school students have been graded on the 100 per cent basis rather than the curve system. This change was effected in a faculty meeting several weeks ago.

weeks, and until the recent change, it had continued. In the curve system, the percentage of students making the highest grades received A, and so on down. This practice, of course, being the theory for an ideal class, in many cases the system has required altering to fit local students.

Teachers gave as their reasons for making this change the fact that students are not graded fairly on the curve system, as many students pass who would not otherwise deserve to. Students acquired the habit of studying only in proportion to the amount the other members of the class studied. As a result the standards of scholarship fell.

Now being graded on the basis of 100 points, students are returning to the old method with difficulty, and probably with more failures than previously.

### DO YOU HAVE A RELIC?

Sixty-two cash prizes ranging from \$100 to \$10 will be awarded in a contest for the location of Texas relics, documents and pictures. This contest is sponsored by the Historical Exhibits Department of the Texas Centennial Exposition.

The relics, documents or pictures are not to be sent, but merely a picture, a drawing or a clear and complete description of them need be sent.  
The state has been divided into ten districts and participants in each district will be awarded the first, second, third, fourth and fifth prize winners. Each school from which a winner is chosen will receive a handsome plaque for the school's trophy case. Each student entering the contest will receive a lapel pin indicating membership in the Centennial Historical Club.

The relics will be judged according to its significance in some event or incident prior to 1900. The items entered in the contest need not be owned by the entrant, but they must be owned by some individual and not by a museum or other public exhibition.

Items entered must be 36 years old or older and have some significance, toys, wills, maps, clothing, paintings and many other things of this sort may be entered.  
Information about the contest may be obtained from the editor of the staff or by a written request to Historical Exhibits Department, Texas Centennial Exposition, Dallas, Texas.

### JUST AN OLD SPANISH CUSTOM

To use ser or to use estar, that was the question (along with countless others). No one knows why Miss Rigler insists upon her or his translating 15 sentences long enough to cover three boards when she could do it much easier herself. But everyone really should take more pity on her if she is so illiterate as to require about 20 teachers. After all, we can use only one.

This seemed to be the general attitude prevailing during Spanish II test Tuesday. Working laboriously and searching brains for any usable knowledge, the class shot glaring glances at the fond teacher who had so generously given them a test just a wee bit too hard. Shall she be given detention hall or the belt line?

### BELIEVE IT OR NOT

Herbert Boardman asked why soprano and potato are not the same.  
Miss Crawford stated that two

girls possessed four pairs of eyes. Anna Mae Danforth defined a parasite as a bird that lived on someone else.

Alma Paetzold tried to make us believe that she does not have a cruel heart, but it is rather hard to do since she removes dog tails with a razor blade.

## Trail Driver

Patrick Henry, Jr., the man at

the head of the Hi-Y clubs in the Panhandle and other territories, is to be married to Miss Jean Shelley Jennings of Plainview. Mr. Henry has been in Hereford and has made many talks to the Hi-Y club of Hereford. Mr. Henry and his wife will reside in Amarillo and this is good news for all of the Hi-Y clubs that are near Amarillo. The news was received from the Bulldog's Growl of Borger.

A WANT AD WILL GET THAT FLOW!

## Fortified With Pur-A-Tene



# IT'S NEW!

BEFORE YOU GET your chicks, come in for we have a real surprise for you. It's a new Poultry Guide that tells you the things you want to know about raising baby chicks into money-making pullets. It's just the thing in a year like this when you can't afford to take chances.

Another thing to keep in mind is that it doesn't cost much to follow the suggestions outlined in this new book. It shows you how to use your own grain to advantage. And with the world famous chick feeds, Purina Chick Startena and Purina Chick Growena, at the lowest price in history, you can do the job of changing your chicks into money-making pullets at a real saving this year. Come in and let's help you get everything ready to make money-makers of your chicks.



We Also Have Our Own Mash—

## BLUE DOT—Made In Hereford Hereford Poultry & Egg Packard Milling Co.

Exclusive Dealers

## We Can Keep A Secret

Professional confidence is an absolute requisite in handling the private financial affairs of individuals and institutions. You'll find not only that but every quality of good banking available for you here when and as you need it. Why not bring us your banking problems now?

## THE FIRST NATIONAL BANK

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

# Only \$615

... and it asks no odds of any car at any price



Major Six 4-Door Touring Sedan—\$745\*

### Impressive victory in famous economy run officially confirms Pontiac's superior economy!

THE annual Yosemite Valley Economy Run is the year's big test of economy claims—and here is what it revealed: Under American Automobile Association supervision, the 1936 Pontiac traveled 352 miles at an average of 23.9 miles per gallon (no oil added), defeating all entrants in its class.

That settles the matter of Pontiac's thrift. Pounds for pound, you can't do better. Buy a Pontiac to save. Buy it for dependability. Buy it for anything else you value most in a car. You won't be disappointed, for Pontiac asks no odds of any car at any price.



\*OFFICIAL PRICE CLASS ECONOMY CHAMPION

\*List prices at Pontiac, Mich., begin at \$615 for the "6" and \$730 for the "8" (subject to change without notice). Safety plate glass standard on De Luxe "6" and "8". Standard group of accessories extra. Offered on G.M.A.C.'s new 5% Time Payment Plan.

## Norton Motor Co. Hereford, Texas

## Why Gulf is the Gas for March



Keep in Step with the Calendar

## THAT GOOD GULF GASOLINE

MARCH MEANS WINDS to most folks. But March brings higher temperatures, too. Average temperatures are up 5 to 13 degrees over February. If a gasoline isn't made to suit the season, you don't get the best mileage. Try That Good Gulf—it's refined to give you top mileage now. Because Gulf is "Kept in Step with the Calendar," all of it goes to work ... none of it goes to waste!



### Friona Farmers Having Banquet

O. T. Williams, head of the Deaf Smith soil conservation demonstration, and D. A. Dobkins of Amarillo, head of the department of education and information, will be the principal speakers at a farmers' banquet Friday night at Friona.

Approximately 300 farmers are expected to attend the affair. Mr. Williams will discuss the work of the soil conservation service and Mr. Dobkins will give an illustrated lecture, aided by motion pictures.

Misses Mary Kate Brotherton and Betty Jones, students at WTSC, Canyon, spent the week end here with their parents.

### Frio News Items

**BY MRS. W. A. SPRINGER**  
Frio Worth White club had an all-day session at the H. M. Mobley home February 27, instead of with Mrs. Campbell who could not entertain at that time. The day was enjoyed by all the seven members present and Misses Ruby and Alma Andrew, Mrs. T. L. Sparkman and Mrs. Owen Andrew, who were visitors. Next meeting with Mrs. Annie Beauford March 12.

WMS met with Mrs. Owen Andrew February 26. Misses H. M. Mobley, J. B. Harlin, H. D. Robbins, Paul Williams, T. L. Sparkman were present. A good lesson was enjoyed by all.

Mr. and Mrs. J. N. Benson visited a brother-in-law at Petersburg Sunday. He has been ill a long time.

B. F. Fulkerson of Roswell is here visiting the J. E. Springer and Bennie Fulkerson homes.

J. E. Springer and childre, Mrs. Tims and Mrs. W. A. Springer were in Amarillo Saturday.

Mrs. D. H. Allman returned Sunday from a two weeks stay with Mr. Allman. He is improving after an operation.

Frio PTA will put on a play at Walcott Friday evening. "The 18-Caret Boob" is 2 1/2 hours long and everybody is invited to attend.

#### First Presbyterian Church.

Prayer will be the general topic at the First Presbyterian church the next four Sundays, announces the pastor, Rev. J. C. Thorns. At the morning service "Some Aspects of the Way of Prayer" will be considered and at the evening service "Men Praying." Next Sunday "The Coeltness of Prayer" and "Jacob Wrestling" will be the topics. It will be worth while to hear every one of these thoughts.

Sunday school, 9:45 a. m., G. M. Hudson, superintendent.

Christian Endeavor, 6:30 p. m., Miss Faye Crosswait, leader.

Prayer meeting Wednesday at 7:30 p. m. for the study of the Gospel of John.

Misses S. P. Rosson, C. G. Acker, H. K. Fox and Seth B. Holman were Amarillo visitors last Friday.

### LITTLE ANNOUNCES FOR STATE REPRESENTATIVE

G. H. (Jack) Little of Amarillo has announced his candidacy for the office of state representative for the 123rd representative district, embracing the counties of Armstrong, Carson, Deaf Smith, Oldham, Potter and Randall.



G. H. (JACK) LITTLE

to the Pughandle, where he has since resided. Mr. Little is well known throughout the district, and is now engaged in the practice of law, maintaining an office in the Amarillo Building. He has been prominently identified in civic movements, and has been active in the affairs of the Democratic party.

In making his announcement, Mr. Little stated:

"It shall be my purpose to attempt to see and personally discuss with as many people as possible in this district matters of public interest and importance to the people of the state as a whole, and particularly matters affecting the welfare and interest of this district. I will welcome the opportunity to discuss matters that will likely come before the legislature with any and all interested citizens constantly dedicate my best effort this district that, if elected, I shall see, and I assure the people of constantly devote my time and dedicate my best efforts to the welfare of this district and the state as a whole."

#### GABLE, HARLOW, LOY TOGETHER FOR FIRST TIME

Jean Harlow became Clark Gable's secretary, and Myrna Loy, his wife, as camera started turning on Hunt Stromberg's production of "Wife Versus Secretary" at MGM, which will be shown at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.

The new picture unites the three popular stars for the first time, Gable and Miss Loy having recently traveled from vacationing in opposite ends of the world—Santiago, Chile, and Budapest, Hungary—to join Miss Harlow.

The union of the famous trio brings to the screen Faith Baldwin's best-selling novel of the same title, which appeared serially in a national magazine. It tells the story of the dividing line separating a man's office from his home, with Gable, as the husband, facing the problem of choosing between the love of his wife, Myrna Loy, and his secretary, Jean Harlow.

Intertwined is a picture of big business methods, as practiced in the high-pressure world of modern finance.

The story presents a modern version of the "eternal triangle" as applied to business men whose wives distrust the secretaries who occupy so large a time of their husband's business hours. Gable, of course, plays the business executive, Miss Harlow is cast as the alluring secretary, and Miss Loy as the wife. The respective roles give each of these outstanding stars brilliant opportunities.

In the supporting cast are May Robson, George Barbier, James Stewart, Hobart Cavanaugh, Tom Dugan and Gilbert Emery.

In the District Court of the U. S., for Northern District of Texas, in Bankruptcy.

In the Matter of Ella Burch, Bankrupt, No. 1047.

Office of Conciliation Commissioner.

Hereford, Texas, March 4, 1936. To the Creditors of Ella Burch of Amarillo, Potter County, Texas, in said District, a Bankrupt. Notice is hereby given that on the 17th day of January, 1936, said Ella Burch filed her amended petition in the above numbered cause in said court, and asked that she be adjudged a bankrupt, and a meeting of her creditors, which will be a first meeting of her creditors, will be held at my office in the City of Hereford, Deaf Smith County, Texas, on the 17th day of March, 1936, at two o'clock P. M., at which time the said creditors may attend, prove their claims, examine the debtor and transact such other business as may properly come before said meeting. At the same time appraisers will be appointed to appraise her property.

F. T. ROLOSON, Conciliation Commissioner and Acting Referee.

### Summerfield News

**MAUD E. NOLAN**  
Rev. Muriel Weathers of Plainview preached two sermons here Sunday. There were 47 present.

Mrs. O. B. Roberson returned home Saturday from Hereford where she had been under the care of a doctor.

Charley and J. A. Nolan and J. W. Cox were in Dimmitt Saturday.

Miss Zaydee Rule of Hereford spent the week end with her parents.

W. E. Hawkins and family of Lamesa spent the week end in the B. A. Atchley home.

Miss Kathleen Wade spent the week end with her parents in Amarillo.

Mr. and Mrs. Walter Hawkins, Thurman Atchley, Lester Suttles, Gertrude and Christine Atchley attended the basketball games in Tulla Saturday night.

Wm. Roberson returned home last week from New Mexico.

Mr. and Mrs. Boots Rule of Friona spent Sunday in the R. A. Rule home here.

Rance home demonstration club meets March 5 with Mrs. Sanford Harper.

Mr. and Mrs. Cecil Lookingbill, Master J. L. Lookingbill of Amarillo, Mr. and Mrs. Bailey Clark, and Mrs. Lou Clark of Antom, were guests in the Y. L. Lookingbill home over the week end.

Mr. and Mrs. Alton Lookingbill and Miss Phyllis Lookingbill of Hereford spent Sunday in the J. L. Lookingbill home.

Mr. and Mrs. Louie Huckert returned Monday from Vega where they had been visiting their daughter, Mrs. John Heiselmann.

Mr. and Mrs. E. B. Posey and children, Mrs. Claude Longbottom and children drove to Plainview Monday evening to visit their daughter, Miss Mary, who is a student at Wayland College.

Watch Clark and Myrna and Jean Frolic on the screen! And you'll never guess what fun it can be until you see Clark, handsomer than ever, with Jean and Myrna just crazy about him. "Wife Versus Secretary" with Clark Gable, Jean Harlow and Myrna Loy at the Star Theatre Sunday, Monday and Tuesday, and midnight preview Saturday night.

## Merit Feeds

Merit Chick Starter  
Merit Growing Mash  
Merit Egg Mash

## Get Results

REMEMBER MERIT FEEDS ARE ALWAYS FRESH!

Every Saturday We Give One Sack of Some Kind of MERIT FEED Away.

FREE!

ASK US ABOUT OUR FREE FEED PLAN

WEST TEXAS FEED & SEED

# Nuts

from all over the world!

Our Special This Week  
Imperial Cashews  
1/2 lb. 15c—1 lb. 59c  
Fresh Butter Toasted

Close Drug Store  
NUT SHOP

## Fox Cleaners AND HATTERS

HOMER FOX

Phone 111 In by 3, Out by 6  
We Meet All Advertised Prices in Hereford.

## Brooks DRUGS

PHONE 99 HERFORD TEXAS

### For the Week-End Only

<b>FROZEN MALT</b> The most of the best for the least. 10-ounce Glass ..... <b>10c</b>	<b>JUMBO ICE CREAM</b> Soda. Three dips of our Delicious "Tasty" Ice Cream ..... <b>13c</b>
<b>JUMBO MALTED MILK</b> Four dips of "TASTY" Ice Cream served with Wafers ..... <b>15c</b>	<b>JUMBO BANANA SPLIT</b> Three dips of "TASTY" Ice Cream, with three delicious Toppings ..... <b>15c</b>

### TOILETRIES

BULBIFIED SHAMPOO 33c	50-50
COLD CREAM 33c	50-50
DENTAL PERSODATE 39c	50-50
LAVENDER LOTION 39c	50-50
MOUTH WASH 49c	50-50
NULLI PLAT 49c	50-50

### REMEDIES

ESCHMANN 50c	50-50
COOL LIVER OIL 49c	50-50
COUGH SYRUP 43c	50-50
SOLPS LINIMENT 49c	50-50
HYGIENE 37c	50-50

### EXTRA VALUES

JUSTICE CLEANER 23c	50-50
HEALTHY MILK 49c	50-50
TALC FOR MEN 21c	50-50
CASTOR OIL 19c	50-50
TOOTH BRUSH 39c	50-50
CLEANSING TISSUES 23c	50-50

### VITAMIN A B C D E

25 in Bottle 19c

### COUGH SYRUP

25 in Bottle 49c

### FULL VISION BREAD TOASTER

Brand New \$1.39

Mrs. Tucker's Shortening

8-Pound Carton **94c**

SALAD DRESSING

BEST FOODS

QUART Jar **35c**

MILK

Eagle Brand

PER Can **23c**

SOAP CHIPS

BLUE BARREL

5-POUND Box **34c**

CLEANING SPECIAL

P. and G. SOAP

5 GIANT BARS **18c**

CAMAY

TOILET SOAP Bar **5c**

OXYDOL

WASHING POWDER

Large Package **23c**

# FOOD Specials

PRICES GOOD FRIDAY, SATURDAY AND MONDAY

STEAK—Loin, T-Bone	19c
Cut from fancy beef, pound	14c
ROAST	10c
Shoulder cut, pound	15c
STEW MEAT	19c
Pound	17c
STEAK—Chuck	17c
Pound	
CHEESE—Cream	
Pound	
OLEO—Red Rose	
Pound	

FRESH FISH AND OYSTERS  
HOT BARBECUE—HENS



Everything for Spring Salads

Fresh Florida Tomatoes, Bell Peppers, Rhubarb, New Potatoes, Green Beans, Cauliflower and Avacados

LETTUCE	5c
Nice, firm heads, each	10c
CELERY	3c
Fancy long stalks, each	2 1/2c
CABBAGE	2c
Fresh green, pound	19c
ONIONS, Yellow	5 1/2c
Pound	
ORANGES	
Fresh California, dozen	
BANANAS	
Large yellow, pound	

COFFEE	26c
Schilling's, 1-pound can	23c
CAKES	31c
Hostess Layer, 25c size, each	16c
OVALTINE	15c
Large size 57c, small size	25c
APPLE BUTTER	10c
Libby's, 26-ounce jar	17c
ASPARAGUS, Libby's	25c
Natural or All-Green, picnic can	10c
BEETS, Libby's	17c
Cut, No. 2 1/2 can, 2 cans	25c
SPINACH	10c
Libby's, No. 1 tall can	17c
CANDY AND GUM	25c
Any kind, 5-cent size, 4 for	15c
BEANS	11c
Cut Green, No. 2 can, 3 cans	20c
PRUNES	15c
California Dried, 3-lb. cello pkg	11c
RICE	20c
Whole grain, 2-lb. cello bag	15c
TOMATOES	23c
Standard, No. 2 can, 3 cans	5c
COFFEE	
Break O' Morn, 1-lb. pkg	
CHERRIES	
Sour Red Pitted, No. 2 can, 2 cans	
SARDINES	
American Oil, No. 1/4 can	

BEANS, Lima	19c
Large or small, 2-lb. cello bag	17c
PINEAPPLE	15c
Hillsdale, broken slices, No. 2 1/2 can	10c
PEAS	23c
Rosedale, No. 2 can	12c
OLIVES, Libby's	8c
Stuffed or Queen, small jar	25c
TOILET TISSUE	23c
Charmin, 4-roll box	19c
S. O. S. CLEANSER	8c
Package	25c
GOLD DUST CLEANSER	23c
Large pkg 17c, 3 small pkgs	19c
JET OIL	23c
Shoe Polish, 2 bottles	19c
KETCHUP	23c
Heinz, 14-ounce bottle	19c
TUNA	23c
White meat, Mergmaid, can	24c
SALMON	11c
Alaska Pink, No. 1 tall can, 2 cans	
SUGAR	
10-pound bag	
FLOUR	
Hereford Sunrise, 48 lbs	
PRUNES	
Italian, No. 10 can	
BLACKBERRIES	
Standard, No. 2 can	

# FURR FOOD

FREE DELIVERY PHONE 74 WE BUY CREAM, EGGS, HIDES



**Progressive News**

**BY OLIVE PERKINS**  
Mrs. Dan Jackson of Anton is visiting her sister, Mrs. Charles Green, and family.  
Mrs. Claude Ricketts visited Mrs. Ira Ricketts Thursday.  
Mrs. C. F. Caldwell and Miss Eunice visited Mrs. Cecil Hodges Thursday afternoon. Betty Katherine came home with them for a visit.  
Mr. and Mrs. C. C. Bowman, Miss Virginia and William were supper guests in the Hershey home Sunday.  
Mrs. Ernest Henry and children of Easter visited her parents, Mr. and Mrs. J. L. Park, last week.  
Mr. and Mrs. Archie Dougherty of Bellview, New Mexico, visited her parents, Mr. and Mrs. Ira Ricketts, and her sister, Mrs. Luke McBrayer and family over the week end.

**Ford Doings**

**By MRS. H. M. BENSON**  
Some wheat is in good condition, and with a few weeks of good weather will make enough growth to protect itself against the high winds and dust, which have kept farmers busy the past few weeks.  
Miss Hilda Straffuss and L. J. Straffuss were in Amarillo Friday.  
Mrs. J. E. Hill has been in Mineral Wells for her health and expects to return home soon.  
Mmes. John Whitsett, A. K. Webster and Ferguson spent Monday in Hereford.  
Mmes. McGowan and Wiseman were in Amarillo Friday and Saturday of last week.  
Mr. and Mrs. J. C. Soms of Adrian visited here recently.  
Bill Beverly of Clarendon visited the F. C. Benson home Sunday.  
Mr. Benson accompanied him to Muleshoe.

**What A Spot for Clark Gable!**

Two gorgeous girls just crazy about him, Myrna Loy as the wife, and Jean Harlow, the secretary. And does he love the trouble they get him into! Get gay with these three merrymakers! "Wife Versus Secretary" at the Star Theatre Sunday, Monday and Tuesday and midnight preview Saturday night.

**BUILD STRENGTH; TONE UP STOMACH**

Do you feel run-down, sluggish, without appetite for food or zest for living? Don't suffer another day without trying Williams S.L.K. Formula, which acts as a mild tonic, stomachic stimulant, a mild laxative and gentle diuretic stimulant for the kidneys. Take just a few doses and see how much better you feel. The first bottle must produce results or money back. Williams S.L.K. Formula is compounded from the prescription of a famous army doctor who used it in private practice many years. Now this valuable time-tested medicine is available to you at a cost of only a few cents a day. Being a liquid—already dissolved—Williams S.L.K. Formula starts to work almost immediately. Try a bottle under money-back guarantee, and enjoy that good old feeling. On sale at

**Close Drug Store**

An interesting agricultural meeting was held Friday night. Good talks were made by visitors from Hereford, and a program under direction of Miss Fern Landers of Vega were enjoyed. A quilt was sold for benefit of the school.  
Messrs. and Mmes. J. E. Hill and H. M. Benson and children were supper guests in the H. D. Hill home Sunday.  
Mmes. Cope and Watkins spent the week end in Canyon with Miss Watkins' mother.  
Mr. and Mrs. J. L. Hight were in Hereford Tuesday.  
Mrs. Joe Phipps is visiting Miss Maude Swartz in Hereford.  
Ford visitors Sunday were Mr. and Mrs. Cannahan and children who recently moved to this community. They have one boy of school age.  
Mr. and Mrs. Sid Matthews of Claude spent Sunday with H. D. Hill and family. Mrs. Matthews is a sister of Mr. Hill.  
**Civic Chorus to Meet.**  
The Hereford Civic Chorus will hold its regular rehearsal at the First Methodist church Monday night at 7:30 o'clock. Work is going forward on its Easter Cantata, and new members are urged to assist in this work.  
Mr. and Mrs. Paul Foster made a business trip to Lubbock last Friday.

**CURTIS DOUGLASS OUT FOR SENATORIAL POST**

Curtis Douglass, attorney of Panshandle, Texas, announces his candidacy for the democratic nomination for State Senator from the 31st Senatorial District of Texas. Mr. Douglass is a native Texan and has been actively engaged in the practice of law for the past 15 years, 10 of which have been in Garret county. He was formerly district attorney, judge advocate of the Department of Texas for the American Legion. In submitting his candidacy, Mr. Douglass stated: "The principal problem will be to state our questions, get away from fence-riding, bring the issues out into the open and, for better or for worse, give the people a real chance to decide with their ballots. At the proper, and in due time, I will endeavor to state as



CURTIS DOUGLASS

specifically as possible my views on every question confronting the public today. At this time, suffice to say, our most vital problems are those of governmental economy, taxation and the conservation of our natural resources.  
"Expenditures of our State government must be decreased, and until a substantial reduction, ranging from the very top to the bottom, is had, there will be little or no relief afforded. Taxation is absorbing a large portion of our incomes, yet the revenue produced is still insufficient to meet the expenditures. No government can successfully operate where it spends more than it earns. Useless bureaus and overlapping agencies burden us with their inactivity at a staggering and ever increasing cost.  
Political patronage has increased the public payroll to the extent of millions of dollars annually. A holiday must be declared in politics, and we must settle down to a well defined course of thrift and economy. More than ever, our economic salvation rests upon our ability to lay aside trivial differences and personal wants, and to settle down to fundamentals applying to the administration of our affairs.  
"The problem of taxation is a subject of such unlimited dimensions that a brief and hasty conclusion on any phase thereof will often, and more than likely, prove impractical. Now, as ever, the views maintained are so varied and divergent that a proponent of any one measure inevitably finds himself entangled in a mesh of a thousand conflicting interests, each of which seeks to shift the burden to the other. We must accept the realities of this issue and meet the problem fairly and squarely. No increase in taxation is thinkable at this time.  
"No new levies should be advanced save those made mandatory by recent constitutional amendment providing for the payment of old age pension. Adequate and immediate provision should be made for the payment of the old age pension. The actual budgetary needs of the State government must be met. But all other expenses incident to government not fundamentally imperative must be eliminated, with dispatch.  
"Nor should one's attitude in this particular suffer change until such a time as, to the extent of our homes and the necessities of life, the ad valorem tax be totally abolished. With this accomplished, let us make an exhaustive and thorough study of the multiple problems presented in the redistribution and equalization of taxation to the end that a measure of justice and equity may be accorded to all.  
"Of our natural resources, the gas problem most vitally affects this area. I am for the unequalled, positive and absolute conservation of this great natural resource. Four years have passed since our first gas conservation law was enacted, yet, since this time, the amount of gas wasted represents enough to supply all of the present domestic consumers of Texas for a period of 50 years.  
"It is idle talk to say the sovereign people of Texas cannot remedy such a deplorable situation. This vast natural resource must be conserved. The wastage must end, and it will when knowledge of the real facts are brought to the attention of our people. It's high time that the public, and not the conflicting interests, be represented in this matter.  
"To the accomplishment of the above and my program in full, I will extend my efforts. I intend to make no false promises, present no pet policies, or belound or straddle any of the issues. I will strive to simply state the facts, meet the problems and decide the questions to the end that the common will of the people will prevail. I take it that all prospective legislation, without regard to stimulus or objective, should be determined and controlled in the

**Dawn Items**

**By VIVIAN BOWERS**  
Rev. Roy Patterson of Hereford preached here Sunday morning and night.  
Miss Vera Crawford of Canyon visited the H. H. Miller home Friday.  
Mmes. Walter Galley, J. C. Greer, R. Schroeter and Miss Vivian Bowers attended the county federation in Hereford Friday.  
Mrs. Wm. McGeehee of Hereford visited the Walter Galley home Tuesday.  
Mmes. Inez and Alma Miller were home over the week end.  
Lester Galley and family, Johnnie Womble and family, and Walter Galley and family took supper in the Baker Womble home Friday.  
H. H. Miller was in Amarillo Monday.  
Several are still on the sick list here. Miss Sybil Smith who has been ill with pneumonia, is getting along nicely.  
Miss Mary Chambers spent the week end in Canyon.  
Mrs. R. Schroeter spent several days last week with her son, Major Schoeter, in Hereford.  
Walter Galley and family spent Sunday in the Howard Hershey home.  
Ezra Bagwell and family of Daniel visited the Ray Bowers home Sunday.  
Miss Alleen Caraway left Monday for Texola, Oklahoma, for a stay of several weeks.  
W. H. Miller of Denver is visiting his brothers here.  
Mrs. W. P. Caraway is visiting her parents in Ranger.

**Ward News Notes**

**BY MRS. GEORGE SUGGS**  
Mrs. Wily Roberson was highest to La Afflatus Estudio Club March 3. The study centered Viola Paradise and Booth Tarkington. Mrs. Bob Higgins gave sketches of the authors' lives. Mrs. Roberson and Mrs. Jim Higgins told a short story by each writer. Coffee, cookies and fritos were served seven members and one visitor, Mrs. Walter Fletcher.  
Mrs. Frank Stivers and Mrs. Albert Oden visited the Harrison home Monday.  
Wheat is looking promising for

lowing a few days of fair weather. Several children have been out of school because of illness.  
Mrs. Soony Laddbetter and daughter, Betty Jean, of Vega visited Mr. and Mrs. Jack Hutson several days the past week.  
Mmes. Jack Hutson, Bob Higgins and Jim Lipscomb attended the Federation meeting Friday.  
Mr. and Mrs. Jim Lipscomb attended the agriculture meeting at Ford Friday night.  
Mr. and Mrs. Reed Williams visited the Lipscomb home Sunday evening.

**Personal**

"I will not be responsible for my wife's doctor's bills, if she continues to do the family washing and contracts aches and pains as the result of same. I take this action knowing that the Hereford Laundry, through its family plan, can do our washing cheaper than my wife can do it." (Signed): Sensible Husband.

Semi-Finish Service, minimum charge, 75¢ for 15 pounds.  
Shirts Finished, 10¢ Each, in this class service.  
Cleaning and Pressing Special—Suits 30¢ this week only.

Save Money At the  
**HEREFORD LAUNDRY AND DRY CLEANING CO.**  
PHONE 236

**Children's Good Will Clinic**

A large number of Deaf Smith and Castro county children have received benefits from our Good Will Clinic. This Clinic is for children 13 years of age and under. Bring your children who are in need of Health Service to the Good Will Clinic. No charges will be made.  
This offer is extended to these children every week and is a permanent offer.  
Office Hours—6 to 8 P. M., Monday, Tuesday, Friday  
**Dr. Perkins and Lee**  
Phone 246 710 N. Main St.

**NEW SPRING HATS**  
Come in and see the new Spring Hats, both felt and straw, in all the new shades and colors. We are expecting new hats in the pretty high shades every day this week.  
**VOGELE MILLINERY PARLOR**

**SAVE here!**

SUGAR	51¢
10-Pound Cloth Bag	
SPAGHETTI, Pork and Beans, or Hominy, can	5¢
POST BRAN, package	11¢
BRAN, Red and White, package	9¢
OATS, Pawnee, package	17¢
RAISINS	28¢
4-Pound Package	
COCOA, Hershey's, pound	13¢
SOAP, Red and White, 6 giant bars	24¢
SOAP, P. and G., 6 large bars	24¢
TOMATO JUICE, C. H. B., 3 cans	25¢
JELLO, all flavors, 3 packages	19¢
FLAVOR JELL, Red and White, package	5¢
MUSTARD, quart jar	14¢
PEANUT BUTTER, quart jar	29¢
PRUNES	25¢
Gallon, No. 10 can	
ONION SETS, red or white, quart	10¢
PRUNES, dried, 25-pound box	\$1.19
CRACKERS, A-1, 2-pound box	17¢
MATCHES, per carton of 6 boxes	18¢
DATES, pitted, pound	12¢
PEAS, English, No. 2 can	9¢
CORN, Primrose, No. 2 can	14¢
SPUDS	12 1/2¢
10-Pound, Red or White	
BROOMS, 5-sewed, good one, each	49¢
SALMON, pink, 2 cans	25¢
DOG FOOD, 3 cans	25¢
TURNIPS, bulk, pound	2¢
APPLES, fancy Winesaps, dozen	19¢
CELERY, fancy, well bleached, large bunch	12 1/2¢
LETTUCE, large firm heads, 2 for	9¢
FLOUR	\$1.50
Western Beauty, 45-Pound Sack	
BUNCH VEGETABLES, 3 for	10¢

**Weir's**  
FREE DELIVERY ANY SIZE ORDER!  
**GROCERY AND MARKET**

**WASH TO ORDER at PENNEY'S**

Have YOU given Penney's a try? There's no better time than right now. Visit us today... see the thrilling collection of values now ready for Spring and Easter. You'll find dozens of examples of what Penney Value really means. Your money will buy more goods, better quality, and greater satisfaction! IT PAYS TO SHOP AT PENNEY'S!

<b>Feminine NEEDLES</b> Good quality needles for every purpose. 4¢ per doz.	<b>FANCY BUTTONS</b> Smart buttons to give clothes distinction. 8¢ each	<b>Feminine Shoe Laces</b> Mercerized laces, 27" 4¢ per doz to 40 inch lengths.	<b>PENCO NAPPS, BOX</b> A box of 12 sanitary napkins. Very soft. 15¢
<b>SEWING THREAD</b> Famous Brand 8¢ Spools of 400 yards of black or white cotton thread. A famous brand.	<b>Feminine Bias Tape</b> 3-Yard-Piece 8¢ Of fine lawn, in a big variety of colors, all fast to sun and wash.	<b>Dressmakers' PINS</b> Won't Rust! 4¢ A box of 166 "Penco" pins, of rust-proof brass. Strong, sharp points. Save!	<b>Silk Crepe SLIPS</b> White, flesh, sea-rose! 98¢ Bias-cut... they fit! Lace trimmed. V or bodice. 33-44.
<b>Attractive, Printed Nutone Cereals</b> Economical! 10¢ yd. Lovely fast-color dress prints that are good values—and look at the low price! For frocks, blouses and aprons. 35 in. wide.	<b>The Season's Buy in MEN'S SOCKS</b> Stripes... Checks... Clocks 15¢ pair Rayon-plaited over Celanese! Double sole, high sliced heel!	<b>NECKWEAR</b> For Spring! 25¢ Lace-trimmed, with ruffles, lace combined with organdy, new designs.	<b>New Prints—Colors Malabar Cereals</b> 36 in. Wide 15¢ yard Firmly woven. New color combinations as well as solid colors! For dresses and blouses and children's wear, too!
<b>Spring Anklets</b> Low-Priced At Penney's! 15¢ pair All kinds! Mercerized, rayon plaited and lisle... plain colors, striped, or new fancy tops.	<b>Our Finest Cereals! RONDO PRINTS</b> Fast-Color! 19¢ yd. The dress print that looks smart—wears so well—season after season! Newest designs and color combinations. 35 in. wide.	<b>Stock up! Athletic SHIRTS</b> Priced to Sell Fast! 19¢ Quality Swiss ribbed! Other: 25¢. Two nly combed yarn, 35-40.	<b>Fast Color Broadcloth SHORTS</b> Wholes Style for Men 19¢ By 1936, the world is ready for color! These shorts are made from the best quality broadcloth. They are made in the U.S.A.

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



# SOCIETY

MRS. B. F. GUTHRIE, Society Editor Phone 374-J

## Bride-Elect Is Honored With Shower On Monday Afternoon

Miss Addine Hastings, whose marriage to Mr. Newton B. Gilliland will be an event of Friday, March 6, was honored with a lovely shower Monday afternoon. Hostesses of the pretty affair were Meses. Frank Cogdell and Fred Brown, the home of Mrs. Cogdell being chosen for the occasion.

A wedding slipper was the dainty motif which characterized both the invitations and the shower itself. The former were exquisitely hand-painted creations with broad silver buckles and high silver heels, decorated with tiny bouquets in pastel shades and tied with pink ribbon. For the shower, a slipper similar in design was filled with gifts and centered a gift-laden table which was brought in and placed by the bride's chair. Distribution of the gifts as they passed from the hands of the bride provided a pleasant hour and the opportunity for expressing verbally the warm good wishes already expressed in the many lovely gifts.

The refreshment plate was especially attractive: a white crystal plate with pink dolly, pink

### PLEASURE HOUR CLUB GUESTS OF MRS. PARMER

The Pleasure Hour Club spent a delightful afternoon Thursday with Mrs. Buford Parmer as hostess, Mrs. Carswell being a club guest.

Bridge was played at three tables, high score going to Mrs. Roy Jowell, second high to Mrs. Boyd London and guest prize to Mrs. Carswell. A lovely refreshment plate of brown and white sandwiches, chicken salad, potato chips and chocolate cake with walnut-decorated whipped cream was served.

The guest list included Meses. Dick Dixon, Harry Lomas, Criss Renfro, Boyd London, Bill Smith, James Wilson, Owen Stagner, Ralph Smith, Carswell, Mace Whitman and Roy Jowell.

### MRS. J. M. POSEY HOSTESS AT BRIDGE PARTY

A delightful event of the week was enjoyed in the home of Mrs. J. M. Posey Thursday when she entertained with an afternoon of bridge. An ideal spring afternoon, a favorite pastime, and a pleasant environment combined to make a most enjoyable event which was shared by four tables of players. High score prize was won by Mrs. S. P. Rosson, second high by Mrs. Jack Wayland. A salad plate included tuna fish salad, wafers, banana nut cake and coffee.

The occasion gave pleasure to Meses. Charles Brooks, Lisle Woodford, Harold Close, Jack Wayland, Tom McCollum, J. T. Glibbreath, Jr., Emmett Millburn, Emmons, Lee Morgan, B. F. Guthrie, Paul Foster, B. M. Wiltshire, S. P. Rosson, A. R. Posey, W. L. Davis and Lee Morgan.

### BILL SMITHS ENTERTAIN AT DINNER-BRIDGE

Mr. and Mrs. Bill Smith extended the hospitality of their home Monday evening with a lovely dinner-bridge party. An elaborate four-course dinner was served, the menu including fruit cocktail, pineapple and carrot salad, wafers, baked chicken, creamed cauliflower, buttered string beans, stuffed potatoes, rolls, celery, cranberries, peach pickles, pecan pie and coffee.

Five tables of players enjoyed the games, high score going to Mr. and Mrs. Jimmy Robinson, second high to Mr. and Mrs. Mont Baker. Guests of the evening were Meses. and Meses. Glen Weir, Mont Baker, Paul Foster, John Renfro, Reed Williams, Jim Lipscomb, Jimmy Robinson, Mac Womble and Ralph Smith.

### CHRISTIAN ENDEAVORS HOLD SESSION HERE

A meeting of the Christian and Presbyterian Christian Endeavor societies that constitute the Palo Duro Union was held in Hereford Tuesday evening, the society of the First Christian church being host to the group.

The theme of the meeting was "Building a Better World," with Mrs. Fairmon of Amarillo program director. Blackshear Jameson of Amarillo, president of the Union, conducted the business meeting. A recreation hour of games directed by Miss Elinor Pierle was enjoyed in the church basement where a refreshment plate of sandwiches, potato chips, cookies and cocoa was served.

Church representatives at the meeting was as follows: Canyon, First Christian 13, Presbyterian 17; Amarillo Central Presbyterian 14; First Christian 1; Pleasant Valley Christian 6; Hereford Presbyterian 15, First Christian 21.

### DISCUSSION GROUP CONTINUES STUDY

Friday evening, March 6, the Discussion Group will spend a second evening in consideration of the philosophy of Lloyd C. Douglas as interpreted by Mr. Cottingham from his study of Magnificent Obsession. For the benefit of those who could not be present last Friday evening, a brief resume of that presentation has been asked for and will be given.

### MRS. ARNOLD LONG HOSTESS TO CLUB

Mrs. Arnold Long was hostess to the Jolly Femmes Club Thursday. The afternoon was thoroughly delightful except for the fact of illness in the homes of some of the members preventing a full attendance. The club game provided pleasant entertainment and a lovely salad plate of tuna fish sandwiches, peach salad, pineapple pudding topped with whipped cream and cherries, and iced cocoa was enjoyed.

Playing were Meses. Bob Gentry, Buddy Sowell, Vernon Gilliland, Ralph Webb, George Clinton, Fred Bailey and Arnold Long.

### HOME OF MRS. J. B. HAMMER SCENE OF ENTERTAINMENT

The Young Women's Missionary Society of the Methodist church was entertained by the senior society Wednesday afternoon at the home of Mrs. J. B. Hammer. Assistant hostesses were Meses. E. W. Harrison, I. H. Spratt, J. E. Spradley, E. J. Hudson, J. E. Beyer and A. C. Thompson.

### BRIDE-TO-BE HONORED BY SHOWER

Honoring Miss Addine Hastings, bride-elect of Mr. Newton B. Gilliland, the Presbyterian Auxiliary gave a miscellaneous shower Tuesday afternoon at the home of Mrs. John Olson. The affair was simple and informal, just a gathering together of those who had been associated with the honoree in that close relationship which church associations bring. A lovely corsage was given the bride; Mrs. Dave Alexander spoke briefly, expressing the love and good wishes symbolized in the occasion; then the array of gifts was brought in. Following a custom of the Auxiliary that a group gift be presented a handsome pyrex casserole set with pie plate cover and six custard cups was the gift of the hostesses.

### CHRISTIANS HAVE CHURCH NIGHT SOCIAL

Church Night at the Christian church Friday evening was a happy social event with a large percentage of the church membership in attendance. A covered dish supper was the event of the evening, an elaborate meal being provided. Later a program of music and readings was enjoyed.

A piano trio by Mrs. Harry Reed and two of her pupils, Lillye and Gertrude London, was a special feature as was also a number by the Christian Endeavor orchestra. A delightful juvenile reading was given by little Miss Wanda Elaine Thompson, and Mrs. B. F. Guthrie read original poems.

A miscellaneous program consisted of special musical numbers and talks on various phases of missionary work, including the work of the late Jane Adams. Among the tributes to Miss Adams was one by Mrs. F. T. Rolosen who had known her personally and was able to give much interesting material concerning her work. A devotional was led by Mrs. J. F. Ward.

The group was honored by the presence of Mrs. J. M. Simpson of Amarillo, conference treasurer of the Plainview district. She was accompanied by Mrs. J. M. Simpson, Jr., both the ladies being guests of the latter's mother, Mrs. E. W. Harrison.

### LA AFFLATUS ESTUDIO CLUB MEETS WITH MRS. ROBERSON

The La Afflatus Estudio Club met Tuesday with Mrs. Wiley Roberson as hostess.

Continuing its study of the short story, an introduction to the lesson was given by the leader, Mrs. Bob Higgins. She gave biographical facts concerning the authors to be studied and the probable relationship of these facts to their literary work. Mrs. Wiley Roberson gave a review of Help Wanted, by Viola Paradise, and Mrs. Jim Higgins gave "Blue Milk" by Booth Tarkington, the two numbers making a most entertaining program.

A refreshment plate of fritos, cookies, mints and coffee was served. Mrs. Fincher of Tulsa was a club guest. Members present were Meses. Bob Higgins, George Suggs, Jim Lipscomb, Edgar Sowell, Jack Hutson and Jim Higgins.

### MRS. EUBANKS SELLS STORY

"Would You Harness the Clouds" is the arresting title of a feature story for which Mrs. Earl C. Eubanks has recently received a sizable check from Farm and Ranch. The article is a story of irrigation on the Bonnie Brunley ranch.

### DULL HEADACHE GONE. SIMPLE REMEDY DOES IT

Headaches caused by constipation are gone after one dose of Adlerika. This cleans poisons out of BOTH upper and lower bowels. Ends bad sleep, nervousness. City Drug Store.

**He Learned About Love!**  
—from Jean Harlow and Myrna Loy. And do they get him into trouble?  
Clark Gable, the man; Jean Harlow, the secretary, and Myrna Loy, the wife, in "Wife Versus Secretary" at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.

**Armour Cream Station**  
We Want Your Order for **BABY CHECKS Cream, Poultry and Eggs**  
**I. H. SPRATT**

## Attention!

### AUTOMOBILE OPERATORS OF DEAF SMITH COUNTY

The drivers licenses are now here. You are urged to secure these at the earliest possible moment. All drivers or operators of automobiles must have license. Those having children between the ages of 14 and 18 years, who wish to drive, must make application with those minors.

We are anxious to issue the drivers license before the rush of registering automobiles. All members of the family must be sworn to each application. Your cooperation is especially urged as we have about 4,000 of these to issue by the first day of April.

**MRS. J. B. MILLER, Tax Assessor-Collector**

### a few facts why . . .

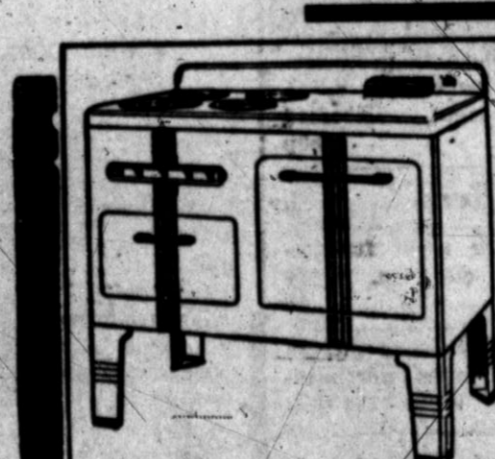
**ELECTRIC COOKERY** will continue to increase in popularity during 1936.

**IT IS FAST . . .** because by using little or no water and flat-bottomed utensils cooking starts quickly and foods are cooked in the steam of their natural juices. Boiling is never necessary on an electric range.

**IT IS COOL . . .** because there is no flame . . . and consequently, there is no wasted heat . . . because the ovens are properly insulated to honestly hold the heat.

**IT IS CLEAN . . .** because there is no flame, there is no smoke and soot to settle on the drapes and the walls of the kitchen . . . all ranges are porcelain inside and out and are easily kept clean.

See the new, moderately priced **ELECTROMASTER** ranges on display at our local office. Your old stove accepted as down payment and only \$3.60 a month on the above model.



**TEXAS UTILITIES COMPANY**

## Spring Opening Announcing



**M'CORMICK-DEERING**

### Wk-40 Tractor

In the Rosson Implement Co. Showroom

## Saturday, March 14, 1936

From 1 to 5 P. M.

### Program

1:00 P. M.—REGISTRATION  
Welcome, by S. P. Rosson

1:30 P. M.—PICTURES  
International Harvester Diesel Terracing To Save Our Farm.  
Building Boulder Dam.  
Farm Inconvenience.

3:30 P. M.—WHAT THE FARM MACHINERY DEALER'S SHOP MEANS—by Jack Kendall.

4:00 P. M.—REPAIRS AND REPAIR SERVICE  
By W. T. Wheeler.

4:30 P. M.—WHAT THE WK-40 TRACTOR LOOKS LIKE INSIDE—By Carl Freman.

5:00 P. M.—DOUGHNUTS AND COFFEE.

## 10% Discount

On All Cash Orders Sold On This Day

# \$10<sup>00</sup> In Cash Prizes

To Dirt Farmers Only

**YOU ARE INVITED!**

## Rosson Implement COMPANY

Hereford, Texas Phone 51



# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager  
ADRIAN ODOM Editor

**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.  
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### NOTICE TO PUBLIC

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

### MILK BOTTLE

Red Cross officials who have charge of the work see an opportunity to provide hot lunches for undernourished school children for the remainder of the school year without calling again upon the support of the local organizations.

Having this as an ambition, they are seizing upon the opportunity and appealing to the individual citizens. Last week milk bottles placed about town to catch change netted the fund nearly \$15. This, along with donations of vegetables by local firms and with revenue coming from the selling of lunches to numerous children, was virtually enough to meet the expenses of the Central School cafeteria for the week.

The appeal is for still larger donations in the fund bottles. Numerous dollar bills and handfuls of small change flowed into the bottles last week. If the individual will contribute his change, he may avoid the larger donation requested through his club or organization.

A large number of children purchased their lunches during the past week or two. The lunch is also made available to them for convenience only, and with warmer weather this fund is likely to drop, making the individual donation demand greater.

Different clubs gave the cafeteria a working capital with a splendid response when the program was started several weeks ago, and because of this those in charge of the work hope that it will not be necessary to call upon their generosity a second time.

### BUSINESS CONTINUES TO CLIMB

Despite the severity of the cold wave in most parts of the country during recent weeks, business has continually improved throughout the nation as a whole since the middle of January, according to the weekly business survey of the United States Department of Commerce.

The greatest increase over the preceding week and over the same week last year was in the wholesale buying of spring goods, indicating that retailers are anticipating one of the best spring seasons in several years. Virtually all lines saw increases of as high as 15 per cent over last year.

Those who would throw dirt on the business fire here in the Panhandle are doing the area an injustice and certainly not helping conditions. Scary reports of complete destruction with the first appearance of sand in the sky were the results of fright rather than fact. With small amounts of moisture at reasonable intervals throughout the spring, the damage done by dust storms will be reduced to a minimum, and the Panhandle will have a wonderful opportunity to return to the wheat-producing level it held only a few seasons ago.

Governor Clyde Tingley tossed his hat into the state's political picture—seeking reelection—at the meeting of the New Mexico Press Association at Albuquerque. He broke the story right at the association's own banquet—which pleases the heart of any newsman. And he went on and expressed his gratitude to the publishers and editors for their aid—and their criticism—though some of it must have rankled. —Portales Daily News.

The members of the Clarendon school board are to be commended on the work they are doing in trying to keep the doors of the local schools open. The board members are holding regular meetings, five nights a week, interviewing citizens who owe school taxes and assisting them in devising methods of payment. Personal letters are being written to all persons, who owe taxes, requesting them to confer with the board on the matter. To date, some 30 or 40 taxpayers have been interviewed at these meetings and board members report that results have been most gratifying. —Clarendon News.

When a man is dissatisfied with his home town, the dissatisfaction is probably mutual. —McLean News.

Getting out this little paper is no picnic. If we print jokes people say we are silly; if we don't they say we are too serious. If we clip things from other papers, we are too lazy to write them ourselves; if we don't, we are too fond of our own stuff. If we don't print contributions, we don't appreciate true genius; if we do, the paper is filled with junk. If we make a change in the other person's write-up, we are too critical; if we don't we are asleep. Now, like as not, someone will say we swiped this from some other paper. We did—Abernathy Review.

Texas will have a new driver's license law effective on April 1, but it so happens on that date, some of this new law will not be stringent enough to eliminate a big percentage of the automobile accidents—mainly because of the clause in the law which permits license to children of 14. Many a young driver may be good—but the majority of drivers under 18 in fatal accidents to the total of that group in all accidents was 43 per cent worse last year than the average for all drivers. —Borger Daily Herald.

**DOUBLE FEATURE MOVIE SHOW**  
*Free to All*  
A DRAMATIC AND ABSORBING SOUND PICTURE

**"OLDSMOBILE STEPS OUT"**  
AND A HIGHLY ENTERTAINING ANIMATED SOUND CARTOON PRODUCED BY MAX FLEISCHER

**"IN MY MERRY OLDSMOBILE"**  
EXHIBITED IN THE SHOWROOMS OF  
**Brumley Chevrolet Company**  
Hereford, Texas.  
Friday, March 6 at 8: P. M.

## A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 3, 1905)

The Brand was warning youngsters about town as to the dangerous practice of hanging on to passenger trains in order to get a short ride. The Station Agent J. S. Jones was up in arms against this same practice, and warned the boys he would have the next boy caught riding a train arrested.

J. E. Ferguson, L. Gough and S. T. Howard had penned a letter to Governor S. W. T. Lanham, praying his influence in the establishment of a Panhandle-experiment station.

"Hereford will be a beauty when viewed in the effulgent glow of her electric lights," opined the editor.

Two Confederate veterans, F. Herron and W. A. Higgins, compared notes and found

each had been born on February 29.

Judge John P. Slaton and Homer Innon were in Washington on business concerning a patent, and expected to remain over for the inauguration on March 4.

(From The Hereford Brand, March 5, 1915)

Hereford needed cleaning up, according to the editor, and he wanted the job done thoroughly. He would have the clean-up brigade headed by the brass band, and final inspection made by members of the various women's clubs.

Miss Ina Gregg was away for a several months stay on the West Coast.

West Texas cowmen were contracting delivery of many unborn calves at \$30 around.

The Santa Fe had handled an even 50 cars of outbound

freight from Hereford, and at the same time inbound freight amounted to 42 cars, a total of 92 cars from this station.

Jonathan Pitman had been absent from his school work. Little Lucille Megert had mashed her finger in the revolving door at the school house. Barnard Hicks, Annie Fitzhugh Parker, Francis Childress, Mabel Howell and Lenise Anthony had been absent, all were fourth graders. Grace Ferguson, John Biggs, Forrest Corn, Harold Hicks, John Robinson, Oscar Womack and Earl Wood had been present in the third grade each day since school began. Marguerite Gilliland, second grade, was tickled because her mother was home from a visit in Oklahoma.

A newly passed ordinance prohibited operation of a motor vehicle within the city limits at a speed greater than 12 miles per hour.

## Contest Winners

Bringing the series of Jumbled Words that have entertained dozens of Brand readers for the past two months to a close, the grand prize of a week's pass to the Star Theatre was awarded this week to Mrs. Will G. Harris of Sumnerfield. Mrs. Harris' winning sentence is as follows: "If not actually crazy, commercial travel and fashion are a possible guarantee for overhauling the remnants of a waning personality."

Other winners this week who will receive two guest tickets each to the Star Theatre to see Clark Gable, Jean Harlow and Myrna Loy in one of the hits of the season, "Wife Versus Secretary," are Mrs. Lee Caldwell, Helen Danforth, W. A. Vaughn and Wilma Carmichael.

Mr. and Mrs. Dick Bradley visited relatives in Plainview Thursday.

### ANNOUNCE CHANGE IN PACKARD PARTNERSHIP

H. E. Danforth, manager of the Packard Milling Company here, has announced a change in partnership by which H. M. Packard no longer holds an interest in the local plant. Mrs. Packard is the co-partner with Mr. Danforth.

Mr. Danforth announced that the plant will continue to be run and managed as it was heretofore and that numerous improvements are being made in the plant to increase its capacity and efficiency.

The Rev. W. H. Beshire of Canon, Sunday school missionary for the Amarillo Presbytery, was in Hereford Friday as the principal speaker on the World Day of Prayer program at the Presbyterian church.

## PANHANDLE STORE MANAGERS TO HEAR J. C. PENNEY TALK

Store Manager F. L. Carswell and his associates of the J. C. Penney Company will go to Amarillo Friday, March 13, to attend a meeting presided over by the founder of their company, J. C. Penney.

Mr. Penney is visiting a number of Penney stores in Texas to renew his personal contacts with Penney managers and their associates, mingle with the shopping crowds and make a personal study of retail trends in this section.

To those not acquainted with Mr. Penney's aims and his methods of achieving them, it might seem that this is an unusual procedure for the chairman of the board of directors of the largest retail department store organization in the United States. But there is nothing unusual about it to those who know Mr. Penney. Each Penney store is a source of personal pride and interest to him. Each one is a means of an end—a means of rendering a necessary service, and of doing it well. He has often said, "A merchant will not last long who loses sight of the true relationship between himself and his customers, and sees money as first and last instead of

seeing it as a by-product of performing an essential service."

Mr. Penney is an idealist, but a very practical one. He opened his first store in the tiny mining town of Kemmerer, Wyoming, with a total capital of \$500. The hard-working miners and their families soon discovered that Mr. Penney's little 20x40 store carried just the things they wanted, and that he and that young fellow Sam who worked for him were about as fair and square as they came. The business grew.

The business has continued to grow, and today the Penney Company operates nearly 1,500 stores, located in every state in the Union. Observation of department store operations in this country attribute much of the company's success to its rigid adherence to Mr. Penney's original plan of vesting full merchandise control of each store in the hands of a local manager who is in a position to study the wants and needs of the people of his own community, as Mr. Penney and young Sam (who is now president of Penney Company) did in Kemmerer. Then by pooling the experience and knowledge

gained by all managers, each one keeps in touch with popular style trends, new manufacturing processes, wearing quality tests, and other things that his customers can profit by.

Mr. Penney's second great interest is farming, and, in particular, livestock farming. He is recognized as one of the outstanding breeders of Guernsey cattle in the country and, in addition, operates a successful Percheron draft horse stud at Noblesville, Indiana. It is a foregone conclusion that he will squeeze in a number of off-schedule visits to Texas farms all along his route.

Mr. Carswell said that he and his associates always look forward to Mr. Penney's visits with a great deal of pleasure. "He has a remarkable memory for faces and names and is so eager to render a real service that he makes it very easy for any of us to discuss our individual store problems with him."

### Gives Free Plants.

Mrs. E. J. Williams, 612 Eleventh Street, has announced that she has hardy plants to give to all people who will call for them and use them for home or cemetery planting. There is no charge attached. This is a hobby of Mrs. Williams.

### Attend Electroflux School.

M. D. Womble and his sales and service force are attending a two days Electroflux sales and service school at the Herring Hotel in Amarillo today and Friday. Today is reserved for the sales department and on Friday the service department will get their schooling.

## Want Ads

### For Sale or Trade

FOR TRADING or selling any kind of stock, see I. V. Flowers, 113 South Main St., City. 64c

FOR SALE: A milk producing cow feed that you will like. Green Pasture Sweet Feed at Hudson's Grocery. 6-6c

BRAND NEW Chevrolet, no mileage, to sell or trade at a discount. Interested parties come to Brand office. 7-1fc

FOR SALE: One 3-bottom power lift, Case-Grandetour plow, in good condition. Price \$40.00. W. M. Sawyer, 410 East Second Street. 1c

FOR SALE: Barley seed, 65 cents per bushel; oat seed, 50 cents per bushel. Farmers' Elevator, Umlinger, Texas. 9-2c

FOR SALE or Trade for headed feed, good milk cow. See O. W. Miles at West Side Filling Station, Second Street and Miles Avenue. 9-3p

FOR SALE: Erdson in good condition, formerly owned by S. O. Wilson. Priced right. Hereford Nursery. 9-3p

### For Rent

FOR RENT: Four room furnished brick duplex; close in. Apply at Brand. 1c

FOR RENT: 200 acres to put in row crop. Five miles northeast of Hereford. See F. D. Perkins. 1c

### Wanted

WANTED: Folks who appreciate a palatable, milk-maker cow feed to call at Hudson's Grocery for Green Pasture Sweet Feed. 66c

SALESMEN WANTED: Rawleigh Routes open for reliable men. Good profits for hustlers. Old established company. No experience necessary. Pleasant, profitable, dignified work. Write today. Rawleigh Dept. TXC-352-P, Memphis, Tennessee. 1p

### Lost and Found

FOUND: Truck tire, tube and rim. Owner may have same by calling at Brand office and identifying tire and paying for this advertisement. 1c



## "Howdy Lady"

I just want to tell you that if you're not already enjoying a HOT WATER HEATER you're missing a WHOLE of a lot of comfort, and they're so economical on the new low gas rate!

See Your Dealer or Your Gas Company

# West Texas Gas Co.

GOOD GAS WITH DEPENDABLE SERVICE

A NEW STANDARD OF VALUE IN THE MEDIUM-PRICE FIELD

## Lincoln Zephyr

The Lincoln Zephyr, a product of the combined Ford-Lincoln resources and experience, sets new standards of value for the medium-price field. Its striking appearance expresses the most modern principles of aerodynamic design. New type of steel body structure... fine materials... precision workmanship... power... comfort... style... economy... All combined in a type of car and at a price which only Ford and Lincoln resources, together, make possible.

EQUIPMENT—Hydraulic shock absorbers safety glass throughout, cigar lighter and ash receptacle, electric clock, glove compartment, dual windshield wipers, two adjustable sun visors, front and rear arm rests, foot hasp, rear view mirror, two synchronized horns, metal spring covers, rear wheel shields, twin tail and spot lights.

CONVENIENT TERMS THROUGH UNIVERSAL CREDIT COMPANY

See It—Drive It Today!

# Hereford Motor Co.







**Wyche Items**

BY PEGGY VALENTINE

Mr. and Mrs. Louie Olson went to Plainview Saturday on account of the death of Mrs. Olson's cousin. A meeting of the farmers, with the intention of organizing a unit, was postponed Sunday night when none of the officials from Hereford appeared. The meeting was set for Thursday night and every farmer in the community is urged to attend.

Mr. and Mrs. Chas. Paddock spent Sunday afternoon with the McBrayers, who are operating the Paddock farm here.

A large number gathered at the school house Sunday night for singing. Only a few attended Sunday school.

George Robertson and family attended church and Sunday school in Hereford Sunday.

Messrs. and Mmes. Ben McBrayer, George Robertson, DuBois Walker and J. D. Love, together with their families, visited the R. C. Valentine home Sunday.

Dock Roberson and family and Mr. Saxton were in Hereford Monday.

Teachers and pupils are preparing to broadcast over KGNC some time this month. The children will be taken to Amarillo in the school buses and after the broadcast will be shown objects of interest in Amarillo.

Mrs. Mitchell was in Hereford Thursday.

Shoppers in Hereford Saturday included Dock Robertson and family, Louie Olson and family, Ben McBrayer and family, Reinharts and Hoffmans.

Billie Valentine attended Sunday school with Beulah Elliston in Hereford Saturday. R. W. Elliston and family and H. B. Elliston and family accompanied them.

**Dimmitt News**

By EMILY M'LEAN

Mr. and Mrs. Ed May and daughter attended the show in Hereford Sunday afternoon.

Mr. and Mrs. Swain Burkett spent the week end in Lubbock.

Mr. and Mrs. Chas. McLean attended the funeral of Mrs. McLean's mother in Henrietta Tuesday.

Dimmitt girls attended the tournament in Tulla last week end.

Mr. and Mrs. Edgar Ramey, Miss Sarah Brashear, Louis Allen were in Hereford Sunday.

Mr. and Mrs. C. E. McLean moved to Friona Monday.

Mr. and Mrs. Ess Noble moved to Dimmitt Saturday.

J. B. Cannon of Hart was in Dimmitt Monday.

Miss Dorothy Maples of WTSTC spent the week end in the home of her parents, Mr. and Mrs. C. G. Maples.

Misses Sarah and Ina Dee Merritt, Elsie Longan, Forette Meeks, Emily and Mary Alice McLean and Lucille Dyer attended the show in Hereford Sunday.

Mr. and Mrs. G. W. Baxter of Brownwood are visiting Mr. and Mrs. Fred Boswell.

Robert Singer of WTSTC is visiting his parents, Mr. and Mrs. T. A. Singer.

Rev. Kessire of Canyon visited in Dimmitt Sunday.

Mmes. Ida Ricketts and Louie LeGrand and children of Hereford visited here Sunday.

Miss Thelma Jones was called to the bedside of her brother who lives in Portales, Thursday. She returned Sunday, leaving her brother improved.

Mrs. S. C. Gunn returned to her home in Weatherford Saturday. She had been visiting the Wade Dent home.

Miss Ferl Cox of Henrietta visited the C. E. McLean home this week.

Dimmitt Bobcats have entered the state tournament in Plainview March 5-6-7, according to Coach Landers.

Mmes. Mac Wiggs and Wade Dent and children visited Mr. and Mrs. T. J. Bridges at Sunnyside Sunday.

**Black**

By MRS. H. L. M'LEAN

Field work is going ahead rapidly these pretty days.

Grandma Ray attended a birthday dinner at Grandma Wright's last Monday. Grandma Wright was 79 years old and is very feeble. She lives four miles south of Black. Grandma Ray was accompanied by Mrs. Z. N. Holley.

Arleen Hartley entertained the young folks with a party Tuesday night at the home of Mrs. Jim Black.

Mrs. Howard Elmore returned from Hot Springs, N. M., last week.

Mr. and Mrs. R. L. Thomas of Vernon visited the McLean home Thursday.

Dennis Ray and family spent last week with his mother here.

Bud Barnett spent the week end at home here.

Ervan Kimmins is confined to his bed with mumps. Lucille Hays is substituting for him.

Mr. and Mrs. Jess Hinds visited the Clyde Hays home at Lakeview Sunday.

A large number attended the erosion meeting in Bovina Friday night.

Try First to Buy in Hereford.

**Easter Items**

By LOUISE FRYE

E. W. Kinney of Amarillo was here on business last Thursday. Ernest Henry and family moved to Dimmitt last week.

David, little son of Mr. and Mrs. Harry Smith, is recovering from scarlet fever.

Mr. and Mrs. Roy Durant of Earth visited the Carter home Sunday.

Junior Woolery is spending the week in the V. C. Woolery home. Joyce Carter had as guests Sunday Daphne Bralley, Maxine and Billie Jean Durant and Carlie Rae Frye.

Mr. and Mrs. H. F. Benson visited at Flaggs Sunday.

Mr. and Mrs. Stemmmons shopped in Hereford Friday.

Geo. Chambliss and family visited the Bob Axe home at Jumbo Sunday.

Mrs. V. R. Gardner and sons of Tulla visited in the V. C. Woolery home Sunday.

Carl Frye was in Amarillo Tuesday and Wednesday of this week. There will be no school Friday as the teachers will attend an educational meeting in Canyon.

Preaching Service At Black. Preaching services will be held at Black Sunday. Rev. Roy Paterson will conduct the services.

**The "Who's Who" of Business**

Not all of us have our names recorded in "Who's Who" or the Social Register, but—

All of us, whether in high or low estate, are catalogued in the "Who's Who" of Business—the records of the Retail Credit Bureau.

Here on a little card is kept the history of your credit record—of how you meet your obligations (or don't).

"Prompt Pay," the highest tribute in "Who's Who" of Business, is the record of those who pay retail bills by the 10th of each month.

**HEREFORD CREDIT ASSOCIATION**  
DOROTHY H. ROSS  
Local Affiliation of the  
NATIONAL RETAIL CREDIT ASSOCIATION

**Drive In**  
—and let us  
Service Your Car  
with **TEXACO**  
Gas, Oils and Greases



**Texas Service Station**

**Another Mark Down**  
To Close Out Sprowls-Cronin Bankrupt Stock  
Greater Savings for You NOW!

**Clark Gable Learns About Romance!**  
—and why shouldn't he, with gorgeous Jean Harlow for a secretary and lovely Myrna Loy for a wife?  
A brand new, grand angle to the eternal triangle... star studded, laugh-packed, love-thrilling, Faith Baldwin's Cosmopolitan Magazine novel... read by millions... now the gayest of the screen's entertainment... "Wife Versus Secretary" at the Star Theatre Sunday, Monday and Tuesday, and at the midnight preview Saturday night.

**SIMPLE MUSCULAR RHEUMATIC PAINS —GET QUICK RELIEF**  
If you are one of the vast number of people who suffer torturing, stabbing, shooting, simple muscular rheumatic pains of arms, legs, shoulders and body, here is quick relief. Take just a few doses of Williams' R.U.X. Compound. It must produce results or money back. Williams' R.U.X. Compound is prepared from the prescription of a doctor who used it in private practice many years. Now this valuable relief is available to sufferers at a cost of only a few cents a day. Try a bottle under the money-back guarantee. Enjoy blessed relief as so many other sufferers say they have. On sale at  
**Close Drug Store**

**Westway Items**

(BY WILMA SKYPALA)  
Bill Oden who has been spending a few weeks with his grandparents, Mr. and Mrs. J. A. Roe, has gone to Plainview to spend a few days.

Tom Vaughn and family spent Sunday in the D. P. Vaughn home in Hereford.

Rev. and Mrs. Stephens spent Sunday in the J. H. Landers home. G. W. Wilson was a Friona visitor Saturday.

Rev. and Mrs. Patterson spent Friday and Saturday in the J. A. Roe home.

Miss Dodson and her Sunday school class enjoyed a dinner and party at the school house Sunday. Present were Roy and Vesta Mae Landers, Gladys Gore, Bob Gilliland, Betty Tom Roe, Daniel Turrentine, Nannette Little, Vernon Burgess, Loy Cook and Gwendolyn Hyde.

Mrs. J. A. Roe is still on the sick list.

Rev. and Mrs. Patterson of Hereford spent Friday in the J. H. Landers home.

**Men and Boys Save on Suits**

This stock includes late style merchandise, suited for spring or year-round wear, and priced lower than any you ever purchased of the same quality.



Famous Style Mart Clothes for Men and Young men, snappy patterns, all wool... **\$17.67**

Men's and Young Men's tailored suits, good 12 months out of the year... **\$15.87**

Your choice lot of men's and young men's high grade tailored suits, at ridiculous Prices... **\$6.75**

Boy's fine tailored suits at startling prices. One of the best bargains in the house... **\$4.78**

Boy's Suits, all sizes and wanted patterns. Good styles, priced... **\$3.75**

**No Stock Has Been Moved**

All goods originally in the store that have not been sold in Hereford are still here, to go at greatly reduced prices!

**MEN'S JUMPERS**

Heavyweight, full cut, solid blue and liberty stripes. Excellent buy at

**50c**

**MEN'S**

**WORK SHIRTS**

Blue Chambray work shirts, 2-pocket, coat style, full cut. Sizes 14½ to 17

**37c**

**NITE SHIRT**

Men's and Boy's Night shirts, all sizes, strong material. Special

**38c**

**SHOES!**

For the Whole Family

Attractive, late style shoes for women—in straps, ties and pumps; for children in all sizes, good styles and solid leather, and for men in late styles or durable work shoes at surprising prices.

An entire group of women's Shoes in tie, strap and pumps—in all sizes and styles. Pair... **87c**

Two groups of well-fitting high grade footwear, all sizes and styles. **\$1.27** and **\$1.97**

Famous Peter's Diamond Shoes for women, newest styles and patterns. \$4 and \$5 values **\$2.97** at

Ladies' Enna Jettick Shoes, with heavy arch support, \$6 and \$8 values at... **\$3.97**



Children's Shoes and Oxfords, all sizes and wanted styles, pair... **67c**

Boys' Shoes and Oxfords. Good styles, solid leather, pair... **\$1.47**

**Piece Goods**



All piece goods in the house placed five tables to sell per yard **5c, 12c, 15c, 23c, 25c.**

**Silk Crepe**

39-inch solid and fancy fine Silk Crepes. Just the kind you want, at, per yard

**59c**

**DRESSES**

Three groups of new Spring and Fall Dresses, values unequalled anywhere for such quality garments. In groups at **\$1.95 \$2.75 \$3.75**

**Daytime Frocks**

Smart Styles for street and house wear. Fast colors, all sizes each... **75c**

**COATS**

Latest fur-trimmed coats, popular materials, good now or next fall. In two groups **\$7.75** and **\$10**

**DRESS SHIRTS**

For Men and Boys

Men's Dress Shirts, of fine material, latest styles, all sizes, each

**57c** and **99c**

Boy's Dress Shirts, for wear on all occasions. Excellent material, each

**37c** and **57c**

**WOOLENS**

54-inch solid and fancy patterns, values to \$2.95 per yard, priced at only

**97c**

**MEN'S STYLISH HATS**



Never was the price so low on this feature of this sale. Three groups of men's dressy felt hats, wide and narrow brims—every color and all sizes, at extra special prices

**\$1.67 \$2.87 \$3.47**

**Southern Trading Co.**

SUCCESSORS TO

**Sprowls-Cronin**

No EXCHANGES REFUNDS All Purchases Final

Hereford, Texas

"You Know the Quality"



**QUALITY DENTISTRY**

AT **Low Cost**

Examinations at no cost to you make the neglect of your teeth unnecessary and the low fees for the required dental work leaves no excuse for this neglect.

Only the highest grade materials and the latest approved methods are used in this office and the patient's well being is the foremost thought with us.

Let us tell you the cost before having the work done.

OFFICE HOURS: 9 a. m. to 6 p. m.

FIRST STAIRWAY South Star Theatre

**Dr. B. M. Wiltshire**  
DENTIST



# CAUGHT IN THE WILD

ROBERT AMES BENNET



(Continued from last week)

"What an odd-colored stone!" the girl turned to stare resentfully at the desolate grandeur of mountain across the valley. Had you ever seen such a horrible scene? It's almost as bad as those heap mountains in the Mohave desert. Come along, Dad. Don't let us here forever. This raw

hole makes me sick." Her father spoke irritably: "You wouldn't listen when I advised you to remain at Edmont. Why didn't you stay in the cabin, instead of following me ashore?"

"Oh, tune off," she complained. "It's quite enough to've dragged myself out on this God-forsaken dirt pile." Even the berries are sour. I'm going back. There ought to be a dance program on somewhere. Only thing, can Vivian get me up into the cabin?"

He looked expectantly at Garth. The smile she gave him jerked the attention of her fiancé away from the purpose that had brought them ashore.

"I'll swing you aboard easy enough. Lillith," he said. Garth spoke to him without a trace of amusement:

"If you ask me, I think this little walk to the mine would be good exercise for Miss Ramill. When I left here last month there was a she-grizzly with two cubs back along the lake shore. They may have gone off, maybe not. That pistol of yours wouldn't be of much use if you happened to blunder between the old lady and her young ones."

"You saw the beast, yet did not kill her," scoffed Huxby. "Pretty thin!"

"Not at all; she was quite fat. It happened, though, I had no need of meat or bear skins. Also, she was as willing as I was to live and let live, just so I kept away from her cubs."

Mr. Ramill started to overtake him. "Lead ahead, Garth, I came here to see your prospect, not to talk about shooting."

Garth went on, up aslant the tundra. When he came to where the smooth slope dropped into a shallow trough, a backward glance showed the girl and Huxby loitering along behind her father. The portly millionaire came panting up beside Garth.

"Well?" he asked. "There's my claim," Garth answered. "My lower stake is down at that cross dyke of gneiss, a thousand feet or so from the lake shore. The upper one stands about three hundred feet below those slide ledges. You could stake a claim above mine, but I doubt if you'd find paydirt. There is none at all between the low stake and the lake. The dyke stopped the down-drift of the alloy. I sampled several acres. Beginning at the grass roots and going down to frost, the dirt ran from five to ten dollars a pan. This trough is a placer pocket—a cache filled by the age-long down-drift from those disintegrated veins up the mountain. My claim covers all or nearly all the deposit, and it is worth several hundred thousands dollars, if not a million."

The cool certainty of Garth's statement compelled belief. Mr. Ramill's ruddy face went blank. His daughter looked at Garth with a sudden change from boredom and disdain to an interest that verged on respect. Here was sensation—something new. The despised woody vagabond of the wilds was not a pauper after all! It was like a play, the wandering beggar boy disclosing himself to be the true prince. He had said, "a million."

## STOMACH SUFFERERS

If you are suffering from indigestion, atonic dyspepsia, sour stomach, gas pains, "raw stomach," inflammation of the intestines (enteritis), gastric acidity and sick headaches, due to excessive acidity, you can't afford to ignore these warning signs. You should try at once the Doctor's Prescription, known as Gasa Tablets. If you allow these conditions to become worse, the acids may eat into the delicate mucous membrane of your stomach and intestine and possibly cause dangerous ulcers. Gasa Tablets soothe the raw, inflamed lining of the "acid stomach" and help convert starchy foods into dextrose, which is so essential to energy of the body, and preservation of health. Take just one or two Gasa Tablets and see how they help your stomach to "tackle a hearty meal." The first bottle must produce results or money back. On sale at

Close Drug Store

## Jumbo News

BY LA RUE BECK

Sixty were present at Sunday school. Everyone is urged to come on time.

Rev. E. C. Armstrong of Dimmitt preached here Sunday morning, but did not preach at night because of bad weather.

Mr. and Mrs. Jim Baggs of Amarillo spent Friday night in the C. Kring home.

Mr. and Mrs. Burks of Arney attended Sunday school and preaching here Sunday.

C. D. Pinckert and family of Hereford visited the Kring home last Thursday.

Clements Beck of Lubbock spent the week end here in the L. E. Beck home.

Pastine Matthews, who attended school in Lubbock, spent last week end at home.

Ruth Burdine who has been visiting the L. C. Baggett home, returned to Pampa Saturday.

Mrs. Armanda Everett of Rowell is visiting her nephew, L. A. Matthews and family.

Albert Thelie and Tom Metcalf were in Fort Worth Tuesday and Wednesday on business.

Wayne Dyer spent Wednesday and Thursday in the P. H. Dyer home at Dimmitt.

Mrs. John Hall and Shirley Ann of Hereford visited a few days in the M. L. Hardy home last week.

Miss Lora Liston and Claude Wise of Sudan took supper in the Beck home Sunday.

Bill Hacker of Hereford visited F. J. Axe Tuesday.

Ben Andrew and family of Olton spent Sunday in the C. Andrew home here.

Florence Stark spent Saturday in the J. Wagner home in Hereford.

Prof. Wilmeth was host to the Seventh Math class Thursday evening. Games were played and all present reported a good time.

L. A. Matthews was in Muleshoe last Friday.

The afternoon tea in the Mrs. Ullman Hunter home was an enjoyable affair. Refreshments were served by Mrs. M. L. Simpson, Doc Hardin, Ann Hunter, W. A. Hunter, Juanita Pinckert, Jessie McGinnis, Sam Hunter, L. E. Beck, Finis Hunter.

Miss LaFue Beck is spending the week in Muleshoe and Sudan visiting friends.

Mr. and Mrs. E. D. Wilmeth spent the week end in Canyon with her parents.

The home demonstration club met in the home ec building with all members present. Everyone is urged to help out with the club and make it worth while.

Mrs. Sam Hunter and Mrs. C. Gilliam attended club council at Dimmitt Saturday.

Rev. and Mrs. Armstrong took dinner in the Beck home Sunday, Rev. Armstrong filling his appointment at Arney in the afternoon.

Dugan Hardy visited his sister, Mrs. Buck Woods, at Sudan this week end.

Morline Wilder, WTSTC student,

and Miss Athale Wilder spent the week end in the home of their parents, Mr. and Mrs. J. J. Wilder.

## Still Coughing?

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

Send \$1 For the next 5 months of

## THE Atlantic Monthly

Make the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for 75 years, America's most quoted and most cherished magazine.

Send \$1 (mentioning this ad) to The Atlantic Monthly, 8 Arlington St., Boston

About 100 Tons of Higer Feed \$5 PER TON At the Rick 2 Miles West of Friona O. G. TURNER

Just One Rule For Safe Driving **THINK!**

Just One Rule For Safe Insurance

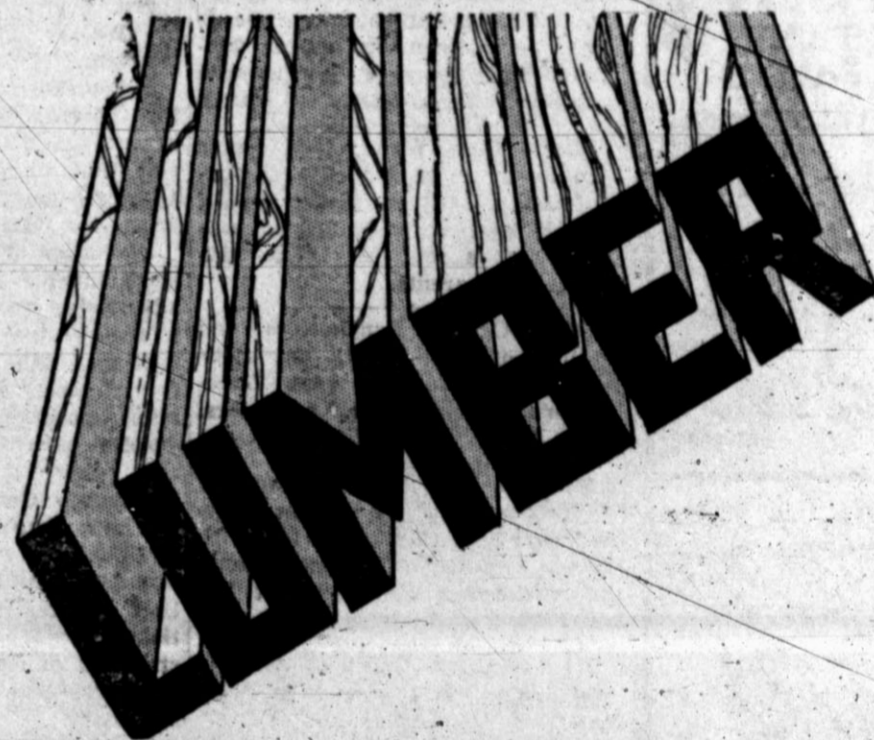
Place it with experienced agents representing reliable companies.

## McLean Insurance Agency

PHONE 273

Since 1898 Hereford Insurance Agency 303 Main Street Consult us on all types of Insurance Bonds.

## CONSULT YOUR



## DEALER -

He Should Be Vitally Interested in You

Your Lumber Dealer should give freely of his knowledge of Building and Building Materials. He should help you Plan your Building Program with an interest that is more than a desire to SELL. He should advise you as to the proper materials to use and you should be ready and willing to take his advice, knowing that he hopes through truthfulness and assistance to make a friend and permanent customer of you.

BUT WHERE CAN YOU GET THIS FRIENDLY ASSISTANCE? It is right here in your community where your lumberman knows he will meet you again; where he is interested in beauty and stability as well as the price he receives; where he is a citizen of high standing and wishes to remain as such.

The purchaser who leaves his community to buy lumber elsewhere forfeits the right to this advice and assistance. Unless he is fogged with cheap, inferior material he pays a higher price after meeting transportation costs, and he deals with merchants completely uninterested in the home or building he is constructing. Only your local lumber dealer measures up to the requirements you have a right to expect of him.

R. H. Kemp Lbr. Co. - - Rockwell Bros. & Co.

Panhandle Lumber Company

## BUSINESS AND PROFESSIONAL DIRECTORY

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

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

INSURANCE JNO. H. PATTON PHONE 50

DR. J. W. HENDRIX Chiropractor and Massour 100 B Street—Just North of Mother's Park Phone 341 for Appointments

HOGS Please bring your hogs on Friday for Top Prices. G. W. & H. L. Brumley

FARM SALES OUR SPECIALTY Col. W. S. Williams and C. H. Impson, Auctioneers. 842 Travis Street Amarillo. Phone 5071.

THE HEREFORD BRAND JOB PRINTING



## A BANKER Must Know Farming

But a farmer need know little about banking if he puts his affairs in our hands. For year after year—through good times and bad, this institution has given safe guidance, counsel and help to those who have called upon its facilities. No problem—no account—is too little or too big to establish reliable contacts here.

The

First State Bank



### Drivers' Tags Hit 1,100 Mark

Drivers' licenses issued by the Deaf Smith tax assessor's office had passed the 1,100 mark yesterday, as drivers responded a little more rapidly to the urgent request for action. However, nearly 3,000 more licenses are yet to be issued here.

Already those who are coming in usually have to wait a few minutes before they are called on. J. M. Murchison, deputy, stated, adding, "I hate to think how long they may have to wait along toward the end of the month."

Not only must the office issue drivers' licenses this month, but it must also put out automobile license plates. Only slightly more than 50 had been issued yesterday. Although this is above last year's figures for the first three days of the month, it leaves more than a thousand yet to be issued.

### ROSSON IMPLEMENT CO. PLANS SPRING OPENING

The Rossion Implement Company this week is announcing a spring opening, introducing the WK-40 tractor, which is to be held in the showroom of the company Saturday afternoon, March 14.

The program will include interesting and instructive talks to farmers on the tractor and farm problems by Jack Kendall, W. T. Wheeler and Carl Freeman, and motion pictures concerning implements, terracing, Boulder Dam and "farm inconvenience." S. P. Rossion will welcome the visitors at 1 o'clock, and refreshments and awards will conclude the program at 5 o'clock.

Mmes. Oscar Easley and W. C. Pitman were in Amarillo Saturday.

### Star THEATRE HERFORD

MATINEE EVERY DAY

**SATURDAY**  
BARGAIN SHOW 10¢



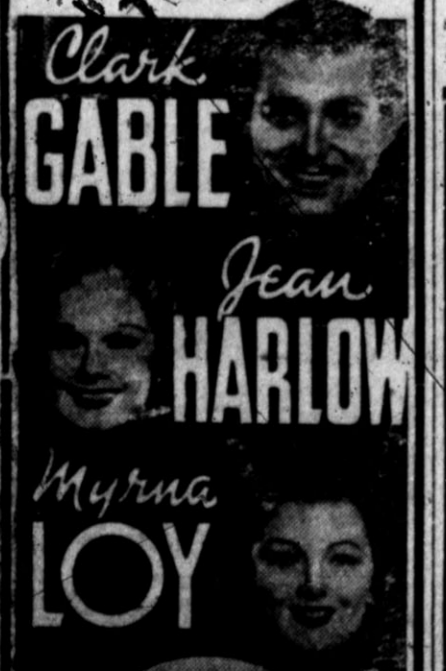
HE SINGS  
HE RIDES  
HE STUNTS  
HE FIGHTS

### Gene AUTRY TUMBLING TUMBLEWEEDS

Added Attractions  
Chapter 7 of "Call of the Savage"  
And Loony Tune Cartoon

SUN. — MON. — TUES.  
Preview Saturday Night

It's the Season's Riciest Romance!



### Clark GABLE Jean HARLOW Myrna LOY

Wife vs Secretary  
CLARENCE BROWN production

with ROSSON • GEORGE BARDIGI  
AMEX STEWART • HOBART GAVANAUGH  
Moxy • Goldwyn • Moyer. Picture

Added Attractions  
Silly Symphony Colored  
Cartoon and Latest News Reel.

### Farmers to Get Delayed Checks

With the passing of a recent appropriation bill signed by the President of the United States, Texas farmers are due to receive approximately \$17,500,000 to fulfill all old government obligations, according to E. N. Holmgreen, administrative assistant of the AAA at College Station.

"Some payments should begin to arrive within the next 30 days," Holmgreen announced.

"Obligations of the U. S. Government to Texas farmers consist of second payments on the corn-hog contracts, the completion of rental and parity checks of cotton and the cotton adjustment payments," he said.

Holmgreen went on to say that nearly all counties in the state have some second cotton rental due and also that all counties have some cotton adjustment payments coming.

"With the opening of action and an appropriation of \$296,185,000, skeleton forces were put to work February 13 and 14 in College Station to push with all speed the paying up of government obligations to farmers."

Information rushed to the field and county agents by Holmgreen consisted of the statements: "All contracts and obligations made and complied with prior to January 6 will be paid."

"We are to proceed in liquidating all 1934 and 1935 cotton, corn-hog and other contracts which were suspended or returned for correction."

Chester C. Davis, administrator of the AAA in Washington, D. C., recently released this statement: "We will try to prevent delay in fulfilling obligations and in reimbursing those producers who carried out their agreements with the AAA in good faith."

### Headstones For Veteran's Grave

A headstone will be furnished by the Government, free of cost, for the unmarked grave of any individual whose last service in the military and naval forces of the United States or of the Confederate States army was honorable, according to an announcement made by Glenn Weir in behalf of the American Legion. All that is required is for someone to make an application for the headstone. It will be shipped here freight prepaid, but expenses incident to hauling it from the station to the cemetery and its erection must be cared for by private funds.

The stones are of American white marble. The inscription gives name, rank, if above a private, and organization. According to Mr. Weir, several of these headstones have been erected at Friona. There are several unmarked graves of veterans here, he stated.

Mmes. Glen Weir, Mont Baker Paul Foster were Amarillo visitors Wednesday. Oliver, young son of Mrs. Foster, returned home with them after a few days visit with his grand parents.

Mrs. Claude Longbottom and children of Fort Worth are visiting in the home of Mrs. Longbottom's parents, Mr. and Mrs. E. B. Posey.

Mr. and Mrs. J. A. Pitman left Tuesday morning for Carizozo, New Mexico, where they will visit with friends. They will also attend the cattlemen's convention at Silver City.

Mrs. Henry S. Gooch of Amarillo spent last week end here with Mrs. Seth B. Holman.

### Floydada Club

(Continued from page one)

every invader. In discussing the Chinese, he remarked: "They are honest, a thing you cannot say of the Japanese."

The entire program was furnished by the Floydada Rotary club and was thoroughly enjoyed by virtually 75 Lions, their wives and visitors. Lou O. T. Williams had charge of the program and introduced A. D. Cummins, superintendent of Floydada schools, who acted as master of ceremonies. He first introduced Mrs. Cummins, who rendered three violin solos, accompanied at the piano by Mrs. E. C. Thomas. She played Rondo by Kreisler; Frazquita by Lehner-Kreistler, and as an encore, Red Sails in the Sunset. Miss Nadine Slaughter, speech instructor at Floydada, gave two interesting readings, "The Soul of the Violin," by Margaret Mantel Terrell, and as an encore, "Minnie at the Skating Rink."

Mrs. Wilson preceded the Rotary governor's talk with an interesting discussion of Oriental women. In speaking of the women of Japan, she said their ambition is "to be tall like American women and to rear tall sons like American men." After a detailed description of the Japanese dress, she continued with a discussion of Chinese women, telling that the modern Chinese woman is educated, very attractive, wears some Chinese clothes, but has adopted numerous American customs and puts herself on an equal basis with her husband. "The poor people of China are pitiful to look at," she stated, "and if they were not superstitious, I believe they had rather die than live like they do."

She told interestingly of a visit in a wealthy Chinese home, which contained more than 200 rooms and in which the servants were tipped for service rendered. She described a visit to the room of ancestors and of gods, where the young man of the family went through the rituals of worship for them. She quoted him as saying, "Of course this is superstition and we don't believe in it any more," which showed the trend of the young peoples' thoughts in China.

She described briefly India, the country of castes. Only the low class woman appears on the street, she said, and only the two top classes educate their women. She concluded with a short discussion of Philippine women, who, she said, have the most beautiful costumes of them all.

### CONTINENTAL PROVES ITS FAITH IN NEWSPAPER ADS

During 1936, Continental Oil Company will spend nearly 75 per cent of its total consumer advertising appropriation for newspaper space, it was announced recently by Wesley I. Nunn, advertising manager.

Nunn also stated that the Herford Brand has been selected to carry Conoco advertising this year and that his company has again approved one of the largest sales promotion budgets in its history.

"Continental's faith in the dividend earning power of newspaper advertising is founded upon sales increases directly traceable to this medium," said Nunn. "Last year, for example, there was a marked improvement in company earnings despite excessive gasoline taxes and other adverse factors. Sales of Conoco Germ Processed motor oils also reached an all-time high.

"Business is definitely on the upgrade. And we are confident that aggressive newspaper advertising, quality products and high standard of service will make this the most outstanding year in our history."

### Local Girls Win

(Continued from page one)

the club here a week before. Miss Hester, Stratford's great forward, was held to 20 points, while Philleen Arthur and Miss Atchley combined to outshine her, the former with 17 points and the latter with 16. Herford's second team started the game, as Coach Jimmie Wilson saved his regulars as much as possible for the long grind ahead. They trailed 13 to 2 at the end of the first period. Then Wilson sent in his regulars, and they tied the count at 17-all at the half. Opening the third round, Herford jumped immediately into the lead and held it to the last, keeping possession of the ball in a three-minute stall at the close of the game, returning the trick that gave Stratford victory in the second game of the local series.

Returning to the court Saturday morning, Herford defeated Farwell, 24 to 23, in another exciting battle. Again saving his first stringers, Wilson started his second team and left them on the floor as long as they gave. Farwell a battle, which was for three quarters. At the start of the final round, the regulars took the floor and in six minutes ran up a seven-point lead. Then they got the scare of their lives. Levy, Farwell forward, shot a goal from near the center of the court. A moment later she faked another long shot and passed to Randall under the basket. Thus trailing by three points, Levy got possession, this time faking a pass, and shot another ringer from the center just as the gun sounded ending the game.

**Overtime Game.**  
Dimmitt had to be stopped before Herford reached the final game. This was done Saturday afternoon, 29 to 25, in the wildest battle of them all. It went into an extra three-minute period after the regular session ended in a 25-25 tie, caused by Miss Atchley's free toss just before the game ended. Miss Arthur made the first points of the extra period. She was fouled on the shot, missed the free toss but Miss Turentine counted two points on the follow-up. Dimmitt got possession of the ball only once during the extra period.

Happy reached the championship game by beating Vega, drawing a bye and then noosing out Chauling in the semi-final, 36 to 34.

Arrangements for the three-game play-off for the league title have not been made, but probably will not be played before next week-end since Panhandle plans to enter the girls' A. A. U. tournament at Plainview this week end. Herford will not enter, despite the fact that local business men have offered to furnish transportation and foot the bill. After four games last week end and perhaps three slated for next week, Coach Wilson says the team could not stand up to perhaps another four or five tilts this week. He feels that the league title is more important, also, and that to enter another tournament this week would ruin the club for the play-off games.

### Friona Stopped In Title Match

After the powerful Friona Chiefs had been eliminated in the semi-final, Carey's Cardinals from Childress county defeated Pampa, District 2 champion, 32 to 26, for the regional basketball championship last week end at Canyon.

Friona put up a stubborn battle against the Harvesters, who crased their hopes in the morning game by a bare one-point margin, 33 to 32. The Chiefs made a strong bid in the closing minutes of the game, but their shots were "off" and the club could not count on tosses that meant everything to them.

Gower, Friona guard, was listed on the all-tournament team, along with Houpt of Abernathy, center; Jones, Pampa, guard, and Faust, Carey, and Green, Pampa, forwards. Carey will represent the region in the state tournament at Austin.

### J. G. AND CHARLES EVANS BACK FROM ARIZONA TRIP

J. G. and Charles Evans have recently returned from a trip to Arizona, where they took their father, Josiah Evans, on a health and recreation trip. Mr. Evans remained for visits with a son in Arizona and a daughter in New Mexico.

While in Tucson, they had the pleasure of hearing the initial program of the Hardin-Simmons Cowboy band of Abilene, of which Wayne Evans of this city is a member. The band was the official musical organization of "La Fiesta de los Vangueros," which was held during the latter part of February. Wayne had the honor of presenting a ten-gallon hat from the band to Dr. G. B. Sander, president of the college and band manager, and of making the

### Survey Indicates

(Continued from page one)

north of Progressive, the fields are thinner than in the average section, but beyond that it is thick and beautiful and has the best coloring of any wheat in the county. Another thin belt is found directly north of Herford, but in the extreme northern section of the county and in the Ford community, it is said to be in excellent shape. This, too, is true of most of the wheat found around Wesley and from there to Black, including the 25,000-acre soil conservation district.

**Unprotected Fields Blow.**  
Numerous fields are blowing, it is true. But the majority of these are fields that have not been planted to wheat and that have been left more or less unprotected. The well cared for wheat field is in excellent condition wherever

it is found in the county. The principal danger lies in protected fields being covered up by sand from those left in waste, but it would require some severe storms during the next two or three weeks to make the county suffer.

Apparently there was less wheat planted here this year than during recent years. This statement is based not upon actual knowledge of previous years, but upon the picture the writer had in his mind of a big wheat-producing country. For various reasons, numerous fields lay idle, but if utilized this spring, the feed crop will be much larger than usual.

**Moisture Plentiful.**  
In most sections moisture is plentiful. At a depth of only a few inches the ground is damp and can be rolled into moist balls. Lakes in the Dawn area contain a normal amount of water, and some standing water was noted in the Westway area.

The long cold and severe froeses

of January and a part of February prevented the wheat from growing rapidly above the ground, but underneath the roots were taking a firm hold in the soil and were thriving in the moist earth. During the past 10 days the growth upward has been rapid, amounting in most sections to several inches. Continued warm weather, followed in a short time by rain, would create an ideal situation, but another freeze would not be disastrous.

### Wombie Leads Philco Contest

M. D. Wombie, Ray Slingeterry and A. N. Slay attended a Philco constructive sales meeting at the Amarillo Hotel in Amarillo Monday night. A check up on the leaders in the Philco sales contest showed that Wombie practically had the first prize won, which is a trip to Havana, Cuba, by way of New York City, with all expenses paid.

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MACARONI Or SPAGHETTI, Gooche's, 2 for	13¢
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GINGER ALE Or LIME RICKY, Blatz, quart	15¢
SYRUP, Worth's Gallon 69¢, half gallon 39¢, quart	24¢
PRESERVES Pure Fruit, 4-pound jar	59¢
SOUP Phillips or Stalker's, can	5¢
SYRUP Corn, dark or white, gallon	49¢
LOG CABIN SYRUP Large size 79¢, medium 41¢, small	23¢
CAKE FLOUR Swansdown, regular size	25¢

Tomato Juice Large Can	12 1/2¢
Salad Dressing Brookfield Quart	29¢
Salt Two Packages	5¢
Coffee Schilling's Pound	26¢
Crackers Two-Pound Box	17¢
Fish Salted, White Lake Three for	25¢
Furniture Polish 25c Bottle	19¢

## No. 10 Fruits

PRUNES	25¢	CHERRIES	34¢
PEACHES	44¢	APRICOTS	49¢
APPLES	39¢	PINEAPPLE	64¢
GREENGAGE PLUMS	38¢	GOOSEBERRIES	49¢
BLACKBERRIES	49¢	APPLE BUTTER	48¢



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GRAPEFRUIT Three for	10¢	LETTUCE Head	4 1/2¢
CARROTS, TURNIPS MUSTARD, 5 bunches	10¢	LEMONS Dozen	19¢
ORANGES Peck	49¢	SPUDS 10 pounds	12 1/2¢

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