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Headquarters for School Supplies

CITY DRUG STORE WE GIVE S. & H. GREEN STAMPS PHONE 100

A. & M. Student On Dallas Trip

College Station,--W. H. Patton, the son of Mr. and Mrs. J. H. Patton spent four days in Dallas, Texas, from April 7 to April 10, with a group of students from A. & M. College...

While in Dallas, these students visited many of the larger business firms and the Federal and State departments. The students were shown the exact steps in the procedure of running a large corporation and learned just what each operation was. Also, the trip enabled the students to get acquainted with the managers because here is where the students will be looking for and wanting jobs immediately after graduation.

Ford News

BY MRS. TROY NEWMAN
Everyone welcomed the nice rain we received Saturday night. We received about one-fourth inch.
The community dinner at the Ford School House Sunday was enjoyed by all. The sermon, "The Thief on the Cross," delivered by Rev. H. P. Cooper, of Hereford, was very enlightening to everyone. Fifty persons attended. Among the visitors were Miss Evelyn Rae McKendree, Mr. and Mrs. G. H. Six and children and S. H. Browning of Vega. Mr. and Mrs. E. Ramey, Mr. and Mrs. H. P. Cooper and children, of Hereford, and Miss Freddie Click of Progressive.

Mr. B. A. Atchley and grandson, Jim Suttle of Summerfield visited his daughter, Mr. and Mrs. H. D. Hill and family Sunday of last week.

We are glad to learn that Grandmother Hobbs is improving after a two-week's illness. She has been staying in Amarillo, with her daughter, Mrs. J. R. Lawrence and is expected to return home this week.

Mr. and Mrs. Sam Stapp and Mrs. C. Audis Newbill and children drove to Wheeler to see Mrs. Stapp's mother, Mrs. A. F. Stovall, who is very ill in the hospital there. They made the trip last Sunday.

Mr. and Mrs. V. T. Glenn and Mr. and Mrs. Julia Glenn and baby have gone to Columbia, Ohio, to visit their son, and brother, Victor, who is in school there.

Mrs. Everett Wiseman and Mrs. Jinks of Vega called in the home of F. D. Ferguson Tuesday.

Mrs. Norman Livesay and son, Pete were in Hereford Tuesday.

There was a weiner roast at the home of Charles L. Pingle Friday night for the seventh grade pupils of Vega school. There were 19 present. Their sponsor, J. E. Ragle, and room mothers, Mrs. Henry Kinsey and F. D. Ferguson, accompanied them. After the roast delicious ice cream was served to all.

Mr. and Mrs. H. D. Hill and son, Jimmy Joe shopped in Amarillo Thursday.

Mr. and Mrs. M. D. Blankenship of Mobeetie called on H. D. Hill Sunday.

Joe Wilson and Sam Rayburn saw the show in Hereford Sunday evening.

Mr. and Mrs. Ray Price of Panhandle spent the week end with Mr. and Mrs. J. E. Medford. Mr. Price is their nephew.

Mrs. W. P. Strickland of Amarillo has invited Ford Study Club to be guests of the Tuesday Study Club at her home Tuesday.

Little Miss Sue Barnard celebrated her fifth birthday Tuesday from three to five with a party. Those present were Elaine Wagoner, Don, Dorothy and

Bobbie Viglie, Loretta Straffuss, James Perry Carnahan, and Don and Jay Crutchfield of White-deer; They enjoyed games of various kinds including an Easter Egg hunt. Delicious refreshments, of sandwiches, cake and lemonade were served to all.

J. M. Tullis returned to school Wednesday after a weeks illness due to mumps.

Mr. and Mrs. Ted Rohrbach and son, Edward, of Heiselman were dinner guests in the Carl Straffuss home Sunday.

Mr. and Mrs. Jim Hill and Mrs. George Stambaugh of Hereford stopped by the Ford School house to watch the children hunt eggs.

Mr. and Mrs. W. H. Johnson of Friona came by the E. E. Frost home Saturday on their way to Wheeler to visit her mother.

Mr. and Mrs. J. C. Stewart and daughter, Francis, of Vega were dinner guests in the Robert Hobbs' home Sunday.

Mr. and Mrs. J. L. Hight of Canyon took dinner with their daughter, Mrs. Fred Brunson, Sunday.

Mr. and Mrs. R. C. Durett and daughters, Marie and Betty Jo of Panhandle visited Mr. and Mrs. J. E. Medford Sunday.

Mr. and Mrs. Norman Livesay, daughter, Norma Faye, and sons, Pete and Pat went to Tulla Sunday to spend Easter with her mother, Mrs. Hooten.

Mr. and Mrs. E. Ramey called in the J. E. Medford home Sunday afternoon.

Mr. L. J. Straffuss is ill this week with the mumps.

Mr. and Mrs. C. W. Whittington of Amarillo called in the Carl Straffuss home Sunday afternoon.

A. K. Webster and son, Bill, of Dallas came by to see the Medford's Monday before leaving for home.

Misses Virginia and Birdene Brunson came home from Canyon Thursday to spend the week end with their mother, Mrs. Fred Brunson. They returned to school Tuesday.

The Ford Study Club met Wednesday with Mrs. Joe Wagoner last Wednesday. Those present

were Mesdames Floyd Benson, W. M. Stewart, George Benson, C. D. Carnahan, Robert Wagoner, L. J. Straffuss, and L. J. Whitsett, and Miss Hilda Straffuss. Guests were Mrs. Byron Gist, Mrs. J. M. Parks. After the meeting, delicious angel food cake and ice cream were served to all.

Mr. and Mrs. Joe Wagoner and daughters, Gayle and Elizabeth Ann, Mr. and Mrs. Robert Wagoner and daughter, Elaine drove to Groom with their parents, Mr. and Mrs. J. E. Wagoner and family.

Mr. and Mrs. H. D. Hill and sons, Homer, Howard and Jimmie Joe were in Hereford Sunday afternoon.

While putting out shrubbery at the L. J. Straffuss home, Joe Wilson found an old dog tag issued in 1903. The tag number was 21. This must be proof that there were people living out here at that time.

Mr. and Mrs. George Larson and family were Hereford shoppers Saturday.

Mr. and Mrs. F. D. Ferguson, Morris Earl and Beth were Amarillo shoppers Friday.

Mr. Troy Newman and Mrs. F. D. Ferguson took their children to Hereford to attend the show and egg hunt Saturday.

Miss Kathleen Brunson accompanied them.

Mrs. Izara Matthews of near Dawn supervised the making of four new mattresses Tuesday at the Ford School House.

Charles Frost and Tommie Barclay went skating at Adrian Saturday night.

There was a farmers meeting held at the Ford school house Wednesday night. Mr. Bateman, and Jim Hill gave talks.

Mr. and Mrs. Jim Hill and Mr. and Mrs. E. E. Frost went to Amarillo Monday afternoon to bring back their meat they had cured at a packing house there.

Mr. and Mrs. F. D. Ferguson attended the Bohannan Sale at Sims Wednesday.

The school children were all glad to see the school bus run again Tuesday after having a four day week end.

Jim Hill and his help are setting out about 200 chinese elm trees on both sides of the driveway to the Hill ranch house.

Miss Bettie Lou Pingle of Heiselman, spent the week end with Miss Lavern Kensey.

Jim Bob Harris of Vega spent Monday night with Bobbie Newbill.

Miss Adelia Benson spent the week end at home returning Tuesday to Canyon.

Mrs. Dean Mitchell and children and Mrs. Fred Brunson and children were in Hereford shopping Tuesday.

Jumbo News

MRS. ULLMAN HUNTER

Coming home for the Easter holidays were Lawrence Matthews of Eastern New Mexico College at Portales, Bernard Wilder of Texas Tech, Lubbock; John Hardy Wood, Bob Baird, Virginia and M. L. Simpson, and Pauline Matthews of West Texas State College at Canyon.

Mr. and Mrs. Addison Hunter were in Amarillo Tuesday.

A prayer retreat was held Wednesday afternoon at the community room as requested by Presbyterian, Mesdames Gilliam, Baird and Simpson had parts on the program. Red Cross materials were given out for sewing to be done on ladies dresses. Present were Mesdames Clem Gilliam, H. C. Baird, L. A. Matthews, Sam and Finis Hunter.

Mesdames H. C. Baird and Ullman Hunter attended memorial services of the Order of the Eastern Star at the Masonic Hall Tuesday night.

Miss Catharine Couch, Castro County home demonstration agent, discussed slip covers for bed room and living room furniture Tuesday afternoon when she met with club members at the community room. Samples of materials and various pictures of furniture arrangement out color schemes were shown and discussed. Present were Mesdames Clyde Renfro, M. T. Sparkman, R. A. Gilliams, Burgess, J. J. Wilder, Ullman Hunter, Miss Couch's mother, of Pecos, was a visitor. Mrs. Wilder brought before the group plans and discussions of county council held the day before at Dimmitt.

Mr. F. A. May has been quite ill from flu.

Mr. H. A. Shaw of Olton Saturday took Mr. Roy Thruston to Lubbock to spend the week end.

Mrs. Thruston suffered a painful gash above her right eye. The cut was the result of an accident which occurred while she was playing volleyball in the gymnasium.

All the school children enjoyed an Easter egg hunt Friday afternoon.

Mr. and Mrs. Troy Frazier and Troyina spent the week end in Canyon with her mother, Mrs. Hancock.

Mrs. Clem Gilliam was hostess to a 42 party Saturday evening for the College boys and girls who were home for the holidays. Present were Joyce Carter and Bettie Newton of Dimmitt, Virginia, Margaret and M. L. Simpson, Orval Pierce, Pauline, Lawrence, Leon and Meri Matthews, Bob Pinckert, Helen Caslon, Bernard Wilder, C. C. Hunter Jr.,

Anderson, John Hardy Wood, and W. A. Hardin of Kirkland.

Mr. R. T. Nunn of Hereford visited with the Simpson and Hunter families last week.

Mr. and Mrs. Doc Hardin, Marie and W. A. of Kirkland spent the week end with Mrs. Hardin's daughter, Mrs. Porter Stone, and sister, Mrs. C. C. Hunter.

Again L. A. Matthews won high score at the 42 tournament Wednesday evening. Bob Pinckert won grand prize for men, and Mrs. Troy Frazier won grand prize for the women. A large crowd enjoyed a chili supper. Mesdames Simpson and Clyde Renfro were hostesses. Attending were Messers and Mesdames F. L. Pinckert, J. J. Wilder, M. L. Simpson, L. A. Matthews, Troy Frazier, Sam, Finis and Ullman Hunter and C. C. and Barbara Ann Hunter, Anderson, Bob Pinckert, Margaret Simpson, Leon and Merle Matthews and Orval Pierce. Several attended the free picture show on agriculture at the school building before coming to the party.

Mr. and Mrs. Louis Willingham were in Dimmitt Sunday.

Members of Mrs. Sam Hunter's Sunday School class enjoyed an outing at Boy's Ranch Sunday.

Mr. and Mrs. W. A. Hunter of Hereford spent Sunday with Mr. and Mrs. Ullman Hunter.

Very few attended Sunday

school. Rev. J. R. Sharpe of Canyon preached He was a visitor of the Simpsons.

About one inch of rain fell Saturday night after a high wind and dust storm.

Wayne Sparkman, Leon Matthews and Margaret Simpson had leading parts in the Senior class play, "Young Doctor Young," presented in the Dimmitt High school auditorium Friday evening. The senior made \$104.00.

Mrs. Ullman Hunter called on Mrs. John Olson of Hereford Saturday afternoon.

Almost all of the children attended the egg hunt in Hereford given by the Hereford merchant Saturday.

Mrs. Julian Robert and children of Floydada visited her sister, Mrs. Finis Hunter Sunday.

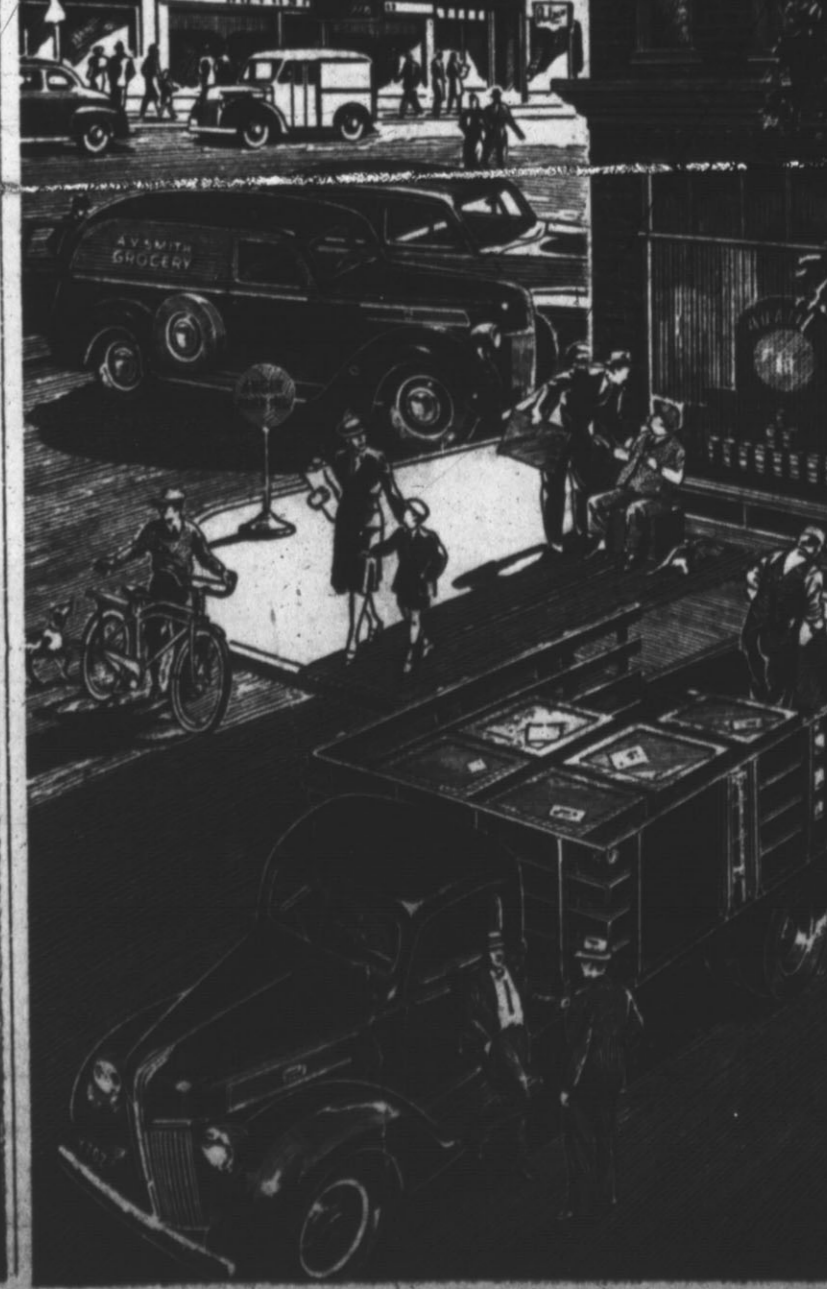
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Look at the FORD TRUCKS ON MAIN STREET!

IN VILLAGE town, and big city--on farms and on the highways... wherever you look, you see Ford Trucks at work. There are more Ford Trucks at work on the nation's hauling jobs than trucks of any other make!

There are definite reasons why. Truck owners want a truck with the power, performance and dependability that Ford Trucks deliver. They want economy that starts with low first cost and continues with low operating and low maintenance cost. In Ford Trucks they get what they want!

It's no wonder Ford Trucks are as popular on Main Street as on Broadway! And they'll add to their popularity once you try them on your job. See your Ford Dealer today.



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ONLY \$127.75 MODEL S-6 Terms arranged to suit you



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• Quick-Ice Trays
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• New Low Operating Cost
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Has Famous Motor-Mixer - Freezes ice faster, keeps food better at less cost. Large Sliding Hydrator - Stainless porcelain for easy cleaning. Keeps vegetables dewy fresh. Over 6 Million Frigidaires Built and Sold

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When You Buy Magazines... GET THE BEST ALL FOR \$4.00 (Value \$7.50) HERE'S OUR SIMPLE PLAN 1. Select the magazines desired from the following list. 2. Do not select more than a total of 12 points. 3. Add the points opposite each magazine selected. 4. In the blank spaces provided, copy the points for the magazines selected and add them.

FILL OUT COUPON AND MAIL TODAY! Gentlemen: I'm enclosing \$4.00 for a year's subscription to your newspaper and the magazines I have checked on the above list. The total number of points is not more than 12. NAME ST. OR. POSTOFFICE R. F. D.

HEREFORD APPLIANCE CO. L. L. WOMBLE HEREFORD, TEXAS

SOCIETY

RS. JOHN McLEAN, Society Editor Phone 181

Annual Banquet Given For Bosses Highlights Week's Social Affairs

Members of the Business and Professional Women's Club entertained with the annual Bosses Banquet at the club house Monday night.

Including the banquet Miss Mary Tiefel, in gay Spanish costume, sang two appropriate songs accompanied by Miss Ruth Tieding of the accordion.

The guests filed into the banquet hall they found themselves in a different world. "South of the Border" theme was emphasized Pan American Day and provided a set-suggestive of Fiesta time Old Mexico. The room was with "multicolored" lights everywhere on the walls, across the windows, on the mantel above the flickering fire in fireplace, were characteristic reminders of the spirit of the day. At spaced intervals down long white covered tables pots of cacti and a border and the outer edge of the room was formed of bright sombrero bearing names of guests. At each place were miniature pots of cacti repeating the color effect used all about the room.

The banquet, which always is formal, was opened with a welcome to guests given by Mrs. Thia Brady who prepared way for an evening of fellowship and fun. And if there are any remaining doubts in minds of guests as to the pose of the party they had vanished by the time Jim Gillentine got through with crowd. He said he was pinching for Alex Bateman but Alex couldn't have, paid her tribute to the personnel business and Professional Women's Clubs all over the land

and to their influence as an organization.

A floor show was presented for the entertainment of the crowd by Miss Harding, Darrell Harkins and Jerry Albracht, all in Spanish costumes. Solos, duets and trios accented in song the party theme and Jerry Albracht delighted the audience with character impersonations—most clever one—Crooning Bing Crosby.

At leave-taking time guests were slow to break the charm of enchantment and were reluctant to say goodby.

Arrangements were made by Mrs. Cecil Williams, chairman. Mrs. Mattie K. Robinson and Mrs. Lois Moore.

Members and guests attending included Mr. and Mrs. J. Wallace Robinson, Dr. and Mrs. R. R. Wills, Mr. and Mrs. Tom Robinson, Ann Holman, Mr. and Mrs. Jimmie Gillentine, Sadie Lee Oliver, Gladys Skelton, Mr. and Mrs. W. C. Pitman, Barbara Roles, A. J. Schroeter, James Eiland, Mr. and Mrs. Troys Carmichael, Clara Wedel, Carl Gilliland, H. G. Conkright, Mr. and Mrs. John Jacobsen, Inez Miller, Virginia Bowman, Alton Fraser, Mr. and Mrs. R. S. Scott, Thelma Chronister, Opa Faye Smith, Imogene Whitehead, Bessie Smith, Dick Coffey, Mr. and Mrs. Reed Williams, Mr. and Mrs. Jim Lipscomb, Mary Tiefel, Louis Woodford, Erma Faye Robinson, J. J. Clark, Mr. and Mrs. Egbert Brady, Inez Clark, Mrs. F. T. Rosolow, Belle Harris, Glenn Allison, W. C. Hromas, Jewell Dodson, Mrs. Al Werner, Mr. and Mrs. Troy Moore, Leta Kaul, Mr. and Mrs. John McLean, Virginia Bowsher, Vera Byrnes, George Muse, Mr. and Mrs. Jim Williams, Mr. and Mrs. Pearl Singleterry, Elizabeth Womble, Robert Thompson, Evelyn Stelzer, Dr. J. W. Hendrix, Evelyn Sachs, H. V. Hennen, P. H. Gilliland, Mrs. Kermit Wilton, John Carter.

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Nothing so fresh, young, comfortable as Chambray. You'll find the new look to this button chambray in stripe and solid shades. Sky Blue, Lawn Green, Sun Rose.

have a large selection of other styles and materials; also a new shipment of Play Suits we are sure for you to see.

THE Vogue
Phone 231
READY-TO-WEAR.

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The Easter motif was used in bridge accessories and flowers when Mrs. Willis Edelman entertained members of the New Deal Club at her country home Friday afternoon. Sweet peas in hurricane lamps provided dainty floral accent.

After contract games a salad course was served to Mesdames Alton Miller, Buford Crosthwait, Urhn Streu, Ralph Hastings, Frank Huckert, Sylvester Slagle, Louis Woodford, Wayne Evans and the hostess.

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3 POINTS to look for in a WATER SYSTEM

A ADEQUATE CAPACITY.
When you choose a water system, be sure it will give you PLENTY of water for every purpose. It should supply enough to take care of peak loads, as well as regular demands. Insist on a system with ADEQUATE CAPACITY.

B BUILT-IN RELIABILITY
Look for sound design and quality materials! These are the things that determine the true value of a water system—and ASSURE you of reliability.

C COST SAVING OVER THE YEARS
Don't let a CHEAP price fool you! A little more at the start will assure you many more years of trouble-free operation—with a minimum of repair costs. That means REAL cost saving.

MYERS
You Get All Three!

STREU HARDWARE
Hereford, Texas

Scene from "Tobacco Road"



"Tobacco Road," the play about southern tenant farmers which has beaten all records for a Broadway run, is coming to Hereford in its moving picture version Sunday.

Featured will be Charley Grapewin as Jester Lester, and a fine cast which includes Gene Tierney and Ward Bond, shown with Grapewin in the picture above.

Two Spring Parties Mark Week's Calendar

There is no more interesting time for extending hospitalities than the spring time when decorations may be as suggestive as a row of bright red tulips along a garden fence.

Among the Easter parties that dotted last week's social calendar was that given by Mrs. E. B. Hedrick Thursday afternoon.

Spring flowers in pastel tints set the colors for tallies, bridge accessories and refreshments.

Mrs. J. A. Pitman won the high score award and Mrs. Seth B. Holman won the traveling prize.

Making up the party were Mesdames J. H. Pitman, Glenn Weir, Louis Woodford, N. E. Milburn, Grant Fuller, Ralph Hastings, Henry Sears, Reed Williams, Ralph Roden, Seth B. Holman, Alton Miller, Meade Halle, G. R. Lunsford, E. B. Hicks, F. H. Oberthier, R. R. Wills, C. F. Moore, and J. A. Pitman.

TUESDAY PARTY

On Tuesday five tables of guests were entertained by Mrs. Hedrick.

Peach blossoms and deep purple pansies were brought together in attractive flower arrangements in decorations. Mrs. H. K. Fox received the score award and the traveling award stopped with Mrs. J. C. McCracken.

Invited guests included Mesdames Woodrow Ireland, J. C. McCracken, W. L. Davis, Jimmie Gillentine, J. W. Witherspoon, Colby Conkright, Frank Cogdell, H. K. Fox, Seth B. Holman, J. A. Pitman, A. R. Bateman, H. A. Close, Oscar Easley, Ernest Medkief, Mont Baker, C. C. Acker, R. L. Craner, Kellar Muse, and Howard Gault.

Lloyd Manjoet Is Honored At Birthday Party

Lloyd Manjoet, son of Mr. and Mrs. Art Manjoet, was commemorated on his fourteenth birthday, April 9, at a dinner party given by his mother at their home. Attending were a group of classmates.

Varied spring colors were used in table decorations with jonquills forming the centerpiece. Places were marked by flower baskets filled with Easter candies. The birthday cake was cut for prizes and gifts were admired. After games were enjoyed the group attended church.

Enjoying the party were Barbara LeGrand, Lonnie Dean Martin, Ellen Posey, Marcela Blue, LaNelle Farmer, G. P. Owen, V. C. Hopson, Clyde Brock and the honoree.

The hostess was assisted by her mother, Mrs. Reba Howton.

Wyche Items

By INA MAE HEWITT

Mr. and Mrs. Joe Hoffman and Mr. and Mrs. John Leub left Tuesday for a trip through Kansas and Colorado. They expect to be back the latter part of the week.

Mr. and Mrs. E. C. Hewitt and Ina Mae spent the Easter holidays with their daughter and

Easter Party Is Given For Club

Easter lilies and hydrangeas were used in decorations for the Easter party given for members of the Elite Sewing Club at the home of Mrs. Frank Terrell Thursday afternoon.

Forty-two and other games were enjoyed and Mrs. Terrell's Pollyanna friend presented her with a crocheted basket filled with American Beauty roses.

A salad course—using pink, green and white Easter motif, was served after the games.

Those present were Mesdames Noah Ewton, C. C. Cox, H. V. Williamson, L. W. Carlyle, John Cummings, Cliff Hicks, Ross Fuller, Tom Alderson, Lyle Blanton and the hostess, Mrs. Edna Jett was a special guest.

Luncheon Entertains Knitting Club

Mrs. Ralph Hastings used golden bell forsythia blossoms to center her luncheon table last week when she entertained members of the Knitting Club at her lovely new home on Fifths Street.

A chop suey plate was served, and after the luncheon conversation and handwork furnished those enjoying the occasion were Mesdames J. T. Gilbreath, Jr., Ernest Medkief, W. J. Stanford, Woodrow Ireland, Louis Woodford, G. R. Lunsford, Alton Miller and the hostess.

Mr. and Mrs. Ira Ott attended church services at the Presbyterian church in Hereford Sunday.

Mr. and Mrs. Ira Ott attended church services at the Presbyterian church in Hereford Sunday. After church they enjoyed dinner with Mrs. Ott's sister, Mrs. Homer Logan and family.

Mr. D. W. Henry, Sr., of Plainview spent Sunday with Mr. and Mrs. Fred Henry and daughter. Mr. and Mrs. Lee Ott of Amarillo spent Easter Sunday with Mr. Ott's mother, Mrs. Mary Ott. Mr. and Mrs. G. H. Reeves and family spent the week end visiting Mr. and Mrs. W. T. May of Silverton and C. F. Reeves of Tulla.

Betty Jean Johnson spent Friday night with Miss Imogene Anderson of Hereford.

Betty Jean Johnson spent Friday night with Miss Imogene Anderson of Hereford.

Betty Jean McBrayer entertained Wednesday afternoon with a birthday party. Those attending the party were Sue and Snookie Johnson, Wilma Roberson, Mildred Henry, Zola Fay McBrayer, Geraldine and Betty Joyce Henry, Betty Jo Carnahan, Audrey Mitchell, Lyn-dell McBrayer and the hostesses, Mrs. Luke McBrayer and Betty Jean.

Mr. and Mrs. Ira Ricketts, Mr. and Mrs. Howard Higgins and Mr. and Mrs. Clyde Russell and family, all of Progressive community visited in the Luke McBrayer home Sunday.

This community received approximately 1-4 inch of rain Saturday night.

Heiselman News

MRS. B. A. WEST

Mr. and Mrs. Lewis West and family of Post spent the week end in the B. A. West home.

Mr. and Mrs. A. E. West and family moved to House, N. M., Sunday.

Mr. and Mrs. Floyd West moved to the old Bohannon place Monday. Mr. and Mrs. Bohannon are moving to California.

This community received one inch of rain Saturday night also some hail and a hard wind

Friena News

MRS. H. L. SETTLE

Hospital notes—Mrs. H. C. Wells, major operation in a Lubbock hospital.

Lee Spring, appendectomy in a Lubbock hospital, condition good.

Ray Landrum, appendectomy in a Clovis hospital, condition good, patient now able to be up.

Reeve Guyer, appendectomy in a Colorado hospital, condition good.

Walter Loveless, broken leg, treated in Hereford hospital, condition good.

Easter services in the local churches were well attended. The nice shower brought a bright and lovely Easter morning. The vegetation refreshed and green from the shower proved that spring is truly here.

The annual school election held in Friena recently re-elected the three retiring trustees. They are J. D. Buchanan, Lonnie McFarland, and T. J. Crawford. F. W. Reeve was re-elected as a member of the county board of trustees.

Mrs. J. L. Dwight and daughters, Mary Beth, Janice and Jo Ann and Mrs. Harold Settle motored to Amarillo one day last week.

The Baptist Revival for the past week has been well attended. Rev. C. C. Griffith, evangelist, had charge of the services with the assistance of Rev. Joe Wilson, pastor.

Mrs. Reeve Guyer, Mrs. C. P. Warren and Miss Eva Settle are visiting in Colorado.

The Women's Society of Christian Service met in the Methodist church April 14 with nine members present.

A round table discussion on

the weekly Bible study was led business visitors in Amarillo by the study leader, Mrs. L. L. Tuesday, April 15.

Mrs. Bulls is quite ill at her Hill.

Mr. and Mrs. Odis Settle were home here in Friena.

Rockwell Bros. & Co.
present their

Seventh Annual BPS Paint Demonstration

Opens **Saturday, April 19** Closes **Saturday, April 26**

Special Offer good only During these 7 Big Days!

45¢ VALUE FOR 15¢

A CAN OF GLOFAST AND A BRUSH ALL FOR 15¢

These annual demonstrations are held each year at considerable expense in order that our friends may appreciate the many new developments made in BPS Paints and their application. You are always Welcome at Rockwell Bros. & Co., and you are especially invited to attend this big Seven-Day Demonstration.

Come in and let us Give you a Personal Demonstration!

ROCKWELL BROS. & CO.
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"When GENERAL MOTORS builds and backs it — everybody *Knows* its good!"

HYDRA-MATIC **GM** **GENERAL MOTORS**

WORLD'S ONLY DRIVE WITH NO CLUTCH TO PRESS!... NO GEARS TO SHIFT!

WHEN you see the Hydra-Matic emblem on the "car ahead," you know it stands for two things: One — the drive that's backed by the biggest name in motordom! Two — the drive that does things no other drive can do! No other drive in the world completely eliminates the conventional clutch and clutch pedal. No other gives completely automatic shifting through all four forward speeds. And no other makes driving so simple, easy and safe. Why not try the car that has the drive that General Motors builds — try Oldsmobile! Hydra-Matic Drive Optional at Extra Cost.

THE CAR Ahead! IT'S OLDSMOBILE

BRUMLEY-WOODFORD MOTOR CO.
HEREFORD, TEXAS



NOW --- Just What You Have Been Waiting For

Anniversary



20 Years!

HURRY! Hurry to the Greatest and Largest Sale ever offered to the Shoppers of Hereford and Surrounding Territory. Just at the Right Time, when you can purchase Quality Wearables for the Entire Family — at Tremendous Savings! Drop Everything and be here when the doors Open Friday, April 18th. Buy Now and Save! Help us celebrate our 20th Anniversary of Fair Dealing. Quality Merchandise of outstanding Known Brands . . . at Real Value!

Come One . . . Come All! Sale Opens Friday, April 18th!

... of
FAIR DEALING!

Plenty of Help to Serve You!

SALE OPENS
Friday, April 18th
AT 8:00 A. M.
Plenty of Help to Serve You!



MEN'S & BOYS' Dept.

MEN'S SUITS
\$12⁵⁰

Special Pure Worsted Suits, single and double-breasted styles. Made to sell for a good deal more ANNIVERSARY PRICED All Sizes—new shades!

Men's and Boys' TROUSERS
\$1.69 Upward

Anyone can find any style that he likes from our large selection. Especially marked Down for this Sale!

MEN'S HATS
Genuine FUR FELTS; large selection styles, colors! \$1.98



SHIRTS
Special Lot! New, fancy patterns, fast color. 13 1/2 to 19. **98c**

\$1.75 SHIRT Value
New shades, all sizes! Anniversary Priced! **\$1.29**

TIES

\$1 value 75c
65c value 49c
50c value 39c
New shades, New pat'ns.



All Luggage 30% Off!

Men's Anklets

35c val., 4 pr. 98c
25c val., 5 pr. 98c
15c val., 10 pr. 98c

These are fancy silk. Buy Several Pairs!

Shirts, Shorts
Perfect Fits! Snap fronts **19c** Ea.



MEN'S PAJAMAS New Pt'ns, \$1.65 val., Anniversary **\$1.00**

MEN'S SILK and also FABRIC BATH ROBES Good Colors! **1/2 PRICE**

SHOES for One and All . . . at Give-Away Prices . . . !



Men's, Boys' A Special Lot
All are Sturdily Made!

All Leather **\$1.98** All Colors



Children's Shoes

Straps, Oxfords, Sandals, High Tops.

98c

Sizes for all! 2 to 12 years

Black White Tan



Ladies' FOOTWEAR Fashions

Values to \$3.50 **\$1.98**

Patents, Gaberdines, Marisans, Play Shoes . . . Sandals . . .

SAVE on SHOES!

House Shoes for the Whole Family!
ANNIVERSARY PRICED!

LADIES' HOSIERY

\$1.50 Nylons \$1.15

\$1 All Silk, 2-thread . . . 85c

89c All Silk, 2-thread . . . 69c

69c Grade Silk 59c

Other grades also Reduced!

Children's ANKLETS - 25c Value All at **10c**



Ready-to-Wear Dept.

HATS, GLOVES, UNDERTHINGS, ETC.

ALL DRESSES in new SPRING STYLES

NEW SPUN RAYON

DRESSES

All Sizes, New Colors, Values up to \$3.98 — NOW

98c



SILK DRESSES

\$5.98 Values	NOW	\$3.59
\$7.95 Values	NOW	\$4.59
\$10.95 Values	NOW	\$6.59
\$12.95 Values	NOW	\$7.95
\$16.75 and \$19.75 Values	NOW	\$10.59
\$24.75 Values	NOW	\$13.75

SAVE on Spring MILLINERY

EVENING DRESSES

Values Up to \$16.95 — ALL GOING NOW FOR **\$5.00**

NEW SPRING WOOL TOPPERS

Lined. \$8.75 Values—NOW **\$4.49**

NEW SPRING SKIRTS

\$1.98 Values NOW **\$1.39**

Ladies' GOWNS and PAJAMAS

Values up to \$2.98 NOW **\$1.29**

Ladies' Batiste

GOWNS and PAJAMAS

\$1.00 Values NOW **69c**

Children's Batiste

GOWNS and PAJAMAS

\$1.00 Values NOW **69c**

LADIES' Satin Lace SLIPS

On Special **79c**



WHITE SUMMER GLOVES

\$1.00 Values . . . **49c**

LADIES' PURSES

Values up to \$2.95. **98c**

Values up to \$1.95 . . . **39c**

LADIES' BLOUSES

up to \$1.98 Values Anniversary Priced at

59c

Children's Fast Color DRESSES Regular 79c Value, Now

39c

HOUSE DRESSES

GUARANTEED FAST COLOR!

Regular \$1.00 Values, in this Big Sale—ONLY

59c

Great 20th Anniversary Sale!

LET'S GO TO THE Popular Store!

Union Alls, Overalls, Work Caps and Bathing Wear!
This is All in Our Anniversary Sale!

Special Lots of LADIES' CLOTH
SUMMER SANDALS
39c

TENNIS SHOES
59c

SLACK SUITS

—at—
REDUCED PRICES!

WORK CLOTHES DEPT.

WORK SHIRT Grey, full made **69c**

MATCHED SUIT \$1.98 Pre-Shrunk

WORK GLOVES Leather pr. **49c**

WORK SHOES \$1.39 Complete line. . . . 1 up



POPULAR STORE

BE ON HAND AT THE . . .

HEREFORD, TEXAS



LOCALS

Guests of the J. E. Beyers and the Sank Rameys over the Easter week end were Mr. and Mrs. C. H. Dillehay and two daughters of Vernon.

Mr. and Mrs. Barry Wheelless and baby daughter of Amarillo were here for the Easter holidays visiting her parents, Mr. and Mrs. D. W. Hawkins.

Mr. and Mrs. Ernest Scheihagen spent the week end with his parents, Mr. and Mrs. W. R. Scheihagen. He is a senior at W. T. S. C. Canyon.

Mrs. Claude Benton, formerly of Hereford, was in Hereford last week looking after business interests. Mr. and Mrs. Benton now live in Holly, Colorado.

Among the many college students home for the Easter holidays was Miss Virginia Lee Hussey, senior at W. T. S. C. Canyon. She is the daughter of Mr. and Mrs. C. P. Hussey.

Miss Mary Turrentine, senior at Mary Hardin-Baylor College at Belton, visited her mother, Mrs. Al Werner, during the Easter vacation.

Mrs. G. A. F. Parker went to Amarillo Sunday to be present for baptismal services for her

granddaughter, Suzanne, who is the daughter of Mr. and Mrs. George Parker.

Joe Bledsoe of Waco who spent the Easter vacation here in the home of Mr. and Mrs. W. J. Stanford, returned to Texas A & M College Monday with Bill Stanford. The boys are roommates at college.

Mrs. F. W. Montfort and daughter, Martha Lee, of Branson, Mo., arrived last week for a short visit with their daughter and sister, Mrs. Homer Brumley.

Mr. and Mrs. George Heard and two children of Chicago, Ill., arrived Saturday and are spending this week with his parents, Dr. and Mrs. G. W. Heard.

Among the many children here to make Easter happy for parents were Miss Elizabeth Stanford, daughter of Mr. and Mrs. W. J. Stanford and Miss Elizabeth Ireland, daughter of Mr. and Mrs. E. S. Ireland. Both are teachers in the public schools at Priona.

Miss Edna Daughettee made a trip to Albuquerque, N. M., during the Easter vacation. She visited her sister there and met her mother, Mrs. W. M. Daugh-

ettee, who had been visiting relatives in California, and whom she took back to their home in Pampa.

Easter guests of Dr. and Mrs. F. M. Kester were their son, Clifford and family from Glennwood Springs, Colo., and another son, Hal Kester and Mrs. Kester, from Denver. They returned to their homes Tuesday morning.

From Tyler by plane came Lee Lawrence to visit his grandparents, Mr. and Mrs. F. H. Oberthier over the Easter holidays. He is the son of Mr. and Mrs. Dewey Lawrence.

Jimmy Gammill, principal of the Jal, N. M., public schools, accompanied by his brother, Calloway of Lubbock, visited with old friends here last week. Mr. Jimmy is a former principal of Hereford Central school.

John L. Wilson of Vega spent the Easter week end here with his children, Mrs. Jeff Ghibreath, Mrs. Cliff Estes and Paul Wilson and their families.

Mr. and Mrs. C. E. Birkmeyer and children of Amarillo were in Hereford for the Easter holidays. They were guests of her parents, Mr. and Mrs. E. B. Black.

Rev. and Mrs. M. B. Norwood attended the Methodist quarterly conference in Dimmitt last Sunday night. Dr. Will C. House, district superintendent, led the business meeting.

Rev. Norwood announces a revival meeting starting at the Methodist church in Dimmitt Sunday. Rev. C. F. York of Quanah will preach, assisted by Rev. Melvin Rankin of Dimmitt, the regular minister.

Mrs. W. T. Womble left Monday for Amarillo, where she will make her home.

Miss Billie Hamby spent last week in Crosbyton, with her parents, Mr. and Mrs. John Hamby.

Mr. and Mrs. W. W. Slaten and daughter, Sandra Jean, of Portales, spent Sunday in Hereford with her parents, Mr. and Mrs. S. O. Wilson.

Mr. and Mrs. Troys Carmichael were in Amarillo Saturday to attend an insurance underwriter's luncheon.

Mr. and Mrs. W. L. Branson and son, Bob, of Tucumcari, were in Hereford Sunday, visiting her parents, Mr. and Mrs. J. B. Elliston, and his mother, Mrs. B. L. Branson.

Vega News

MRS. D. E. MCKENDREE

Miss Lucille Park and Miss Lucille Hughes spent Saturday in Hereford, visiting relatives and friends.

Mrs. Harrison M. Dyer of Jayton arrived here Wednesday for a week's visit with her parents, Mr. and Mrs. R. C. Valentine.

Mrs. Talley Brothers and family of Edmondson, visited her sister, Mrs. O. W. Williams this week.

Mrs. Bob Cotton was removed to her home from the Northwest Texas Hospital in Amarillo, Thursday. Mrs. Cotton had undergone a major operation.

Mrs. George Straub and small daughters returned to their home in Carlsbad Sunday, after visiting relatives in Amarillo and Vega the past two weeks. She was accompanied as far as Roswell by her aunt, Mrs. Emma McNabb.

Mrs. H. M. Dyer and Mrs. R. C. Valentine visited Gail Valentine and Miss Naomi Sunkel in Amarillo, Thursday.

Mr. and Mrs. Sam Stagg of Harlingere are visiting their parents Mr. and Mrs. R. W. Armistage, Mr. and Mrs. Allen Stagg, other relatives and friends in Vega and Fritch.

Mr. and Mrs. Herman Pafford and family of Claude spent Saturday night with Mrs. Pafford's parents, Mr. and Mrs. L. L. Ledbetter, returning to their home Sunday afternoon.

R. C. Valentine Jr., was taken to Amarillo, Tuesday to have a piece of steel taken from his eye.

Mrs. Ben Hill returned Sunday night from Savannah, Missouri, where she has been taking treatments.

Miss Margaret Loyd who is attending W. T. S. C. is spending her Easter vacation in Vega with her parents, Mr. and Mrs. Roland Loyd, and family.

Dr. W. C. House of Amarillo held quarterly conference in the local Methodist church Sunday night.

Mrs. J. L. Watkins returned Sunday from Harrison, Arkansas, where she visited her mother.

Leon Ledbetter returned Saturday night from Devine where he and Mrs. Ledbetter were call-

ed on account of the serious illness of Mrs. O. E. Dygert, the mother of Mrs. Ledbetter, who remained in Devine to care for her mother for a time.

Miss Catherine Linger is now employed as bookkeeper by Paul Arthur, local Texaco dealer.

Mr. and Mrs. Doyle Kelly of Phillips spent Wednesday visiting Mrs. Kelly's mother, Mrs. J. B. Marby and other relatives.

Miss Gail Valentine of Amarillo arrived Friday to spend the week end in the home of her parents, Mr. and Mrs. R. C. Valentine and went on to Hereford where Mrs. Valentine, Mrs. H. M. Dyer, and Misses Gail and Billie visited friends Saturday.

Miss Virginia Bowman returned to Vega Saturday afternoon with them, staying over to go to Adrian roller skating in the evening.

Mr. and Mrs. D. M. Vogles returned Friday from Espanola, N. M., where they visited their son, Buck Vogles and family.

Mr. and Mrs. L. M. Marshall of Doma arrived in Vega, Sunday for a visit with Mrs. Marshall's sister, Mrs. Allen Stagg, and Mr. Stagg. The Marshalls are former residents of Oldham County.

Roger Morris, Jr., returned home from Albuquerque, N. M., where he visited Mr. and Mrs. Merle Wood and other friends. He also visited his aunt, Mrs. Herb Yates in Espanola, N. M., while away.

Mrs. J. T. Shelton and J. R. Ballard were reelected to the school board in last Saturday's election.

The revival in the Methodist church began Easter morning with Rev. E. D. Landreth of Lamesa preaching. Rev. D. W. Binkley of Adrian will lead the singing and assist the local pastor, Rev. Rex Kendall in the young people's and children's meetings. Services will be held daily at 10 A. M. and 7:30 P. M.

The Vega P. T. A. met Tuesday afternoon. The girls in the home economics class modeled their dresses made this year. Other business before the meeting was the vote to give three new dictionaries to the high school. The group also voted to pay for the new stage sets. After the business session the meeting was turned over to Mrs. A. R. Castleberry, who presented C. L. Morris who gave an interesting talk on "Practical Education." Mrs. Shel-

ton gave a paper on "Characteristics of a Good Leader." After this talk she conducted a parliamentary drill. Miss Miller then read the president's message, ending the meeting.

An Easter program was given Sunday night in the Nazarene church.

The Baptist congregation feel fortunate in the acceptance of Rev. V. W. Allen of Lella Lake as pastor of their church. Rev. Allen started a revival in the Lella Lake church Easter morning and will take up his duties here at the close of the revival. However he will fill the pulpit in the Baptist church in Vega, Sunday, April 20, at which time the church hopes to have a good crowd present.

The Worth-While Home Demonstration club met Friday with Mrs. Roy N. Ivq with 16 members present. Mrs. Ivy demonstrated the making and baking of pastry shells.

Mr. and Mrs. Leland Durham and son, Bob, went to Sayer, Okla., Saturday to visit Mr. Durham's mother.

Bethel Items

MRS. E. R. ROTHWELL

Mrs. M. D. Rushing and grandson, Jack Smith, spent last Sunday in the home of her daughter, Mrs. E. Smith of Amarillo. Mrs. Jim Bagwell and baby Latrelle, spent last Saturday in the home of her daughter, Mrs. Ray McIntire of Silverton.

The interest in the singing school, under the direction of Rev. E. F. Cook of Amarillo is increasing daily and will continue another week. Homer Terrell and family and Mrs. John Smith visited Sunday in the home of Mr. and Mrs. Jim Pennington of Endee, N. M.

The wind, sand and rainstorm Saturday night was accompanied by some hail. No damage was reported.

J. G. Davis, Jr., was home this week end for a short visit with his parents.

Miss Eugenia James is home from Plainview for the Easter holidays.

Mr. and Mrs. Harry Rothwell transacted business in Muleshoe, Thursday and also visited Mr. and Mrs. Virgil Nowell at Maple.

Bryan Sinclair was a business visitor in Hereford Thursday.

Amarillo visitors from our community the past week were Mrs. Bryan Sinclair, Mr. and Mrs. Fate Shannon, Mr. and Mrs. Leland Smith, Mr. and Mrs. Ivor Bagwell, Mrs. Jim Bagwell, and daughter, Mrs. Grace Marie Hackleman.

Mr. and Mrs. J. C. Williams and Mother McLean visited relatives in Plainview Saturday.

Mr. and Mrs. Frank Henderson of Arney community visited singing school Friday and spent the night in the home of her brother, Ralph Simmons.

Mesdames E. R. Rothwell, M. D. Rushing and Ivor Bagwell celebrated their birthday in the

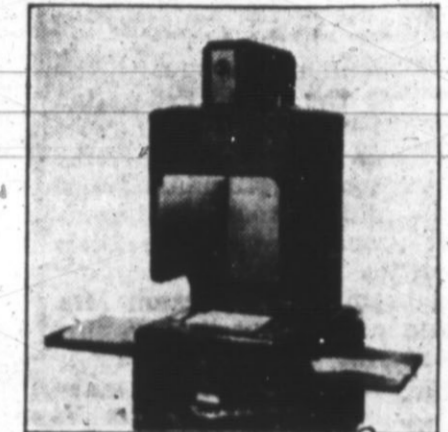
E. R. Rothwell home Sunday. Other guests were Ivor Bagwell and children, Vern Lust and family, Glen Williams, Jack Smith, Mr. and Mrs. J. R. Rothwell, Billy Joe and Carolyn of Dimmitt, and Mr. and Mrs. J. L. Rothwell.

Mr. and Mrs. Bryan Sinclair, Mr. and Mrs. Fate Shannon, Mrs. Guy Cox, Grace Marie Hackleman, Marguerette Cox and Billy Brooks Sinclair attended the singing at Glenwood Baptist church Sunday.

Mildred, Earlene and Houston Lust came home Thursday from W. T. S. C., Canyon, for the Easter holidays.

Photographic protection

for Your Protection



The use of movie film in banking may sound fantastic, but in modern banking it has become an important factor. This bank is now taking pictures on movie film to protect customers against loss from forging, dishonesty, fire and other disaster.

Visit us Today, and ask to see this Modern, New Machine!

MEMBER F. D. I. C.

First National Bank

A Strong Bank Thoughtfully Managed

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM

Come in and DRIVE A GMC!

with BALL-BEARING STEERING

A 5 minute ride in our Special Courtesy Truck will prove easier handling than most passenger cars

COGDELL MOTOR CO. 317 NORTH MAIN STREET PHONE 392

GMC NATIONAL DEMONSTRATION WEEK

Let Us Check Your Car TODAY

Spring Weather calls for New Oil, a Wash and Grease Job—and you'll like our Service, too!

THOMPSON SERVICE STATION ACROSS FROM THE BULL BARN PHONE 191



"Boy... Do I Like It Hot!"

Sure... We All Like Plenty of HOT WATER

HOT WATER is essential to good health. An automatic storage gas water heater is your assurance of a plentiful supply of hot water. Enjoy the comforts of better living with automatic hot water service.

West Texas Gas Company

NATIONAL TIRES

The Tire with the Unconditional Guarantee!

We are carrying a LARGE LINE of these Guaranteed Tires in Stock at our Station in Hereford... at all times!

We think they're "Tops" in Tires and we are Authorized to

Make All Adjustments When You Bring in Your Tire!

We use only DISTILLED WATER in your Batteries — Let us Check Your Battery Today!

CALL 588 Let Old "SMOOTHIE" Get Those FLATS!

Washing and Greasing A Specialty

CONOCO PITMAN SERVICE STATION W. C. "Dubbs" Pitman Main at Highway 60

Half a Nose IS PLENTY HERE



But if you want to come out the big winner on your Spring change of engine oil, you want to go clean past those old favorites, Drain and Refill.

Out with your messy Winter oil, of course—today—before a bearing or something's half shot. And then beat old-type oil changes by changing to an OIL-PLATED engine—the far-reaching Modern Spring change you get with Conoco Germ Processed oil.

This patented oil includes a rare man-made extra substance that sets up a strong "power of attraction," which OIL-PLATES a sheet of lasting lubricant direct to engine parts. Close-knit OIL-PLATING can't drain completely dry... not all night at a standstill... not all day at double-quick... never while you're using Germ Processed oil. Hence no bonedry starting, nor fine-fitting parts rubbing dry at speed.

That's how an OIL-PLATED engine gets a real chance to keep its fine fit... and to keep going extra miles per quart. Get your correct Germ Processed oil for Spring. Your Mileage Merchant knows. Go now to his Conoco station. Continental Oil Co.

The Whole Thing for Spring

CONOCO GERM PROCESSED OIL

CONOCO OIL-PLATES YOUR ENGINE

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Let's Cook Something



Often, it's not what you cook but how you cook it--try this recipe for hominy casserole and you'll get a big thrill in just being able to cook something of such instant appeal. The recipe belongs to Mrs. Ray Johnson and it is practically guaranteed to banish that peevish feeling that goes with jaded spring appetites. There's a lot of food value in a kernel of corn and when properly cooked, it becomes a pleasing addition to any menu.

HOMINY CASSEROLE

- 2 cups canned hominy
- 1 cup scalded milk
- 1 cup bread crumbs
- 1 cup grated cheese
- 2 eggs, slightly beaten
- 1 tablespoon butter
- 1 tablespoon chopped green pepper
- 1 tablespoon chopped parsley
- 1 teaspoon grated onion or onion juice
- salt and pepper to taste

Mix all ingredients in order given and place in buttered casserole, reserving some crumbs for top. Bake in 350 degree oven for forty minutes and serve with your favorite sauce. Any of the leafy vegetables or citrus fruits, which we need so much at this season, combined in any form of salad goes well with this dish.

MRS SEARS IS CLUB HOSTESS

Mrs. Henry Sears was hostess for members of the Justakrd Club at her home on Knight Street on Wednesday of last week.

Only members of the club were present for the afternoon party and high scores were made by Mrs. George V. Stambaugh, high, and Mrs. Meade Halle second high.

Members present were Mesdames N. E. Milburn, Grant Fuller, Meade Halle, Sydney Maxfield, R. L. Craner, G. R. Lunsford, George V. Stambaugh, J. W. Witherspoon and the hostess.

Luncheon Club Meets

A table of guests enjoyed the luncheon and games with Wednesday Luncheon Club members last week. After luncheon in town the group went to the home of Mrs. W. L. Davis for contract games. Mrs. C. C. Acker made high score for guests and Mrs. Oscar Easley played high for club.

Special guests were Mrs. H. A. Close, Mrs. E. B. Hedrick, Mrs. A. R. Bateman and Mrs. C. C. Acker.

Members present were Mrs. J. C. McCracken, Mrs. Jimmie Gillentine, Mrs. Oscar Easley, and the hostess.

Young People Are Guests At Contest Party

To mark the close of an attendance contest with Katherine Acker, captain of the winning side, and Bobby Jennings as captain of the losers, young people of the Methodist Church were entertained at the church Thursday night. Members of the intermediate and senior young peoples departments were guests.

Table games and floor games, stunts and contests provided the entertainment.

Refreshments carrying out the Easter motif were served to Bobby Jennings, Billy Louise Davis, Betty Jane Roloson, Jap Dickerson, Wanda Jean Reed, Margaret Allen, Paul Hagar, Paul Andrews, R. L. Dowell, Katherine Acker, LaNelle Palmer, Helen Acker, Clifton Cox, Inalou Norwood, Quentin Williams, and the department leaders, Rev. Marvin Norwood, Mrs. Leo Forrest and Mrs. Hall Beavers.

COTERIE CLUB IS ENTERTAINED

Coterie Club members were entertained at the home of Mrs. E. B. Hicks Friday afternoon with games of contract. Mrs. Howard Gualt was a special guest.

Texas bluebonnets in contrast with yellow jonquills formed a pleasing color combination in decorations, suggestive of the Easter season. Refreshments repeated the same colors.

Mrs. Grant Fuller played for high score award.

Those present included Mesdames F. L. Lucas, J. W. Witherspoon, A. R. Bateman, C. F. Moore, Colby Conkright, E. B. Hedrick, Grant Fuller, Howard Gualt and the hostess.

Surprise Party Given On Birthday

Mrs. Gordon Witherspoon entertained Friday afternoon with a surprise birthday party for her daughter, Jo Ann. The party celebrated the ninth birthday for Jo Ann and after indoor and outdoor games were enjoyed, the large birthday cake with "Jo Ann" written across the top in colored icing was cut and served to Betty Jane and Nancy Carl, Nona Beth Hartman, William Earl Barnes, Wiley Ewton, Caren Conklin, John Newsom, Bobbie Lee Witherspoon, Allen Young, Buddy Corbett, Robert Bateman and the honoree.

Church Group Enjoys Easter Dinner Party

An Easter Sunday dinner party entertained members of the Prairie Rustlers Class of the Methodist Church at the parsonage Sunday evening, with Mrs. Marvin Norwood, teacher of the class, as hostess.

Easter eggs and other suggestive accompaniments decorated the table where places were laid for ten.

Informal games and other entertainment features were enjoyed. Those attending were Betty Jane Roloson, Margaret Allen, Martha Lee Montfort of Bronson, Mo., Jap Dickerson, Morris Hare, Virginia Newell, Wanda Jean Reed, Nellie Jo Shreve, Inalou Norwood, Margaret Norwood and Rev. Marvin Norwood.

TRAINING FOR A

Topsy-Turvy World?



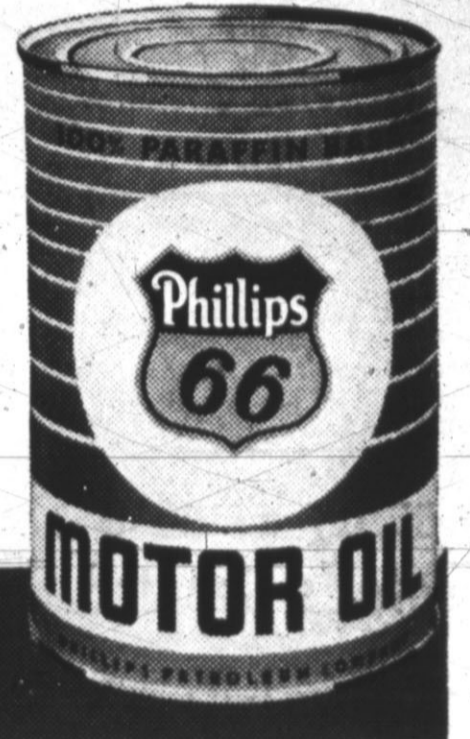
BOTTOMS-UP may be merely a game with this athletic young man, or it may be his way of getting a new slant on the world.

It's tough to tell what's on his mind, especially when his mind is upside down. But when you want to be on the safe side in caring for your engine, you have inside information to help you pick a winning oil. Here it is:

Phillips refines many oils, in various grades to match varying needs and pocketbooks. Of all these oils, we have set one apart as our best. Without reservations of any kind, we frankly tell you that Phillips 66 Motor Oil is our finest quality... the highest grade and greatest value... among all the oils we offer.

No experienced car owner needs to be told about the economy of good oil. So ask for Phillips 66 Motor Oil when draining winter-worn lubricant or when making the normal 1,000-mile oil change.

It's **HARD** to tell... but **EASY** to pick a winning oil



Phillips Finest Quality

T. E. L. Class Has Business Session

T. E. L. Class of the First Baptist Church met for its regular monthly business session at the home of Mrs. Jeff Gilbreath Thursday afternoon. Mrs. W. A. Long and Mrs. Walker Nicks were assistant hostesses.

Mrs. Nicks, president of the class, conducted the business session when plans for the activities of the class were discussed. Mrs. Wirt Phillips is the teacher.

Refreshments were served to Mesdames Lee Lambert, George Brumley, Mark Hanna, J. H. Miller, Si Orr, Jack Roberson, Edna Bowe, S. L. Walser and the three hostesses.

"The Home Budget" Is Discussed For Child Study Club

That family problem "The Budget" provided topics for interesting discussions at the Child Study Club meeting held at the home of Mrs. Gordon Witherspoon was cohostess.

Speaking from an article found in a recently published book, "We-The Parents," Mrs. Elmer Patterson said, "In giving children allowances do not give too much at a time but treat the arrangement between you and your child as a responsibility rather than a favor."

Mrs. Cawthon Bryant discussed "The Home Budget" advocating a planned budget which takes into account the income and living standards, properly agreed upon by both husband and wife.

Yellow jonquills and daffodils carried out an Easter decorative theme. Refreshments were served to Mesdames C. P. Grimes, R. P. Conaway, J. B. Whitlow, Leo Forrest, Jim Williams, Merlin Kaul, Elmer Patterson, G. W. Newsom, Cawthon Bryant, Geo. McConnell, Jas. Aiken, G. M. Hudson, the hostesses and Mrs. Glenn Witherspoon, a guest.

Courtesy Given By Outgoing Club President

Now that close-of-season functions to mark the end of club activities for the year are at hand, one of the first affairs was the delightful bridge dinner given for members of the Calliopean Club by its outgoing president, Miss Eloyse Pitman last week.

The table, lighted with yellow tapers, was centered with an up-turned spring bonnet in yellow with purple ribbon trim and filled with lovely yellow jonquills. Small foursome tables were centered with deep purple violets, and perched atop place cards were yellow baby chicks.

Later games of contract were played and gifts were presented to Mrs. J. T. Gilbreath Jr. and Mrs. Kellar Muse for high scores.

Those enjoying the courtesy were Mesdames W. L. Davis, J. T. Gilbreath Jr., Jimmie Gillentine, J. E. Kirby, Keller Muse, Elizabeth Womble, W. C. Pitman, Misses Ruth and Nancy Conkright, Edna Daughtee, Robbie Foster, Katherine Kirby, Declmae Ramey, Lois McCaslin, and Rhita Jean Sullivan.

BILLY DAMERON IS HONORED ON 15th BIRTHDAY

Billy Dameron, son of Mr. and Mrs. W. E. Dameron, was honored with a birthday dinner party on April 9 with eight boys, all scouts and all members of the sophomore class of Hereford high school, making up the guest list.

A Mexican theme was used for the event, which was given at the Dameron home to mark the honoree's 15th anniversary. Fiesta pottery table service was used against a Mexican cloth reflecting all the colors in the pottery. An arrangement of Texas bluebonnets and fiesta red candles formed the centerpiece.

Ping Pong and a variety of other table games entertained the guests after the dinner. Gifts included many things useful on scouting trips. One such trip to be enjoyed during the Easter holidays furnished interesting conversation for the boys. Celebrating with Billy were David Neal Beavers, John Douglas Pitman, Foster Hill, Thurman Williamson, Gerald Banner, Donald Roberson and Billy Massie.

Brand Ads Get Results!

Messenger News

MRS. J. N. MESSENGER

A rain of about 3-4 inch fell here Sunday morning following a high wind and dust which had blown most of Saturday.

Georgia Nell Coleman, who attends T. S. C. W., Denton, was home for the week end.

James Ray Coleman has enlisted in the army and been sent

HEREFORD MEN TO CHRISTIAN MEET

Rev. H. M. Redford, L. H. Foster, and A. Petersen returned Wednesday from Breckenridge, where they attended the state convention of the Christian Church.

Mr. and Mrs. Pat Brantley are moving to southeast Texas, where he will farm land belonging to his sister.

Dr. R. R. Wills

announces removal of his office to the Corner of

Fourth & Lawton Streets

OFFICE HOURS

8 to 12 a. m.

1 to 5 p. m.

TELEPHONES

Office, 140

Residence, 141



Keep Fit

Safely and Pleasantly!

Eat Delicious

Vitamin

The Energy Food

BUTTERKIST BREAD

Made in Hereford!

Ask Your Grocer or Come to the

HEREFORD BAKERY

Mr. and Mrs. Boyd Knox

"Regular" Brand Ads will Bring Home the Bacon!



With a

Westinghouse Electric Range

Here's Why It's So EASY..

5-Speed Units... Easy to clean. No Smoke.

Smooth white Porcelain... Easy to clean. No Grime.

Porcelain Lined Oven... Easy to clean. No Soot.

You get only Fast, Clean, Pure Heat. Keeps your walls and curtains CLEAN.

Investigate our SPECIAL offer this month.

Here's the Easy Way to a

CLEANER KITCHEN



Exclusive Single-Set Switch reduces or shuts off heat automatically.

Texas-New Mexico Utilities Company

GO CHEVROLET... The Saving Way!

	SAVE ON PURCHASE PRICE	SAVE ON GAS	SAVE ON OIL	SAVE ON UPKEEP
90-H.P. "V-8" ENCLINE	YES	NO	NO	NO
CONCEALED SAFETY-STEPS	YES	NO	NO	NO
VACUUM-POWER SHIFTS	YES	NO	NO	NO
BODY BY FISHER	YES	NO	NO	NO
UNITIZED KNEE-ACTION	YES	NO	NO	NO
BOX-GIRDER FRAME	YES	NO	NO	NO
ORIGINAL FISHER NO DRAFT VENTILATION	YES	NO	NO	NO
TIPTOE-MATIC CLUTCH	YES	NO	NO	NO

FIRST BECAUSE IT'S FINEST!

And in addition to saving money every day and in every way, you'll also enjoy the livelier performance and more luxurious comfort of the only low-priced car with all the fine-car features listed here in Chevrolet's famous "Quality Quiz." Why Pay More? Why Accept Less?

AGAIN CHEVROLET'S THE LEADER
Eye It... Try It... Buy It!

BRUMLEY-WOODFORD MOTOR CO.
HEREFORD, TEXAS

Bank Deposits Show Increase

Bank Statements of the First State and First National banks, released last week, revealed that the two banks have total deposits of \$1,098,399.39 as compared with deposits of \$1,061,644.37 for a corresponding period in 1940. This is an increase of \$36,755.02 and reflects a generally hopeful business outlook in the community and county.

Loans for the two banks have increased \$152,605.98 over 1940, and resources show an increase of \$69,834.94.

New industries in the county and improved crop prospects because of the recent rains account for the increased business activity reflected in statements by the local banks.

Comparison of other figures may be found in the official statements in the Brand for April 10.

Plant A Package Of Seed Is Club Campaign Slogan

As part of their regular summer campaign for city beautification, the Hereford Garden Club this week asked citizens to plant a package of flower seed some time during April.

Mrs. N. E. Gass, club president, urged that all persons co-operating in the campaign, saying, "It makes no difference what kind of flowers you plant; we simply want to have some flowers at every home this summer."

Any person who cannot secure seed should see some member of the garden club, who will be glad to supply him.

The "Plant a Package of Seed" plan is one which is being tried in many Panhandle towns this spring.

Bippus News

ALTA MAE FORTENBERRY.

Farmers are rejoicing over the nice rain our community had Saturday night. Wheat is growing very fast.

Mrs. J. W. Adrian returned to her home Saturday after being very sick with appendicitis at the hospital.

Mrs. Z. J. Steen went Sunday to Mrs. Godwin's hospital in Hereford. She is being treated for throat trouble.

Mrs. Holman

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other institutions.

Other speakers will be drafted generally from the news, paper fraternity and will speak on topics pertinent to the newspaper business. Friday evening press members will hear Kay Kiser in his concert, followed with a program sponsored by the Amarillo News.

Around Town

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Mont has a whole yard full of turnip greens which he is selling to the public—and any man who works is no longer eligible for the club.

Erma Faye Robinson has been appointed assistant to Mrs. Dyalhia Brady in the County welfare office. Erma Fay has been working part-time for Mrs. Brady.

Nora Jean Russell is a new employee at Halle Drug.

Slightly late to mention it, but that bouquet of white flowers which has been on display in the post office is the gift of

"Bones" Hooks, presented to the

Deaf Smith County citizens when the Amarillo boosters were in town two weeks ago.

Two snow-white pedigreed rabbits were used in an attractive display by Ross Fuller in his feed store windows this Easter.

Eva Pitman says that her disposition is falling as low as her arches, but the job of tax assessing for the city is nearly complete.

A new warehouse has been built on the east side of the Beavers Building, on East Third Street. The warehouse will be used by the John Wood Implement Company.

Greer Funeral

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byterian Church, and leaves many friends in Hereford and the county.

She is survived by her husband, Glenn Greer; two daughters, Mrs. Everett Cornett of Hot Springs, N. M., and Gladys Mae Greer of Wilmington, Cal.; one son, Glenn Everett Greer of Hereford; a grandson, Wayne Cornett of Hot Springs, and two sisters, Mrs. Ralph Jamison of St. Louis, Mo., and Mrs. Mildred Cochell of Lubbock.

Pallbearers were A. T. Frye, H. H. Miller, Mac Beach, Lloyd Tice, Charles Hoover, and Norman Miller.

Burial was in West Park Cemetery.

Glee Club

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to the national music contest in Waco on May 8 and 9. These contestants were among the winners in the Amarillo contest held two weeks ago.

The club and club mothers also will sponsor a chicken dinner to be served at the old Ireland Motor Company building on Main Street on April 26.

"Food will be good," said Miss McMinn, "and we feel that Hereford will cooperate with us in sending these boys and girls to the contest." Any person who does not have transportation to the breakfast Saturday morning, may call the church and a car will be sent for him.

Hereford And

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son, Paul Zimmerman, Ward Golden, H. Tomes, Dilmond Neumayer, Posey Cunningham, Edgar Ramey, Kenneth Turner, W. E. Kirkpatrick, Bob Bolling, T. A. Singer, B. McCullee, and R. May.

On the program, Judge A. J.

Scouts Report

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day night's high wind, rain and dust storm.

Besides some very practical experience in camp cooking, the boys made exploration trips over

Schroeter spoke on the road bond situation.

On Tuesday Hereford Lions J. W. Robinson, R. L. Thompson, R. R. Wills, M. B. Norwood, A. J. Schroeter, D. H. Alexander, W. J. Stanford, Speck Lunsford, C. F. Moore, John McLean, and H. A. Close attended the regular meeting of the Dimmit club.

At the end of an eight weeks period, the losing club will treat the winners to a steak fry.

Cogdell Motor

(Continued from Page 1)

play rooms and office of the building have been modernized and new equipment has been added throughout the shops, resulting in complete, modern sales and service departments for their featured lines of Buick, Pontiac and G. M. C. trucks.

County Trustee Vote Is Counted

County school trustees in the election held April 5 are Owen Neel for precinct one, E. H. Little, precinct two, and G. E. Benson for precinct three.

In addition to other common school district trustees listed in last week's Brand, Mrs. Alta Wily was chosen from district ten at Messenger.

All county trustees chosen were those already in office.

Legion Chooses Delegates, Has Picture Program

F. M. Kester showed motion pictures of unusual interest at the regular meeting of the American Legion and Auxiliary held Tuesday night.

Pictures were of the battle between the French and English fleets at Dakar and of the collapse of a huge suspension bridge at Tacoma, Washington, last fall. Post Commander H. E. Miller stressed the fact that the program was especially interesting and regretted that a number of legionnaires missed it.

Mr. Miller also announced that delegates to the district Legion convention in Amarillo on Saturday and Sunday would be Frank Gyles, L. H. Foster, Jim Black, H. E. Miller, Arch Dobbins, and C. O. Wilkins.

The district convention will elect delegates to the state meeting as its principal item of business.

Summerfield To Present Pageant

A musical pageant on Texas history and Texas industries will be given at the Summerfield school auditorium, Friday night, April 25, at 7:30 o'clock. Mrs. Laura Shaw is the director and Mrs. L. B. Lookingbill is accompanist for the musical numbers.

The pageant is a cavalcade of Texas history from the days of the war for independence to the present, and in addition to historical development, it will stress the varied economic interests of Texas today, with special emphasis on the wheat, cattle and potato industries of Deaf Smith County.

The cast includes most of the Summerfield School students, and a cordial invitation is extended to interested persons to see the program.

Easter Items

MRS. CARL FRYE

To honor Mrs. Floyd Jones of Amarillo, the former Miss Hazel Chambliss of Easter community, Mesdames Jack Higgins, Harry Smith and Mrs. Carl Frye were hostesses to a miscellaneous shower Thursday afternoon at the Fry home.

Mrs. Andy Behrends played a medley of old love songs. Louise Frye read "A Letter to a Bride" by Edgar Guest.

Those attending were Mesdames E. M. and Dan Allen, Bill Metcalf, L. A. Matthews, L. R. and Bill Sullenger, Lynn Axe, Andy Behrends, E. O. Dixon, J. S. Smith, Smoot, W. A. Powell, Fred Walton, W. E. Braly, W. A. Epperson, J. B. Cocanougher, and Geo. Chambliss, and Misses Annie Mae Smith, Pauline Matthews, Louise and Carlisle Rae Frye, and Mrs. Babe Ritchie of Lubbock.

Those sending gifts were Mesdames Frank Axe, H. Caraway, Roy Durant, Frank Allen, Claude Smith, Clayton Weolery.

Mrs. Babe Ritchie of Lubbock was a house guest of Louise Frye during the Easter holidays. Other guests in the Fry home Easter Sunday were Miss Edith Mosely of Friona and Mr. and Mrs. W. E. Betts, Mr. and Mrs. W. A. Epperson, Mr. and Mrs. Jack Higgins and Terry and Miss Mattie Woodburn of Hereford.

N. Y. A. Training Opportunities Open

Amarillo—With the completion of the renovation of the dormitory of the National Youth Administration's Resident Center for Boys on the campus of West Texas State College, Canyon, the youth personnel will be increased by approximately 20 boys. Harold V. Hamilton, Amarillo Area Director announced today.

Boys at the Resident Center are offered an opportunity to receive work experience and related training in construction, airplane and auto mechanics, lathe work, riveting, welding, etc. They are paid \$30 monthly from which \$18 is deducted for room, board, laundry, hospitalization, recreational facilities and minor items. From their salary they have \$12 for spending money.

Applications to fill the vacancies will be taken during the next few days and youths wishing to apply for entrance should write immediately the Division of Youth Personnel, National Youth Administration, P. O. Box 2369, Amarillo, Texas.

Thirty-six whole farm and ranch demonstrator families in Texas remodeled their homes last year.

DR. B. M. WILTSHIRE
DENTIST
Office Phone 106
First Stairway South of The Star Theatre

1901 1941

E. B. Black Co.
Furniture - Undertaking
AMBULANCE SERVICE — DAY OR NIGHT
We now offer \$150.00 Cash Burial Insurance Policy at Low Cost. See us!

Buy the **FINEST FOODS** and **SAVE MONEY**

CATSUP Heinz. Large 14-Oz. Bottle 17c

COFFEE, Golden Glow 2 Lbs. 25c

NAPKINS, 80-count 2 boxes 15c

WAX PAPER, Cut-Rite 2 boxes 15c

CRACKERS A-1. Big 2-Lb. Box 15c

No. 1 Tall Fruit Juices:
PEAR, APRICOT, ORANGE, PINEAPPLE, GRAPE, PRUNE, PEACH and FIG
3 Cans for 25c

HYPRO Quart 12c

PINK SALMON, No. 1 tall can 15c

MAGIC WASHER Large 25c Box 15c

FRESH PECAN HALVES 1 lb. 39c

PRUNES, No. 10 Size can 25c

PEACHES halves or sliced. No. 10 Size Can 35c

FRUIT COCKTAIL, Heart's Delight 2 cans 23c

PORK & HOMINY, Armour's, 2 1/2 3 cans 25c

LAUNDRY SOAP, Red & White 6 bars 19c

TOMATOES, No. 2 cans 3 for 19c

BROOMS, painted handles, 4-sewed each 25c

QUALITY MEATS

PORK CHOPS, end cuts PER LB. 19c

HAMBURGER MEAT PER LB. 13c

RIB ROAST Lb. 13c

HOT BARBECUE Lb. 19c

BABY BEEF STEAK PER LB. 19c

(Plenty of Fat, Dressed Fryers)

We Reserve the Right to Limit Quantities!

WEIR'S SUPER MARKET

On Highway 60 PHONE 117 Plenty of Parking Space!

FRUITS and VEGETABLES

Strawberries Fancy U. S. No. 1 Louisiana Pint 15c

CELERY Fancy Florida. Bunch 12c

YAMS Portales. No. 1's—Lb. 2 1/2c

GREEN BEANS Fresh—Lb. 10c

NEW POTATOES Texas No. 1—Lb. 5c

LEMONS Large Sunkist—Doz. 19c

CARROTS, Radishes, Green Onions bunch 3c

SPUDS Hereford Russets 10 lbs. 10c

Lipton's Tea 1-4 Pound 19c GLASS FREE!

You liked them in "Four Daughters" ... you adored them in "Four Wives" ... now see their latest and best ...

plus

Sports Reel and Cartoon 200 REASONS!

Today Only

Four Mothers

Priscilla Lane Rosemary Lane
Lola Lane Gale Page

FRIDAY-SATURDAY -- 2 Shows 10c & 20c

"Doomed Caravan" WILLIAM BOYD

"I'm a Stunt Man for the stars ... I'VE DIED A THOUSAND DEATHS ... yet I'M STILL ALIVE" KENT TAYLOR LINDA HAYES

At Last IT'S ON THE SCREEN!

Tobacco Road

CHARLEY GRAPEWIN • MARJORIE RAMBEAU
GENE TIERNEY • WILLIAM TRACY and Dana Andrews • Slim Summerville • Wyo. Bond

SUNDAY and MONDAY also Popeye Cartoon, "Greece Fights Back" ... and News!

We've heard lots of difference in opinions about this picture. Lots of them weren't so good. So you may not like it. Good or Not Good ... I know I want to see it because all my life I've heard of the play "Tobacco Road." Here it is ... you can form your own opinion. SPECK LUNSFORD.

For those who haven't seen it ... for those who want to see it again ... here is the greatest picture ever made ... unchanged exactly as presented in its road show engagements!

RETT TAKES SCARLETT IN HIS ARMS!

Limited Engagement EXACTLY AS ORIGINALLY PRESENTED NOTHING CUT BUY THE PRICE!

GONE WITH THE WIND

Tues. 22nd and Wed. 23rd

PRICES:
All Children, any time, 25c

SHOWS START AT 2 P. M. and 8 P. M.

Adults: Night 55c — Matinee 40c

Advance Tickets on Sale at our Box Office Saturday, the 19th!