

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 13.

The Hereford Brand, Hereford, Texas, Thursday, April 5, 1934.

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CHARLES J. PADDOCK IS CHOSEN AS NEXT MAYOR

Black Beaten By 243 to 118

Charles J. Paddock was elected mayor of Hereford Tuesday in an election that saw only 361 votes cast. Mr. Paddock polled 243 votes against 118 for Mayor E. B. Black who was seeking a second term.

Nester E. Gass and J. D. Buchanan were re-elected city commissioners. Neither had an opponent. Gass drew the largest vote with 336, while Buchanan followed closely with 334.

Three others received one vote each for commission posts. They were Alton J. Miller, E. H. Norton and Criss Renfro. Each was "written in."

From the start the campaign was quiet, there being no issues and no fight between candidates for the post of mayor.

Official canvass of the election returns will be made by the commission at their meeting next week. Inauguration of the new mayor and the commissioners will take place the first week in May.

Take CCC Applications At Relief Office Here

Applications for enlistment in Civilian Conservation Corps are being taken at the relief office in the court house, it was announced today by W. W. Chilton, administrator. Only a few will be taken from this county as the vacancies are limited, but all those interested are asked to apply.

Miss Hostetler On Meet Program

Miss Lillie Hostetler, county librarian, will be a speaker at the District Library Conference to be held in Amarillo Saturday, April 4. Miss Hostetler will speak on county libraries in Texas.

Mrs. Ruth E. Deltzell, Potter county librarian, will be hostess at the conference which will be at the Capitol Hotel and under the auspices of the Texas State Library. The theme of the conference will be Texas Libraries—Discovery and Recovery.

All library-minded citizens, as well as librarians and trustees are urged to attend the meeting. Registration will begin at 9 o'clock Saturday morning. Miss Lucia F. Powell, president of the Texas Library Association, heads the program. Other speakers will be Mrs. James Todd, Jr., of the Pampa public library, and Miss Tennessee Malone, librarian of the college at Canyon.

N. C. Phillips Dies In Hospital Here

N. C. Phillips, 56, farmer of the Black community died Monday in the Deaf Smith county hospital after a siege of pneumonia, following an illness of more than a week.

He leaves a widow and five children. Joe Neely, Addie Lee, Imogene, N. C., Jr., and Mary Frances, and a step-daughter, Mrs. Thelma D. Starnes, of Sanger.

Mr. Phillips was born in Little Rock, Arkansas, August 22, 1877. He came to Texas as a young man, settling near Leonard, and moving later to Dickens. He was married to Emma Hunt in 1921. The family moved to Black in February, 1929.

Funeral services were held at 2:00 o'clock Tuesday afternoon at the E. B. Black Funeral Home, Brother Cummings of the Church of Christ, Friona, officiating. The remains were laid to rest in West Park Cemetery.

Farmer Breaks Arm

Joe Kendall of Summertfield had the misfortune to fracture his right arm between the wrist and elbow Tuesday. Mr. Kendall stated that he was on top of a load of feed and was in the act of tying it down when the rope broke, causing him to fall backward from the load. Mr. Kendall immediately came to Hereford to have the broken member set.

WESTWAY WINS COUNTY TRACK TITLE; TAKES ALL TROPHIES

Westway school, lying a few miles west of Hereford, took top honors in the county Interscholastic League Track Meet here last Saturday, adding the athletic cup and grand championship cup to the literary trophy they had won two weeks earlier.

By force of numbers the Westway lads placed in every event in the senior division of the track and field contests, piling up 57 points to 27 for Dean, nearest competitor. Dawn was third with 25, and Messenger fourth with 16 counters.

Westway also was topheavy winner in the junior events, with 27½ points against 11½ for Progressive, 6½ for Dawn and 6 for Messenger.

Dawn and Westway divided honors in tennis, with the former taking the title in boys' singles and doubles, and the latter winning the girls' contests.

Bagwell, the one-man track team of Dawn, was the big star of the meet, taking four firsts and a second place for 23 points. He won the shot-put, broad jump, 220-yard dash, 100-yard dash and second in the 440-yard dash.

The three loving cups and ribbons for winners of first four places in 57 athletic and literary events were furnished by the Hereford Chamber of Commerce.

The largest cup, standing 17 inches high, was given for the all-around championship in both literary and athletic competition. Two smaller cups were given, one each for literary and athletic events.

Results, Senior Division.
Shot put: Bagwell, Dawn, first; Cook, Westway, second; Guseman, Dean, third; Friemel, Dean, fourth.
Mile Relay: Westway, Brashers, Cook, Reeves and G. Brashers, first, no opponent.
Polt Vault: Reeves, Westway, first; no opponent.
Broad Jump: Bagwell, Dawn, first; Pierce, Westway, second; Williams, Messenger, third; Guseman, Dean, fourth.
High Jump: Williams, Messenger, first; Pierce, Westway, second; Friemel, Dawn, third; McCoy, Westway, fourth.
220-Yard Dash: Bagwell, Dawn, first; Friemel, Dean, second; Williams, Messenger, third; Pierce, Westway, fourth.
440-Yard Dash: Friemel, Dean, first; Bagwell, Dawn, second; Brashers, Westway, third; Pierce, Westway, fourth.

(Continued On Last Page)

Rice To Erect Business House

The H. L. Rice brick business structure got under way Tuesday. Trief Brothers, contractors, began pouring concrete for the foundation Wednesday afternoon.

The building will measure 60 feet deep by 35 wide, making two complete business fronts, with a tile partition.

The building will be modern in every way, with the latest in display windows and concrete floor, and all modern conveniences. The Vogel Millinery Parlor will occupy the north half, while the south side has not been leased. The building will be ready for occupancy about June 1.

Central School to Hold Exhibit

A Colonial Art Exhibit, featuring prints of works by a few of the old masters but composed mostly of modern masterpieces, will be held at the Central school April 16 to 21.

Children of the various rooms at the school are holding a ticket selling contest. The winner will be given a picture from the collection. Admission prices are to be five cents for school children and 10 cents for adults.

The exhibit will be open all day on school days to the school children, and from 4:00 o'clock until 5:00 for adults. On Saturday, April 21, the exhibit will be open for rural school children from 10 until 12 in the forenoon and 4 to 5 in the afternoon.

CANDIDATES FOR RURAL SCHOOL POSTS IN ELECTION ARE NAMED

Eight district trustees and three members of the county board for Deaf Smith county schools will be chosen at the election Saturday. Voters are urged to go to the polls.

Candidates for the county board are Owen Neel, precinct one; E. H. Little, precinct 2; G. E. Vinson, precinct four. Trustees of precinct three and from the county at large will hold over until the next election.

District candidates are as follows: District 10, Troy Stambaugh and G. C. Messenger; district 8, T. W. Roberson; district 7, J. G. Fortenberry and T. F. Bohannon; district 6, W. A. Finn, Alfred Ellison, J. W. Kirby and C. E. Reese; district 4, Doyle Ross; district 2, L. A. Smith; district 1, C. E. Walker.

Voting boxes will be at Summertfield, Dawn, Westway, Bippus, Ford, Sims, Ward and Messenger.

Mercer Warns Against Fire

Fire Chief Dow Mercer is still emphasizing that this is fire prevention week and every precaution should be taken to prevent fires when burning trash and the like. Trash is to be collected today through Saturday and citizens are asked to have it in the alleys.

Relief Work Halted; Plan Program For Dairyman

With the termination on April 1 of CWA, all work on relief projects in Deaf Smith county stopped. No men are at work now and no hint as to when the relief work will be resumed, could be given today by W. W. Chilton, county administrator.

The burden of supplying relief to indigent families of Texas has been placed on the shoulders of the following programs to be conducted by the Texas Relief Commission: work division (work relief), direct relief, subsistence homesteads and rural rehabilitation projects.

To make possible the carrying out of these programs a new system of accounting is being created and installed in all the county offices in Texas. This work is being done under the direction of George R. Donnell, auditor of the state commission.

Of particular interest in the new setup are the new work division activities. Those unemployed, who are actually destitute and are physically able to work, after a thorough investigation has been made definitely establishing their relief needs, will be given the opportunity to work and earn up to their estimated relief need requirements for each particular individual employed. Pay to persons not eligible for relief, or to relief clients in excess of the requirements of the individual family will not be approved in Austin.

Staff auditors, J. M. Ralston and W. C. Orr of the Texas Relief Commission announced today, after a conference with County Relief Chairman Jim Lipscomb of the County Relief Board, that a thorough study had been made of Deaf Smith county relief problems and the new system installed.

W. R. Atherton will take charge of the new setup here as certifying officer under W. W. Chilton, administrator.

Chief Auditor Donnell emphasizes that this is a relief program, not a project program. Under the CWA group employment was provided which approximated current business wages, whereas the present relief program can only supply relief to the destitute.

Give Book Funds To Rural Schools

Special library aid for a number of the county's rural schools was received this week. It was announced by C. W. Humble, county superintendent. Schools not getting aid in this fund were granted library aid in other allowance.

There was \$40 for Dawn, Valente, \$20; Bippus, Walcott and Wyche, \$10 each; Thomas, Sims, Dean, Ford, Higgins, Progressive, Fairview and Daniel, \$10 each; Messenger, \$30.

Transportation money was also granted as follows: Summertfield, \$102; Wyche, \$45; Westway, \$106; Ward, \$9. Some of the transportation money is used in paying individuals for carrying pupils, while some students are allowed money to cover expenses of traveling to and from school.

Brumley Acquires Chevrolet Agency

George W. Brumley, Hereford stockman and business man, has resumed ownership of the local Chevrolet agency which was under the direction of Homer Grizzle until the first of the week. Grizzle, who came here in the fall of 1932, will go to Electra where he will be associated with the Chevrolet agency.

The firm will be known as the Grizzle Chevrolet Company, Inc., Voline Downs has been named as agency manager. He was associated with both Grizzle and Brumley in the agency.

"We have the promise of all the cars we can use," Mr. Brumley declared. "The demand for Chevrolets here has exceeded the supply in recent months, but officials of the company have given us the promise of all we can handle."

Early Joiner, son-in-law of Mr. Brumley, will be associated with the firm as will mechanics and salesmen heretofore employed.

"We want all our old friends and customers to come in and see us," Mr. Brumley stated. "We have everything the present and prospective Chevrolet owners will need. As for service, we have as fine a shop as can be found in this part of the country and as efficient mechanics. We make all service jobs stand up. A new and complete stock of parts is also being put in."

Fulkerson Farm Auction Set for Next Thursday

Thursday, April 12, is the day scheduled for the B. F. Fulkerson auction sale. The Fulkersons, having sold their farm located about 13 miles northwest of Hereford, will sell at public auction their entire farming equipment and live stock. The sale begins at 10:30 in the morning and lunch will be served at noon. Col. Ray Barber will auction the sale.

Dairy Show Motorcade Coming From Plainview

A motorcade from Plainview, advertising the seventh annual Panhandle-Plains Dairy Show, will be in Hereford on the next week. The show will get been announced. The show will open at Summertfield, April 16, and run through April 19.

Car Registration Up To Thousand

Fifty-one passenger cars and a number of trucks were registered at the tax collector's office during the final two days of March. Deadline for payment of license fees was last Saturday.

Total registrations for the year in the county has reached 1,000 automobiles and 100 trucks, several hundred below last year's total.

Uses For Wheat Lands Outlined

In wheat reduction contracts with the government, farmers are required to take 15 per cent of their acreage of cultivation. This 15 per cent is the acreage contracted or leased to the government and may be used only as prescribed by the wheat section of the agriculture department.

There is still some confusion as to what may be done with the land, according to Dewey Reed, county agent, who outlines the rules of the department as follows: Let it lie unplanted, summer fallow the land, plant it to permanent pasture, plant it to meadow crops, practice weed control, plant trees, plant soil control crops for plowing under.

The safest ways to use the land are to let it lie idle or summer fallow it, Reed points out.

Slay Jackrabbits In Recent Drive

Rabbit population of the western part of Deaf Smith county suffered material reductions last week as Hereford citizens and farmers living west of Hereford combined with New Mexico folks to stage a concerted drive west of Carl Brown's farm on Harrison Highway.

According to all accounts, more than a hundred people shouldered their guns and marched to war against the rabbits, killing upwards of 2,000. A barbecue was held near the state line where the forces of the two states met.

Rural Teachers to Have Party Here Friday Night

Rural school teachers will be guests of C. W. Humble, county judge and superintendent, at a dinner and theatre party here Friday night. The dinner will be at the Methodist church, beginning shortly after 7 o'clock.

Needy Must Register For Work On Relief

Persons needing employment and who are registered with the National Re-employment Service office at the relief department in the court house and who have not reported to this office during the last 30 days are requested to call and register again. Mrs. Margaret Orr is taking the registrations, and every person so affected, whether he has worked or not during the past 30 days is required to register. The registration cards must be kept up to date in order that workmen can be notified in case of a call.

be held, with changes that have been suggested to improve over prior pageants. Each town is invited to send a princess and maid of honor to participate in this pageant.

Unique in this region will be polo games between Lubbock and Lamesa polo teams and a mounted basketball game between Plainview and Lubbock Lions Clubs.

Hereford Lady Finds Uncle Lost 38 Years

A classified ad in the Dallas News has re-located a Hereford woman with an uncle she last saw 38 years ago. Mrs. D. W. Crawford is the woman. W. A. Williams, now living at Albuquerque, is the uncle.

Mrs. Crawford did not see the ad, but a friend at Ryan, Oklahoma, did and wrote Mrs. Crawford. Mr. Williams was seeking three nieces, Mrs. Crawford and two sisters. They had last been together at the funeral of Mrs. Crawford's father at Rock, Oklahoma, on August 1, 1896.

Several days ago Mrs. Crawford wrote to the uncle, but has not yet received a reply. "The last time we heard of him was just before the war," she said. "We thought he was in Albuquerque, but every letter we've written has been returned."

Lions Name Rice Outstanding Boy

Harry Rice is Hereford's worst dressed man. Such was the opinion at the Lions' hobo party Monday night in the Presbyterian church. And Miss Ona Hammer took off honors as the leading lady bum.

More than 50 couples attended the party which was framed by Mrs. J. C. McCracken, Mrs. Alex Thompson and Mrs. R. E. Perkins. Candies mounted on dainty tin cans furnished lighting effects for the hobo setting. And jungle stew was served.

The hotcar trio composed of Ralph Smith, Urchel Young and Bill Kueker, told in music of their wanderings, trials and tribulations as knights of the road. A-No. 1 Grizzle, while acting as master of ceremonies, related anecdotes of his pursuit of handouts. Rev. E. J. McWilliams came out of character long enough to pay tribute to Grizzle's work as a Lion during his membership here, and expressed regret at his impending departure.

New Minister At Church of Christ

Rev. Fred Ross, new minister of the Church of Christ here, arrived last Saturday and conducted services Sunday. Reverend Ross comes from Ballinger, Texas, where he has served during the past year. His family will stay at Ablesse school is out.

The new minister was here for several days last December and conducted services at that time.

PLAINVIEW PLANS BIG DOINGS AT DAIRY SHOW APRIL 16 TO 19

When the Panhandle-Plains Dairy Show opens in Plainview April 16 for the seventh annual four-day show, most of the old exhibitors and many new ones will be present with their best dairy animals, according to Grady Shipp, secretary-manager.

The dairy show itself will not be overshadowed by outside attractions, but there will be more to entertain the visitor than ever before. Officers and directors are putting forth every possible effort to make this year's exhibition one of educational interest, according to Dr. Geo. P. Groat, Panhandle, president of the dairy association. A splendid educational program has been arranged under the direction of Frank P. Phillips, head of the agricultural department of West Texas State Teachers College, Canyon.

A horse show will be held, to which many of the breeders and exhibitors of the Southwest will be attracted. Father A. E. Robinson of Plainview will superintend the horse show.

A carnival will hold forth all week. A dairy show pageant will

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HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

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

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NOTICE TO PUBLIC

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

ABOUT HIGHWAY 33

Deaf Smith county is in a fair way to lose some much-needed highway construction and there's little that can be done about it. The Highway Department has approved the purchase of materials for a caliche surface on 13 miles of Highway 33 between Hereford and the Randall county line. It has also authorized finishing of the road through Hereford on First Street, including curb and gutter and asphalt topping.

The department has made this an emergency project. As such, labor must come from local relief rolls. It was approved by the department in February, but labor was not furnished by relief authorities for the reason that the quota was being used on other work.

It is unfortunate that a situation of this kind should ruin the one opportunity the county has had for building the road.

CRIMINAL CODE REVISION

Probably the most significant and progressive legislation proposed in Texas in a long time are the court changes advocated by Legislator W. B. Collie of Eastland. Collie has drafted a dozen bills which would revise the criminal code of the state.

"The public may not know all the laws, but the public does know whether a rogue is punished justly and promptly. You don't have to be a good cook to know if the biscuits are poor," Collie declares.

Making state court procedure similar to that of federal court, assuring prompt trial and doing away with delays are the chief aims of the proposed revision. Senator Ben Oneal joins Collie in sponsoring the bills. One, doing away with the right of severance of trial on joint charges, was killed in the House after passing the Senate in the recent legislature session.

Widespread support of the measures is reported throughout the State. Educators, judges and district attorneys are lining up in such manner as to make the prospect of passage of the bills quite encouraging.

No high-powered commission will be needed to go into the State's criminal statutes and figure out what needs to be done. Collie, a thinking and acting representative, has already done that, putting in several years in arriving at the same conclusions an intelligent commission would inevitably reach.

Canadian to Be Scene Of Legion Convention

Zybach-Owens Post No. 56, host post of the American Legion's 18th district convention is rapidly filling out a well rounded program of diversified entertainment for the several hundred-visiting Legionnaires expected to attend. Invitations to some 73 posts in the district have been sent not only by Zybach-Owens Post, but also by E. C. Fisher, mayor of Canadian, and S. E. Allison, secretary of the Canadian chamber of commerce.

The convention will be held in Canadian April 7 and 8. Among the attractions offer guests will be a huge golf tournament, service

officers school, big dance with music by a well known orchestra, and speeches by state officers, and a tea for the visiting ladies will be given by the Auxiliary.

Officers of the post are E. J. Cussens, commander; Jim Johnson, adjutant, and G. R. Nolen, finance officer. Communications in regard to this convention can be addressed to any of the above officers or to M. W. McIntyre, publicity manager, Canadian, Texas.

V. O. Stamps, leader of the Stamps vocal quartet, writes Kelly Gray that a singing convention will be held in Farwell the fourth Saturday night and the following Sunday in April. Everyone is invited, Mr. Gray stated.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, April 3, 1903.)

Young men of Hereford were planning the organization of a military company.

Andrew Crane had established Hereford's third barber shop. He came to Hereford from East Texas.

Hereford baseball team had received a challenge from Amarillo to play a game there during the race meet to be held May 11, 12 and 13.

Directors of the Hereford School Association had been authorized to transfer property of the Association to the Christian church.

The Brand was stepping out. The latest addition to its equipment was a new C. Potter, Jr., newspaper press, which had been installed and put in operation that week. A decided improvement in the paper was noticeable.

E. H. Fullwood had sold to H. Clay Monroe of Oklahoma a sec-

tion of land near Summerfield for \$2000.

(From The Hereford Brand, April 4, 1913.)

Once more the editor was permitted to use that juicy expression, "car turns turtle." This time a machine enroute to Hereford from Dimmitt blew a tire and "turned turtle" with Mrs. Morris, Louis Smith and J. H. Bankhead as occupants. None of the three was badly injured.

Fred Millard, George Davis and Blake Cogdell had left for Canada where Mr. Millard had a claim.

Jay Gregory was severely shaken up and brushed when his horse stepped into a dog hole while traveling at high speed, throwing Gregory a distance of 30 feet.

Miss Margaret McNeill of Dalhart was here visiting her cousin, Mrs. Troy Womble.

F. W. Lambert was dashing about in a brand new roadster.

Mrs. T. N. Heffner was home from St. Louis where she had been buying new millinery.

School trustee elections were to be held throughout the county on April 6.

Hereford post office had been designated as a third class office, which meant that the postmaster soon to be appointed would receive a salary of \$1800 yearly. There seemed to be a lot of applicants for the place.

Prospects were splendid for a bumper fruit crop. Directions were given for protecting fruits from frost and insects.

Rev. O. P. Kiker was to conduct a Sunday school institute at the Methodist church.

By Their Words

What Panhandle Papers Say

We are all familiar with the fellow who finds nothing so interesting to talk about as himself. About every second sentence will begin with a great big "I". We never like to talk with a fellow of that kind because he spends so much time talking about what he has done that we don't have time to tell him of any of our experiences. Some people carry this "I" trouble into their every act of life. Here is a man who has gone to prayer, and even there you hear the same boasting that we use to try to keep folk from guessing how insignificant we are.—McLean News.

Now they're stealing whole garages in Dalhart. Mrs. Clifford Braly, Pampa, owns considerable property in Dalhart, and arrived this week to see about the sale of a small garage she owned in North Dalhart. When she went to inspect the building nothing remained except the cement floor which apparently was that far-famed immovable body, that is always going to meet the irresistible force which in this instance was not irresistible.—Dalhart Texan.

Musings of the moment: Pity the poor candidates. They are asked to give to, subscribe to, buy and endorse all sorts of things—just because they aspire to public service. They are asked to buy pies, boxes at suppers, ads on blotters, names on quilts, etc. In

a nearby county, candidates banded together in a sort of association and agreed not to attend gatherings where things were sold. We don't blame them. We oppose placing a price on the right to vote (poll tax) and we oppose taking merciless advantage of candidates. We stand by our statement that the wild flowers will soon begin to bloom. We're not ashamed to talk of flowers on hillsides and gorgeous clouds in our panhandle skies.—Hinkle, Pampa News.

Well, Al Smith resigned from his job as editor of the New York Outlook magazine. Trouble with Al was that he came out with one big idea, threw it at the administration and the American public, and when it didn't blow up everything, he was disappointed. Probably over-emphasized himself, and when looked in the mirror it wasn't there at all. Al got ousted as a member of the Navajo Indian tribe; they're saying he's got to figure a lot of excuses about his income taxes. But these didn't hurt his editing. He didn't understand that in editing anything you just had to keep on trying year after year, and maybe nobody appeared to pay attention to anything you said. We can look for his pictures again in the papers, posed with bathing beauties at some beach, when he takes his vacation from writing.—Curry County Times, Clovis.

A few more like Thursday night and there will be no tenderfoots left in this country. Windmills, barns, ice docks, signboards, haystacks and numerous other items including automobiles were included in the list of things upset by the wind, one of the fastest traveling winds ever seen in this section. Old Tack says he is personally devoting his weather forecasting to Dalhart. We've tried almost everything, and anything old Tack does is just fine, but he should be warned that he is tinkering with dynamite when he tackles this North Panhandle weather. It has about whipped all the forecasters. Incidentally the forecasts we print in The Texan are wired us by the United States Weather Bureau. They do not represent our own opinion of the weather. You can't print what we think about it.—John McCarty, Dalhart Texan.

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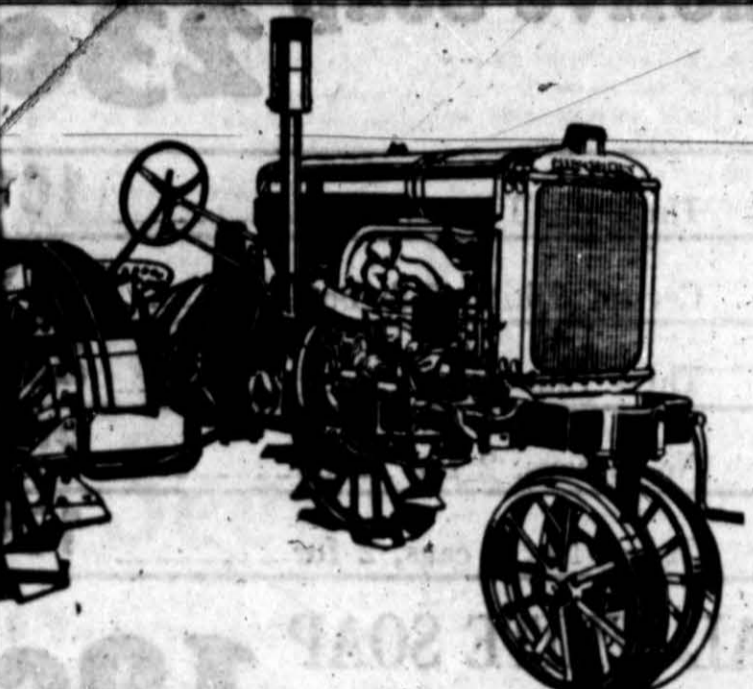
The First State Bank

OF HEREFORD

The Farmers Keep Records

Farmer participating in programs of production required to keep records. This B. H. Hopkins, vocational teacher, and county agent, are course in farm accounting during the coming books for the accounting worked out. Definite method of instruction made soon. They plan weekly classes in the communities of the county.

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Check 1 Magazine then (X)

IF YOU PREFER YOU MAY CHOOSE ALL 4 MAGAZINES FROM GROUP 2

Check 1 Magazine then (X)

Check 4 Magazines then (X)

Check 3 Magazines then (X)

T-Anchor Boys Entertain Students at High School

Prof. T. M. Moore of W. T. S. T. C. Canyon, and his five T-Anchor boys rendered a musical program of cowboy songs and instrumental numbers at the high school auditorium here last Thursday night. The musicians are students of W. T. and live at the old T-Anchor headquarters.

H. H. Hopkins started the program by introducing Prof. Moore who in turn gave a history of the early cowboy days in the Panhandle of Texas, then introduced his musicians, Ed and Bill Todd, H. C. Weatherly, Ted Clark and Kid Young. The program consisted of three parts and each section was heartily applauded, especially the fancy roping and cowboy songs.

Progressive News

BY OLIVE PERKINS

The following pupils were on the honor roll the past month: Ray Botts, Anthony Marnell, Forrest Marnell, Edgar Russell, Ira Jean Ricketts, Roy Neel, Forbes Blakemore, Glenn Ricketts, William Bowman, Clyde Neal and Jimmy Blake, more.

The regular meeting of the Literary Society will be held Thursday night instead of Friday night. The rural seventh grade graduating exercises are to be held on Friday night.

Misses Madge and Agnes Childers of Fort Sumner, New Mexico, visited home folks here over the week end.

Sixty-four persons enjoyed the Easter program at the school house Sunday afternoon. Rev. E. R. McWilliams of Hereford preached.

Jess Caldwell of Vernon visited his parents here over the week end. Mrs. Caldwell was called to Amarillo by the serious illness of her sister, Miss Gusta Samuelson, who is in the Northwest hospital. She was operated on for mastoid trouble Thursday.

The Boyer family of Ford community attended the Easter services here Sunday afternoon.

Messrs. and Mmes. Jeff Roberson and sons and Cecil Hodges and daughters visited Miss Gusta Samuelson in the hospital at Amarillo Sunday.

Miss Lucille Park spent the week end in Wyche community.

Mr. and Mrs. M. O. Green of Royston visited their uncle, J. L. Click and Mrs. Click last week. Mrs. Green's mother, Mrs. Lee Payne, of Dickens and her sister, Mrs. Horace Nichols of McAdoo also visited in the Click home.

Miss Lilith Boyd, Bill Cocanougher, Lawrence Boyd were dinner guests of Miss Eunice Caldwell Sunday.

Mmes. Lake McBrayer, W. A. Ricketts of Hereford and A. S. Higgins helped Mrs. Ira Ricketts quilt Wednesday.

Little Miss Betty McBrayer spent Sunday with her grandmother, Mrs. Ricketts.

Ray Hershey has bought out Dillard Edwards and will soon move back to this community.

The teachers entertained the children of the school with an Easter egg hunt Friday afternoon. Among the visitors present were Mmes. W. A. Lowe, Owen Neel, Emmett Blakemore, C. G. Bowman and Miss Eunice Caldwell.

Many of the parents and patrons of this community attended the field meet in Hereford Saturday. The community was well pleased and proud of the showing made by our school, which is shown in the report elsewhere in this paper.

Mrs. R. M. Allred and Mrs. Easley of Hereford visited Mrs. C. C. Bowman Monday.

Show windows at the Popular Store are being re-decorated this week.

Summerfield News

BY MRS. GUY WALSER

Rev. E. V. Brownlow and family of Gould, Oklahoma, stopped here after a visit near Hart to visit old friends. Their oldest son, Emory, was killed recently in an automobile accident in Gould. Rev. Brownlow formerly preached here. Their friends extend sympathy to the Brownlows in their loss.

Will and L. G. Harris of Canyon spent the week end here.

Mrs. Ky Lawrence and Beatrice were in Amarillo recently.

Jim Barnett of Wyche visited the J. R. Oglesby home Monday.

The house in which Mrs. Beulah Roberson has been living has been sold to E. B. Black and will be moved. Mrs. Roberson will make her home with her daughter, Mrs. Alvie Wilson, at Hereford, and son, Charles, in this community.

J. R. Oglesby and family were Sunday visitors at Wyche.

Mrs. Ulys Piece of Westway spent Saturday night with her parents, Mr. and Mrs. N. P. Sikes.

Mrs. C. T. Caraway and children of Tulla are visiting her sister, Mrs. J. R. Oglesby and family.

School re-opened Monday after being closed three weeks by measles.

A few are still out but most of the students are back and ready for work. All the teachers are back in their places.

The home of Mr. and Mrs. Joe Kendall was the scene of a lovely Easter dinner. Attending were Messrs. and Mmes. C. J. Krump, Borger; J. C. Lance, Earl Lance and family, S. L. Walser, C. R. Walser, Jim Clark, the host and hostess, and Betty Jo and Geraldine Kendall.

The Miles baby who has had the measles, is reported to be very ill, but is improving.

John Turner and family and G. H. Whitaker are near Fort Worth with a sister of Mr. Turner's who is very ill.

Mr. and Mrs. Wilson Vines joined a party of fishers near Wyche Saturday and reported a good time.

Billy Ray Johnson who had been ill with pneumonia in Amarillo was brought home, but relapsed and was taken back to the hospital where she is improving.

L. L. Cannon, Guy Walser, Lee Curry, Chas. Nolan and Dorothy Fullwood were in Dimmitt at different time last week.

Louie Huckert, Jr., who is attending school in Amarillo spent the Easter holidays with his parents, Mr. and Mrs. Louie Huckert. Mr. and Mrs. D. C. Walser and

Joan spent Sunday in the R. A. Fullwood home at Hereford.

Denison Hill and family of Ford visited the B. A. Atchley home recently.

Walter Huntley and family were in Amarillo Saturday, Mr. Huntley returning Monday. Mrs. Huntley and Geraldine remaining for a visit with friends and relatives.

Marshall Powell is making his home with Mr. and Mrs. Guy Walser for an indefinite time.

Henry Gandy was here from Amarillo visiting his sister, Mrs. J. R. Oglesby, Sunday night.

W. A. Adams, Mr. and Mrs. John Black, Howard and Laura, all of Clarendon spent Sunday in the Lee Curry home. Howard remained for a stay with the Currys.

The Junior Study club will meet with Miss Ruby Thompson April 10 at 3:30. Everyone urged to be present.

W. M. S. and Y. W. A. met in called meeting Monday to make quarterly reports. Monday night, April 9, there will be a Y. W. A. meeting with Miss Hazel Oglesby at 7:30. Members should be present or miss something.

Lloyd Lookingbill and family of Black, Loys Lookingbill and family were Sunday dinner guests in the J. L. Lookingbill home.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Teachers of Sims and Thomas schools gave the children an egg hunt at Thomas school Friday afternoon.

J. A. Freeman and family of near Adrian visited with relatives at Tulla last week.

Ernest Colwell and family and Mr. and Mrs. Floyd West and baby of Hereford were Sunday visitors in the T. F. Bohannan home.

Miss Mary Fortenberry who is attending W. T. S. T. C. Canyon, visited over Sunday with her parents here.

Miss Gusta Samuelson, teacher of Adrian school, is in an Amarillo hospital recovering from a very serious illness.

The small son of Mr. and Mrs. John Skaggs who has been very ill, is reported improving nicely.

C. C. Chapman and son, Bill, of Amarillo visited Sunday in the J. M. Chapman home.

Mr. and Mrs. T. J. Carter are home from a visit in the home of her parents, Mr. and Mrs. A. F. Park, and his parents, Mr. and Mrs. E. Carter, of Dallas. Mr. and Mrs. Carter have been away for about six weeks.

It Will Pay You to Stock Up AT THESE LOW PRICES

Specials for Friday, Saturday and Monday

Good Meat Always ROAST

BRAN	OLD DUTCH	
Mill run, per 100 lb bag	Cleanser, 2 cans	13¢
BAKING POWDER	PEACHES	23¢
K. C., 25-oz can	Choice evaporated, 2-lb pkg.	10¢
VINEGAR	MUSTARD	25¢
Woman's Club, pure cider, qt	Libby's, jar	
OXYDOL	BAB-O	
Large package	2 cans	

SNOWDRIFT

SHORTENING	WESSON OIL
6-lb can 67c	Pint can 19c

WAX PAPER	POLISH
Cut Rite, 2 rolls	O' Cedar, 50c size
SHOE POLISH	FLOOR WAX
Dryshine, all colors, bottle	Johnson, 1-lb can
JELLY, White House	OVALTINE
Pure Apple, 32-oz jar	\$1.00 size 79c, 50c size
STARCH	CHICKEN OATS
Faultless, 3 boxes	5-lb bag for

COFFEE Folgers 32c

CHERRIES	COCOA
Gallon	Mother's, 2-lb can
SUGAR	MILK
Powder or brown, 2 pkgs	Borden's, 3 tall or 6 small
PEAS	SYRUP
Table Charm, 2 No. 2 can	Pure ribbon cane, No. 10 can
TUNA, Merrimaid	TOMATO JUICE
all white meat, No. 1/2 can	Libby's, 3 cans

SPRING CLEANING SPECIALS

Palmolive Soap, 5 bars	23c
CRYSTAL WHITE SOAP, large size bar, 5 for	19c
SUPER SUDS, three for	23c
BORAX, three for	10c
CRYSTAL WHITE SOAP CHIPS, 5-lb box for	31c

MACARONI	SPINACH
SPAGHETTI, Justice, pkg	Two No. 2 1/2 cans
PRESERVES	GERBER'S
Edward's, all flavors, 4-lb jar	Strained Vegetables, can
PINEAPPLE, Sure	MATCHES, full
Ht. No. 2 sliced or crushed	Count, strike anywhere, box
OATS	SUGAR
Quick Quaker, large pkg	10-lb bag

JERSEY

Corn or Bran Flakes Pkg.

10c

lower prices

CHARMIN

Toilet Tissue 4-Roll Box

23c

FRESH Fruits and Vegetables

APPLES	
Two dozen for	25¢
CABBAGE	
New crop, pound	2¢
LEMONS	
Large size, dozen	19¢
ORANGES	
Red Ball grade, peck	48¢
SPUDS	
10-lb bag for	17¢
CELERY	
Nice grade, stalk	8 1/2¢
GREEN BEANS	
Pound	11¢
NEW SPUDS	
No. 1 grade, pound	5¢
ONION SETS	
3 quarts for	25¢

Easter Items

BY MISS LOUISE FRYE

There was a good attendance at Sunday school, after which the youngsters enjoyed an Easter egg hunt.

Mrs. Claude Smith and little son of Dimmitt spent the week end in the J. S. Smith home.

The Easter club had the honor of winning first prize on a canned beef roast and third on canned chicken at the meat show in Lubbock last week.

Mc. and Mrs. Fred Walton spent the week end in the Fields home at Portales, New Mexico.

Mr. and Mrs. Roy Durant had relatives from Amarillo as guests

Friday and Saturday.

Carlle Ray and Charles Frye entertained several of their little friends with an Easter egg hunt Sunday afternoon. Maxine and Billie Jean Durant, Ruby Faye Nolan, Richard Chambliss, Emmett Saxon and Glenna Nell Morgan of Portales, New Mexico, were the guests.

Miss Ashby Bruton and little niece, Glenna Nell Morgan, of Portales, came Saturday for a week's visit with her parents. Miss Bruton is keeping house for her sister who is teaching at Floyd, New Mexico.

Mr. and Mrs. Morgan Dennis and little son visited last week with relatives at Memphis.

Mmes. M. Simmons and Roy Durant are one of the sick list this week.

A meat canning demonstration was given at the Carl Frye home Monday. Mr. Thomas and Miss Clark were present. Mr. Thomas did the cutting of the meat and Miss Clark the seasoning. B. M. Medley, J. S. Smith, Roy Durant, Mr. and Mrs. John Nolan, Bernard Saxon and Mmes. Geo. Chambliss and Chris Wegner were there to see the demonstration.

John Noland made a business trip to Quitaque the first of the week.

Roy Durant was in Amarillo on business Wednesday of last week.

C. W. Frye made a business trip to Dallas last week.

Card of Thanks.

We wish to express our sincere gratitude to everyone who assisted in making our recent play, "Old Maids' Round-Up," a success. Especially do we thank the business men who cooperated in putting on the downtown parade.

BAND MOTHERS CLUB.

Black

BY MISS NOBLE McLEAN

The Junior Womens club met with Mrs. Lloyd Lookingbill Wednesday afternoon in a social meeting. Several games of bridge were enjoyed by those present.

Mr. and Mrs. Jim Black entertained the young people of the community with an April Fool party Monday evening.

Mrs. Oran Bennett and son, and Miss Etta Brumley of Hobbs, New Mexico, were week end guests of Mr. and Mrs. D. R. Bennett.

Jim Barnett, Irvin Kimmins, James McLean and Verner Melugin were in Clovis, New Mexico, last Thursday night.

Miss Lucille Hays attended a wiener roast in Friona Thursday night.

Juanita Welch spent the week end in Friona with Mary Shouse.

F. E. McMurry returned Saturday from a trip through the New Mexico mountains.

Mr. and Mrs. Jim Black were Hereford visitors Sunday.

Juanita Welch entertained a group of friends with an Easter party. Those attending from out of the community were Mary Shouse, Edna Earl Curry, Leslie Hinds, Clyde Sherrie and Eugene Bigger of Friona.

N. C. Phillips of this community is in the hospital at Hereford suffering from pneumonia and his condition is reported as very serious.

Mrs. F. E. McMurry is ill with pneumonia at her home.

R. P. Miller and family of Los Angeles, California, with his sister, Mrs. Lucy Crawford and family of Hereford were visitors here Sunday afternoon.

Ray Johnson and family were visitors in the Ray Price home on Sunday.

Bud Barnett who is attending college in Canyon spent the Easter holidays with his parents, Mr. and Mrs. R. E. Barnett.

Irvin Kimmins spent the holidays with his parents, Mr. and Mrs. Fred Kimmins, near Panhandle.

Will Garrett and family of the Lakeview community visited W. H. Price Sunday.

Mr. and Mrs. A. C. Hays visited Mrs. Obe Roberson of the Summerfield community Sunday afternoon.

Will Johnson and sons were business visitors in Amarillo on last Thursday.

Mr. and Mrs. Monte Hare of Amarillo were visitors in the Lloyd Lookingbill home the past week.

Mrs. Robert Slak and daughter, Misses Lucille Hays and Lucille McLean and Jimmie Hays visited the L. B. Lookingbill home at Summerfield Sunday afternoon.

Aldon Hawks and family of the Frio community visited his parents, Mr. and Mrs. T. J. Hawks.

Everyone enjoyed the play, The Red-headed Step-Child that Frio presented here Tuesday evening. Several from Frio also attended the play.

Charlie Hays of Friona spent the week end here with home folks.

Z. Holley and family of Lakeview spent Sunday with Mr. and Mrs. Pat Denton.

H. L. McLean was a business visitor in Farwell Saturday.

Mrs. Howard Elmore was a delightful hostess to members of the Study and Science club and their husbands Thursday evening. The evening was spent in a series of games, including Easter festivities and April fool pranks. At a late hour an oyster supper including sandwiches, cake and coffee, was served to Messrs. and Mmes. Tom Presley, T. L. Welch, H. L. McLean, A. C. Hays, Clyde Hays, W. H. Price, Roy Price, George Wily, Cleburne Carr, D. R. Bennett, Jess Hinds, T. J. Hawks and the host and hostess, Mr. and Mrs. Howard Elmore.

There were several new faces at B. Y. P. U. Sunday evening. There was a good program under the direction of Mrs. Clyde Hays. It is hoped that all the new visitors will become members. Everyone is invited to attend each Sunday evening.

COURTHOUSE RECORDS

Warranty Deeds.

H. D. Cuipepper et ux to R. E. McCullough, lot 10, Murchison subdivision of the west half of block 73; City of Hereford.

American Central Life Insurance Company to Mrs. Augusta Spahr, section 16, block K-6.

W. E. White et ux to J. L. Taylor, lots 7 and 8, block 20, Whitehead Addition to City of Hereford.

Marriage License.

W. N. Schaffer to Miss Francis Linville.

New Cars.

W. M. Barnhart, Dodge truck, Ireland-Beavers Motor Co.

George Brumley, Chevrolet sedan, Grizzle Chevrolet Co.

Clyde Shuford, Ford sedan, Hereford Motor Co.

H. L. Crum, Ford coupe, Hereford Motor Co.

Mrs. W. M. Megert returned last week from a visit in Weatherford, Fort Worth and Wellington where she called on relatives.

Reckless Driving Warning Given

A herd of wild horses was responsible for approximately 1000 deaths in Texas last year, according to Dr. John W. Brown, state health officer. Under the hood of the automobile are from 40 to 100 horses. Whether these are tame or wild and dangerous to human life depends to a large extent upon the drivers. Pedestrians also must be "safety minded," if the number of lives lost in fatal automobile accidents is reduced.

In cities, hundreds of thousands of people in the aggregate deliberately and habitually throw caution to the winds by jay walking, by crossing streets at all points but at intersections, by dodging around street cars and even by deliberately disregarding traffic signals. And highway walkers also are more likely to move with rather than against traffic, which of course results in greater risk, especially at night.

The automobile driver himself, intoxicated by the joy of effortlessly stepping up his machine to an excessive speed, and in hundreds of other ways violating the rules and the ethics of the road, makes of this magnificent invention the Frankenstein it has so sadly turned out to be.

It needs to be more emphasized upon the average brain than it is today, that all the healthful living in the world is of no avail when one either as a driver or as a pedestrian takes chances with the automobile and loses. Moreover, proper water and milk control, as well as the many other safeguards to health and life, mean absolutely nothing to a dead man killed by his or another's automobile.

Posey Urges Payment of Dues In Golf Club

Since the snow assures a good grass crop and since grass on fairways needs to be mown, J. M. Posey, president of the golf club, wants members to get their dues paid. It's because it takes money to have the grass mown.

"And besides that," Posey allows, "the greens are needing to be oiled since the snow. We're going to have a good play from now on and we don't want members to be timid about coming in and getting their dues paid up."

Mrs. L. N. George of Dawn was a week end guest in the home of Mr. and Mrs. J. E. Beyer.

SPECIALS

For Friday and Saturday

PEACHES TEXO 43c
Gallon, Sliced

COCOA Mothers, 2-pound can 19c

TOMATOES No. 2 cans, 3 for 27c

 Palmolive Soap 23c
Five Bars

BORAX Three small boxes 10c

CHIPS Crystal White, 5-lb box 31c

LYE Three cans 23c

BLACKBERRIES No. 2 cans, 2 for 25c

BEANS Green, No. 2 cans, 2 for 17c

 CRYSTAL WHITE SOAP 19c
Five Giant Bars

MACARONI Three packages 20c

SALMON Pink, 2 cans 27c

CORN No. 2 cans, 3 for 28c

HONEY Colorado Sweet Clover, half gal. can 55c

CARL'S Cash and Carry GROCERY

PHONE 324

Ladies' Evening

At the

PARAMOUNT BOWLING ALLEYS

Next

Wednesday Afternoon, April 11

between the hours of 2 and 4 o'clock; Mrs. Sanders will be in charge. All ladies are cordially invited. No men allowed.

Paramount Recreation Club

Carter Building, fifth door south of post office.

Reliable

Plumbing Needs

At Low Depression Prices

Plumbing fixtures, like every other manufacturer's product, are climbing rapidly in price to keep pace with the raw materials which go into them.

Plumbing labor is reasonable and with the present price of fixtures.

THAT

Plumbing Job

you have been putting off to some future time should be taken into consideration NOW.

Come in and let's talk over Your Plumbing Needs

Rountree Plumbing and Heating

Phone 160

THE NEW

CONOCO

GERM PROCESSED OIL

Is now on sale at the following filling stations

W. J. (Bill) Smith, corner Main and First, Hereford.

R. M. Gunn, Westway.

Beller and McMinn, Summerfield.

Homer Johnson, Friona, on highway.

C. T. Guseman, on Harrison Highway, 25 miles west.

Oscar Easley

Agent

Phone 472

Hereford

AUCTION FARM

THURSDAY, APRIL 12

Having sold my farm, I will sell at Public Auction my entire farming equipment and livestock. The farm is located 13 miles north of Hereford on 25-Mile Avenue and seven miles west.

SALE BEGINS AT 10:30 A. M.

Horses and Mules

- 1—Smooth mouth mare, weight 1400 pounds.
- 1—Mare, age 6, weight 1150.
- 2—Mules, coming 2-year-olds.
- 1—Yearling mule.
- 2—Jennetts.
- 1—Good jack, colored black.

Cattle

- 3—Cows with young calves.
- 9—Dry cows, will be fresh in 30 to 90 days.
- 4—Cows giving milk.
- 3—Cows with young calves.

A Few More Cattle Will Be Included.

Hogs

- 5—Hampshire shoats, 80 to 120 pounds.

A lot of other useful items too numerous to mention. Household goods will be included.

LUNCH WILL BE SERVED BY COMMUNITY CLUB LADIES

B. F. FULKERSON, owner

MILES ROBERSON, Clerk.

COL. RAY BARBER, Auctioneer.

Here and There

BY MRS. C. E. TICE
 Take Produce to Carl's Gro. if Mr. and Mrs. J. P. Gatlin, Mrs. Cogdell and Luther Wright were in Amarillo last Thursday.
 Miss Winnie Cornett is visiting her sister, Mrs. Jimmie Harrison, near Westway.
 Melvin Mitchell and family moved to Hereford last week.
 Frio young people took the play, The Redheaded Step-Child to Black last Tuesday night. This play was staged at Frio two weeks ago.
 K. F. Campbell is rebuilding a porch and doing concrete work about his home.
 The W. W. club met with Mrs. W. A. Springer March 28, with nine members and two visitors present. Miss Isora Clark, Castro county home demonstrator, was unable to attend and her place was filled by Mrs. Peacock of Bethel, who demonstrated foundation patterns. A lovely quilt was quilted

for the hostess. The next meeting will be with Mrs. C. E. Tice April 11.
 Mr. and Mrs. U. G. Randall are remodeling their home.
 Messrs. and Mrs. Leo Williams, J. B. Harlin and H. M. Mobley were in Amarillo one day last week.
 J. E. and W. A. Springer were business visitors in Dimmitt last Wednesday.
 Miss Maxine Tice entertained a number of friends at a party Saturday night.
 Miss Koma Hyatt spent Friday night with Miss Alyce Craeger of Happy.
 Mr. and Mrs. Everett Cornett left for New Mexico Sunday.
 The young folks Sunday school at Frio enjoyed a picnic and egg hunt on the creek near Hereford Sunday.
 Mr. and Mrs. W. S. Dixon returned home last Wednesday from a three-months stay in Rockport.
 Several families went to the J. B. Harlin home after Sunday school Sunday, and enjoyed a fine basket dinner, the children later going on an egg hunt.
 Rev. and Mrs. Brewer spent Saturday night in the H. M. Mobley home. Rev. Brewer preached at Frio Saturday night and Sunday morning.
 Mr. and Mrs. Deward Roberson and Mrs. M. A. Springer of Amarillo spent Sunday in the J. E. Springer home. Mr. and Mrs. Jodie Benson of Happy also spent the day in the Springer home.
 Misses Kate and Ruby Hyatt entertained Juanita Jones, Helen Jones, Evelyn Hanier, Mary Lois Springer, Marcia Robbins, Margaret Mobley, Kitty Kloe Harlin, Jack Allman and Raymond Mobley Thursday night in Dimmitt with a slumber and theatre party.
 Frio students winning places in the interscholastic contests at Dimmitt Friday and Saturday were Margaret Mobley and Mary Lois Springer, first in junior girls spelling; Jack Allman, second in junior boys spelling; Marcia Robbins, third in tiny tots story telling; Juanita Jones, third in senior declamation; Juanita Jones and Buster Greer, third in senior spelling.
 The quilting club met with Mrs. W. A. Knox at Hereford March 30. Ten members and one visitor were present. A lovely six-point star quilt was quilted for the hostess. The next meeting will be with Mrs. Josie Smith.
 The road one mile west of 25-Mile Avenue in the north part of Castro county is being graded. This road was petitioned for in 1910 but was never graded.

Ward News Notes

MRS. WILEY ROBERSON
 Take Produce to Carl's Gro. if the community enjoyed an Easter egg hunt last Friday afternoon at the school house. The ladies brought baskets of food and after the eggs had been found all enjoyed supper, with plenty of hot coffee. Then forty-two was played until 10 o'clock, there being five tables. The children played various games.
 Sam Hutson of Littlefield and Lee Hutson and wife of Borger visited in the Jack Hutson home last week.
 Miss Edith Shields of Hereford spent Friday night in the home of Mr. and Mrs. Roberson.
 Rev. Hornbeak preached Sunday and was a dinner guest in the Jack Hutson home.
 Mr. and Mrs. Jim Lipscomb visited Mr. and Mrs. Reed Williams in Hereford Sunday afternoon.
 Mr. and Mrs. Chester Hodges charmingly entertained a few of their friends Thursday night with a forty-two party. At a late hour refreshments of sandwiches, cake and coffee were served to Messrs. and Mrs. Bennie Fulkerson and children, Edgar Sowell and Eldon Harris, Arlie Dean and Mary Louise, Miss Goodwine, Donald Guseman, Misses Davis and Oxford, Mrs. Lee Crawford and the children, Mr. and Mrs. Wiley Roberson.
 Roy Saltzman spent Saturday night and Sunday in Hereford with his grandmother, Mrs. Carroll.
 Misses Davis and Oxford took supper in the Wiley Roberson home Thursday night.
 The school attended the track meet in Hereford Saturday.
 Mrs. Ernest Seigner returned home last week from a two months stay with her sons in Illinois.
 T. J. Vance of Hereford spent Sunday in the W. R. Harrison home.
 Helen and Dorothy Miles of Amarillo spent the week end in the home of their grand parents, Mr. and Mrs. Miles.
 Polly Ann and Billy Louise Crawford spent several days last week with Mr. and Mrs. Chester Hodges.
 Viola Hutson and Helen Miles visited Omaha Harrison Sunday.
 Francis Hutson spent Sunday with Gladys Lewis.
 Miss Oxford spent Saturday night in the Roberson home.
 Mr. and Mrs. Jimmie Harrison and three daughters visited in the W. R. Harrison home Sunday.
 Mrs. Rutherford, Mr. and Mrs. Jesse Carter and baby, Mr. and Mrs. Arthur Davis and Mr. Crane all of Hereford called in the Wiley Roberson home Sunday afternoon.
 Mr. and Mrs. Edgar Sowell spent Monday with Mr. and Mrs. Arlie Dean.
 Dorrie Lady of Hereford spent Friday night with her parents, Mr. and Mrs. O. J. Lady.
 Mr. and Mrs. Jim Lipscomb were in Amarillo Monday.
 G. T. Higgins of Canyon spent the week end with his parents, Mr. and Mrs. W. R. Higgins.

visited in the Russ home at Summerfield Friday.
 Beth Weaver visited in the Frank Weaver home in Hereford Saturday.
 Mr. Dodson presented ribbon won by Westway students in the league meet in a lengthy exercise. He commended the pupils on the fine showing made in winning all three of the cups and in their willingness to enter events and work at them. The names of the pupils of Westway that placed in the events are given in the results of the meet elsewhere.

Dean News

BY MARY LOUISE-ELSIE FRIEMEL

Mr. and Mrs. E. J. Duncan of Pampa are visiting in the B. R. Fulkerson home.
 Messrs. and Mrs. C. Friemel, Barclay, E. T. McDowell, T. P. McCollister and Alton Biggers and Don Guseman attended a surprise birthday party in the London home honoring Alma Foxall.
 C. Friemel and family spent Easter in the Skypala home and Ted Irilbeck home at Umberger.
 Mrs. Rawleigh Truax returned with her mother to Okahoma last week.
 A birthday party was given in honor of Edgar Sowell, Alton Biggers, Bennie Fulkerson, Mrs. Friemel, Don Guseman, Elsie Friemel, Mr. McCollister and Vincent Friemel in the Friemel home Thursday evening.
 Miss Margaret Goodwine spent Easter Sunday with her mother at Frio.
 A large crowd attended the rally at Hereford Saturday. The Dean school took third place.

DON'T SLEEP ON LEFT SIDE--AFFECTS HEART
 If stomach GAS prevents sleeping on right side try Adlerika. One dose brings out poisons and relieves gas pressure on heart so you sleep soundly all night. City Drug Store.

FRONT PAGE NEWS AGAIN
this time it's Plymouth's RIDE



YOU CAN'T ARGUE WITH SUCCESS
 And PLYMOUTH is the most successful light car in America today. It's already proven. With its floating power, hydraulic brakes and safety steel body and small car price, it is the most automobile for the money that can be bought.
 Purchase price includes spare tire, tube, tire lock, extra wheel, radiator ornament, oil bath air cleaner, all Federal taxes, also automatic clutch and free-wheeling on De Luxe Models. You also get hydraulic brakes, floating power, all-steel safety bodies and individual front wheel springing.

Ireland-Beavers Motor Co.
 Dodge-Plymouth—Sales and Service
 301 East Third Street, Hereford

Barley Seed
 We have good barley seed. Come by and see it.
Bulk Garden Seed
West Texas Feed & Seed Company
 Phone 265

MAGNETOS
 Cleaned and greased at the following prices:
 AMERICAN BOSCH } \$1.00
 ROBERT BOSCH }
 INTERNATIONAL }
 EISMAN }
 Splittdorf ----- \$1.50
 A SPECIAL PRICE FOR 30 DAYS
Willard Battery Station

Quality Meats and Groceries
 When you trade with the Texas Market and Grocery there is never a wrinkle of worry over service or a frown of displeasure over quality.
 Delicious meats—steaks that are tender and juicy—roasts that are so good—in fact, you can find just the cut of meat that you want and the price is always right.
 It will pay you to visit us
Texas Market & Grocery
 PHONE 353—FREE DELIVERY

Westway Items
 (BY WILMA SKYPALA)
 Mr. and Mrs. V. L. Newton and Elijah Hyde made a business trip to Lubbock Thursday.
 Mr. and Mrs. J. L. Hyde of Ward visited in the J. W. Hyde home Saturday and Sunday.
 Jiggs Hartman, Sue Vaughn, Gertrude Wilson and Marlin Pierce enjoyed a birthday dinner Sunday.
 Mr. and Mrs. G. W. Wilson and family have returned from a visit in Abilene last week.
 Elwood Skypala spent Friday night with Leonard Lueb at Hereford.
 Mrs. G. T. Brashears and children, Mrs. W. S. Rice and son and Mrs. C. P. Grimes went to Amherst to visit Mr. Bashear, who has been ill the last three weeks.
 W. S. Rice made a business trip to Dallas Saturday.
 Mr. and Mrs. V. L. Newton and Elijah Hyde went to Idalou last Thursday.
 Geo. Turrentine of Hereford visited the Turrentine home Saturday.
 Miss Irene Grimes spent Saturday night with Miss Dorothy Watts in Hereford.
 Mr. and Mrs. D. R. Grimes and daughter, Dorothy, and Glenn Watts spent Sunday in the C. P. Grimes home.
 V. Skypala and family visited his mother, Mrs. Josephine Skypala, at Umberger Sunday.
 Mr. and Mrs. Monjeur, cousin to Mrs. Matteson, of Flagg visited the H. C. Matteson home Easter Sunday.
 S. J. Cook spent Sunday in the Rogers home.
 L. O. Gore made a business trip to Tucuman Tuesday.
 Sunday school was well attended Sunday. Preaching next Sunday will be held at 3 o'clock.
 Westway Sunday school had an Easter egg hunt at the school house Sunday.
 Mrs. R. M. Bickham, Beth and Josie Weaver visited in the T. A. Rogers home Thursday.
 John and Joe Weaver spent Sunday with their parents, Mr. and Mrs. W. T. Weaver.
 Mrs. T. A. Rogers, Mrs. R. M. Bickham, Beth and Josie Weaver

CONOCO INTRODUCES A Remarkable new MOTOR OIL
 Its lower consumption and greater protection to motors proved by the most convincing test ever made!

THIS new oil has a tremendously increased "film strength"—and a penetrative oiliness to always protect your motor. The "Hidden Quart" never leaves a dry spot or a bearing without lubrication—it resists dilution—and eliminates much trouble caused by carbon and sludge.

New and Improved Conoco Germ Processed Motor Oil excels in the most convincing test ever made, under the supervision of the AAA Contest Board.

IN presenting New and Improved Conoco Germ Processed Motor Oil you are furnished facts of performance. You will at once be convinced of the direct value of this new oil. A test so dramatic, so honest, that it will go down in history!

This test was held at the Indianapolis Motor Speedway. The Contest Board of the American Automobile Association supervised all details, thus assuring an unbiased opinion. Six new regular stock cars were delivered direct to them. They tested and measured each to obtain an equal condition in all.

Six brands of motor oil, of the same S. A. E. grade, were used. Five of them, all purchased by the AAA on the open market, were nationally known, widely recognized leaders. The other one was New and Improved Conoco Germ Processed Motor Oil. All cars were then carefully broken in for 2500 miles. Five quarts, a new and complete fill, were put in each car and the crankcases sealed. Then the real battle for supremacy began. The cars were driven for as long as the motors continued to operate.

Here are the results: Oil No. 4 quit at 1713.2 miles; Oil No. 6 quit at 1764.4 miles; Oil No. 5 wrecked the motor at 1815.9; Oil No. 1 ceased its lubricative protection at 2266.8 miles; and Oil No. 3 at 3318.8 miles.

New and Improved Conoco Germ Processed Motor Oil carried on to a total 4729 miles! Over three thousand miles farther than the first oil to go out, and over fourteen hundred miles farther than the final oil of the five!

It is the Germ Processing principle, only used by Conoco, that won the test. This "Hidden Quart" that lubricates all parts at all times—that stays up in your motor and never drains away. Drive into a Conoco Station or Dealer for a fill. You are getting the most in lubrication value that money can buy.

Warning TO NEW CAR OWNERS...
 Shine our manufacturers on using new types of bearings which will stand greater pressure and temperature, resulting from increased power and speed. New and Improved Conoco Germ Processed Motor Oil has been exhaustively tested on these new bearings. The results show that it gives them greater protection against damage than many straight mineral oils now on the market.
 Protect your new car by using the motor oil you can be sure of.




- 1 The representatives of the Contest Board of the AAA supervised every detail of the test.
- 2 Five quarts of each brand of oil were carefully put in the cars by AAA officials.
- 3 The official sealing of crankcases after final fill of five quarts was put in.
- 4 These were new motors before the test. They were wrecked to prove to you how to protect yours.

CONOCO Radio Program
 N. B. C. Network
 Wednesday, 10:30 P. M. E. S. T.
 9:30 C. S. T.—8:30 M. S. T.

NEW AND IMPROVED CONOCO GERM PROCESSED MOTOR OIL
 (PARAFFIN BASE)
 EXCLUSIVE NEW FEATURES PROTECTED UNDER RECENT U. S. PATENTS

New Stamps On Hand At Post Office Here

The Post Office Department has recently issued a new three cent stamp designated as the Maryland Tercentenary Commemorative. This stamp is issued in commemoration of the three hundredth anniversary of the settlement of Maryland.

The stamp is of the same size and shape as the regular issue and is arranged horizontally. The central design is a representation of the two sailing vessels on which the first Maryland colony came to America. On a curved ribbon at the left of the central design is the inscription "The Ark and the Dove" in dark Old English lettering. In a corresponding position at the

right is the Maryland coat of arms. The stamp is printed in red instead of the usual purple. A limited quantity has been received by the Hereford post office and is now on sale. Persons desiring this stamp should make their purchase as soon as possible.

School Election Saturday.

Election of three trustees for the Hereford Independent School district will be held Saturday. Johnnie Biggs, Wirt Phillips and Jeff Gilbreath are all up for reelection. They are without opponents.

Mrs. Grace Hughes was an Amarillo visitor Tuesday and Wednesday.

Messenger News

BY MISS EUNITA WILLIAMS

Fifty were present at Sunday school last Sunday.

Miss Juanita Cross of Hereford spent the week end with her aunt, Mrs. Arthur Hart.

Mr. and Mrs. R. W. Fanning and children, Mr. and Mrs. W. P. Walker and children and Miss Imogene Copeland called at the R. J. Coleman home Sunday.

Mrs. E. M. Green and son, Elwyn, moved to their farm at Oklahoma Lane recently.

Miss Veda Short and Robert Myers were quietly married in Clovis Friday, March 23. The bride is the charming daughter of Mr. and Mrs. P. C. Short, the groom is the son of Mr. and Mrs. Bill Myers, whose home is 35 miles southwest of Hereford, and who have been residents of the community the past few years. He was a student of Friona high school. Mrs. Myers parents own a store 25 miles west of Hereford and she was a student of Hereford high school in 1930. Their host of Messenger friends wish them a long, successful married life.

Reference to winners in the field and track meet, published elsewhere in this issue of the Brand, will show that Messenger school won many of the events.

Miss Sagley of Hollene, New Mexico, spent Sunday in the Hart home and attended Sunday school in the evening.

The T-Anchor boys of Canyon will give a program at the Messenger school house Friday night, April 6. Everybody has an invitation to come and hear these boys. A small admission will be charged.

The rabbit drive was enjoyed by a large number. Coffee, cake, steak and bread were served at noon. A number of candidates spoke. Lunch was served at the C. T. Guseman farm, 35 miles northwest of Hereford.

Mrs. L. M. Turner and two children spent the week end with her children, Henry, Mildred and Katherine, of Hereford.

Mr. and Mrs. W. A. Whitson and sons were shopping in Hereford Saturday.

Mrs. T. W. Hancock and Mrs. Evans and son of Friona attended the Easter egg hunt at the school house Sunday. Those finding the most eggs were awarded a prize by Miss Imogene Copeland. Receiving the prizes were Hurl Hart and Lyndell Hudgeons.

Good Friday was a bad day for the pupils of Messenger. Hobby Williams stuck a nail in his foot, Marjorie Jack knocked her knee out of place and several accidents too numerous to mention occurred.

Mr. and Mrs. Fred Collett were shopping in Hereford Friday.

Mrs. Beach Harris returned to her home in Amarillo after a week's visit in the home of her parents, Mr. and Mrs. Clark.

Governor's Race Will Open Friday

The hundred days battle over the right to a place on the Democratic ballot will boom out during April. Campaigning for Governor, in which a dozen have declared as participants, will command early attention.

First in the field will be Edgar E. Witt, lieutenant governor. Mr. Witt will address all the State in a quarter-hour radio talk Friday night, through arrangement by friends for the 7:15 to 7:30 period over WFAA Dallas.

The following week Attorney General J. V. Allred will begin campaigning at Bowie, his boyhood hometown, with his initial speech on April 9. C. C. McDonald has announced April 21 as his opening date, at Bonham.

The field is divided equally to date between candidates who may be considered formidable contestants in the July 28 primary balloting, and as many others who have not yet shown strength; six of one and a half dozen of the other. The remaining three of the first division aspirants, Maury Hughes, Tom Hunter and Clint Small, have not set definite dates for beginning the hustings.

Political observers weigh first heavy then light on the chances of various candidates as they consider the possible outcome of the race between the six considered by most election forecasters as the only candidates with a chance at the runoff. Allred, in his official position, has opportunity to keep his name constantly before the public. Witt, never defeated for an office, polled just short of a million votes two years ago when re-elected lieutenant governor. Mr. Hunter received more than 200,000 votes the last time he ran for governor. Clint Small also has run as third man in a past election. Hughes has his friends formed through service as chairman of the Democratic State Executive Committee, but see his adversaries.

Want Ads

Wanted

WANTED: One or two dozen young Buff Orpington or White Rock hens. Will pay 10 cents pound. See McLeRoy at Brand office Friday or Saturday.

WANTED: Phlox plants. Hereford Floral Company, J. H. Daniel.

WANTED: To do windmill or well work. See Horace Sullins, Hereford. 13-2p

For Sale or Trade

FOR SALE: Cabbage plants this week. Hereford Floral Co., block west of 25-Mile Avenue, at Greenhouse. 1-c

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

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

FOR SALE: Roses, shrubs, sweet-peas, grape vines, at moderate prices. Phone 250-W. J. F. Ward. 11-4c

For Rent

RENT: House keeping rooms, furnished. Velma Ridens, 806 Roosevelt Avenue. 1p

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

FOR RENT: Large front bedroom, furnished. 300 East Fifth Street. Mrs. J. M. Boone. 1p

FOR RENT: Furnished apartments, 3 rooms, kitchenette and bath, modern conveniences. Mrs. W. B. Dameron, phone 80-W. 13-1f

FOR RENT: Three room apartment, modern, furnished. Oberthier Apartments. See F. H. Oberthier, Phone 226. 13-1c

FOR RENT: 160 acres land, 120 in cultivation, 30 miles northwest of Hereford. Write Mrs. D. A. Sutton, 1013 E Harris Avenue, San Angelo, Texas. 11-3p

Lost and Found

LOST: Between cemetery and 12 miles west on Harrison Highway, a stone martin fur, brown back shaded to light underneath. Mrs. Emmett Cardwell, 710 East Fourth Street. 1c

STRAYED from my place west of town a Whiteface yearling bull. Notify J. B. France. 1c

STRAYED from my farm near Valentine school, a black mare, white stripe in face, white feet, weight 800. Reasonable reward. J. H. White. 1p

Miscellaneous

STALLION: Delmont, purebred Belgian stallion, will make the season at my farm four miles south and two miles east of Hereford. J. D. Love. 11-1c

Announcement

Hereford's CHEVROLET AGENCY is again under the guidance of George W. Brumley, your former dealer.

Homer Grizzle, dealer until this week, is leaving Hereford. The firm will be known as

Grizzle Chevrolet Co. Inc.

All our old friends are invited to come in and see and ride in the

NEW 1934 CHEVROLET

It's newer, bigger and better is this new 1934 CHEVROLET, with its knee-action wheels, no-draft ventilation, bigger and more powerful motor. Come and see it today. DRIVE IT ONLY FIVE MILES and you'll never be satisfied with any other low priced car. We want you to ask for a demonstration of this marvelous auto.

We have the promise of all the cars we need in spite of the fact that the 1934 CHEVROLET is so popular the demand can not be filled. New Chevrolets are being turned out at the rate of 4,000 units per day to fill this demand—that's more Chevrolets than any other make of car being produced today.

As For Service---

We have as fine a shop as can be found in all West Texas. Our mechanics are competent and efficient and we stand behind every service job we do. We also are increasing our stock of parts so that every possible need of a present or future Chevrolet owner can be handled promptly and satisfactorily.

VOLINE T. DOWNS, veteran CHEVROLET man, has been named manager of the firm. EARLY JOINER is also to be associated with the company. Call on them for your needs, CHEVROLET owners.

Grizzle Chevrolet Co.

Incorporated

Hereford, Texas.

Phone 740

Come and Rest

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

CRAZY WATER HOTEL

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

Crazy Water Hotel

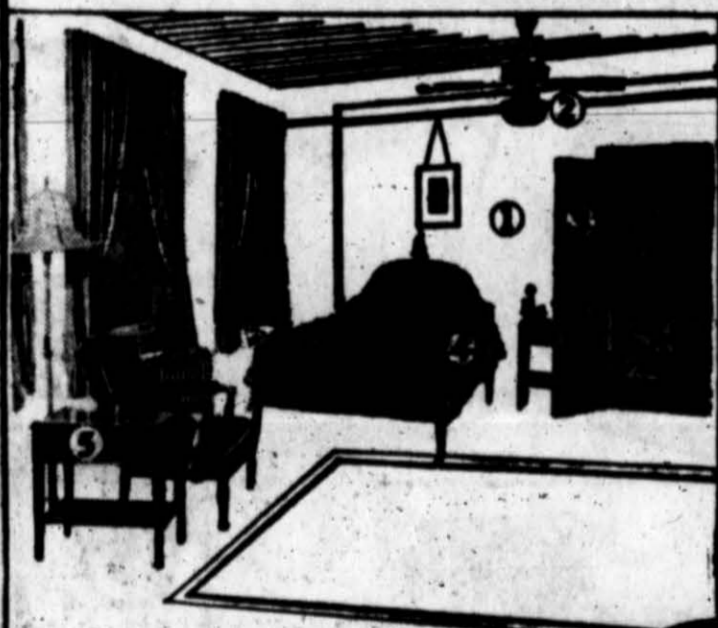
THE HOME OF CRAZY WATER Mineral Wells, Texas.

To **HEREFORD** folks.

.... HEADED for FT. WORTH

You choose FRIENDLY HOSPITALITY at the finest hotel in Fort Worth when you stop at the WORTH. Food "fit for a King" and all conveniences. A national and international staff to service your every desire. Look at these values . . .

1. Large Cheerful Guest Rooms
2. Oversize Four Bladed Fans
3. All Tile Bath in Every Room
4. Comfortable Air-Spring Mattresses in Every Room
5. Modern Comfortable Furniture



Southwestern Exposition and Fat Stock Show March 10 to 18
Arlington Downs Races March 29-April 19

Greatest Hotel value in Texas

AND UP

Right in the heart of Fort Worth. Within a few steps are the leading theatres . . . the most important shops, government stores and office buildings.

Perfectly Grand Food in the Coffee Shop or Dining Room

The WORTH Hotel

ON HIGHWAY 80 • WEST 7th AND TAYLOR STREETS • FT. WORTH •

HERE'S THE WAY AMARILLO RACES WILL BE STARTED



Only the newest and best equipment will be used this spring by the Tri-State Fair's racing committee for this spring's meet, June 15 to 25. The track is in fine shape, stables

in splendid repair and grandstand epic and span. However, one of the biggest improvements will be the use of a padded starting gate, pictured above. It is practically impos-

sible for a horse to be injured in starting from this set of stalls. The horse is backed into the proper stall and gets away to an even start when the starter releases the barrier.

C. H. McMillan of San Saba will be the official starter. He will bring the 12-gate starting stall to Amarillo early enough so that many horses can get in some practice starting from it.

Library Receives New Fiction, Other Books

The following new books have been received by the county library during the past two weeks, according to Miss Lillie Hostetter, librarian: Fiction, Beck, House of Fulfillment; Biggers, Agony Column; Burt, Beggars All; Hammett, The Thin Man; Hoyt, Silver Key; Leacock, Winsome Winnie; Kelly, Arabesque; Scoville, Snake Blood Ruby. Non-fiction, Clark, Quotable Poems; Gillett, Six Years With Texas Rangers; Jastrow, Piloting Your Life; Josephus, Robber Barons; Phelan, Handbook of All Denominations; Rojas, Invisible Christ; Slatery, He Took It Upon Himself; Taylor, The Voice of Experience; Wildman, Famous Leaders of Industry.

MUSIC FESTIVAL AT CANYON TODAY

The third of a series of conventions and conferences to be held at W. T. S. T. C. this spring will be the Tri-State Music Festival which will convene April 5, 6 and 7. This festival will bring contestants from Oklahoma, New Mexico and Northwest Texas.

TO THE CITIZENS OF HEREFORD:

I wish to thank all those who assisted me by their votes or otherwise in electing me Mayor. And I now ask the cooperation of all the citizens of Herford to help me to make this most responsible office a continued success for all the people.

C. J. PADDOCK.

James Cloyd-Honor Student.

James Kenard Cloyd, formerly of Herford, sophomore in Baylor University, made the university's honor roll for the winter quarter, according to an announcement today by Dr. W. S. Allen, vice-president and dean. To achieve this distinction it is necessary for a student to make a grade of B plus, equivalent to a percentage of from 86 to 91, on all courses taken. Students making the roll receive a personal letter of congratulation from the dean.

MOVED

We are now located over the Close Drug Store and will make special low prices on photos until Mothers Day, April 13. Bring us your kodak work. Hanna & Hanna, Herford.



THOSE TEMPTING PICNIC LUNCHES

Wrap your next picnic lunch in KVP Heavy Waxed Paper and see how much more tempting it is when picnic time comes! It will be exactly as fresh and tasty as when it left your kitchen!

Another Product



For Sale At Brand Office.

SOCIETY

and P. W. Give Employers Treat

At a luncheon Monday, March 26, the Business and Professional Women had as guests representative employers of the city. Irene Crawford, chairman of public relations, presided. Victoria Wilson gave the club collect. President Mabel Wilson extended a welcome to the guests. Several popular numbers were sung by Calla Mounitz, accompanied by Ruth Marie Mounitz. Martin Gilliland gave two readings. Viola solos were given by Viola Foster, with Miss Mounitz accompanying. Mrs. Charles Donald and E. B. Black presented The Bosses' viewpoint. During the intervals music was furnished by the Hunzry Six.

Places were laid for the following guests and club members: Jack Wayland, Jesse Stanford, Cliff Acker, Harry Fritz, L. H. Foster, N. E. Gass, Johnnie Biggs, Will S. Kerr, Carl Jennings, Wirt Phillips, George Muse, E. B. Posey, Martin Gilliland, W. J. Fellows, Donald Willett, Bob Wilson, C. H. Dillehay, E. B. Black, Carl Dean, Mounitz, Ralph Smith, Hugh Harman, Bill Smith, Jr., E. B. Posey, Jr., Ernest Scheithagen, Mrs. Bradley, Mrs. Chas. Donald, Mrs. Raiston, Mrs. Calla Mounitz, Ruth Marie Mounitz, Mabel Gass, Iva Cavanaugh, Victoria Wilson, Viola Carpenter, Bessie Smith, Ella Alderman, Bess Jennings, Ella Broadwell, Edah Park, Edna Bruner, Francis Ullingem, Mabel Wilson, Irene Crawford, Eva Skelton, Lillie Hostetter, Pearl Gass, Julia McCowan, Eunice Rutherford, Neville Wrenn, Viola Foster.

JUNIOR PIONEER CLUB MEETING

The Junior Pioneer club met Tuesday evening at the home of Mrs. Lan Shore, with Florence Rose and Lyndell Mitchell as hostesses. Roll was called by the secretary and each answered with the name of a great woman artist. Subject for the evening was Women Artists of America. Lives, hobbies and works of four great women were discussed by Erié Marie Brown, Wynel Clark, Lueta Borden and Marie Cogdell. The four women were Mrs. Roosevelt, Jane Addams, Pearl Buck and Anna Lindbergh. Refreshments were served to Wynel Clark, Genevieve Eberly, Virginia Lillard, Violette Orr, Nell Kester, Laverna Harman, Ruth Stidt, Erié Marie Brown, Marie Cogdell, Florence Rose, Lueta Borden, Bettie Ruth Miller, Ardelle Foster, Jimmie Wilson, Lyndell Mitchell, Nora Alice Daniel and one visitor, Mrs. Peers Wheate.

Next meeting will be Thursday, April 19, at the home of Jean Streu. Note change in day, which is due to the contest the club is entering upon April 17.

WYCHE DEMONSTRATION CLUB MEETS APRIL 10

The Wyche Home Demonstration club will meet with Mrs. Aaron Rose Tuesday, April 10, at 2:30 o'clock. There will be a demonstration on foods for the convalescent and the study program of the March 27 meeting.

MUSIC STUDY CLUB GUESTS OF MISS SWISHER

The Herford Music Study Club and two honorary members, J. E. Beyer and A. O. Thompson, were the guests of Miss Mattie Swisher at Canyon last Monday for a six o'clock dinner, and the Charles Wakefield Cadman concert in Amarillo that night. Mr. Cadman, pianist, was assisted by Clyde Nelbarger, tenor, and locally assisted by Austin Meyers, violinist, and a mixed and male chorus.

The Music Study guests from Herford, Mmes. A. O. Thompson, J. E. Beyer, G. A. F. Parker, H. H. Hawkins, Minnie B. Jones, A. C. Thompson, Homer Fox, H. L. Broadwell, Glenn Snyder, C. C. Ferguson, Carl Mounitz, Margaret Schroeter, Ray Coneway and Miss Eloise Pitman, and Mrs. L. N. George of Dawn.

TRIBUTE PAID MRS. GABBERT

Life holds nothing truer or more beautiful than friendship. No human relation is so broad, so generous, so unselfish, so completely altruistic as that which binds friend to friend; and the life that has been able to inspire friendship among those who have touched it closest has found the secret of the eternal. Such a life was that of Lillian Gabbert.

A strong character, a keen intellect, an appreciative nature, and a cheery, genial disposition were outstanding in her personality. Warm-hearted and sympathetic, she was quick to respond to the many demands upon her time and strength and her life exemplified to many far beyond the circle of her intimates, the words of the Master, "I have called you friends."

As a member of the Bay View club, she was faithful and efficient over a long period of years and in her passing leaves with the club a treasured memory of valued association and a deep appreciation of genuine worth.

Mrs. B. F. Guthrie, President, Bay View Club.

Mrs. E. W. Harrison, Corresponding Secretary.

WEST HEREFORD CLUB MEETING POSTPONED

The West Herford Demonstration Club announces that owing to so many cases of sickness among

its members that the postponed meeting of last week will be held at the home of Mrs. C. I. Rudd on the next regular meeting time, Friday, April 13.

THE CHURCH WORLD

First Methodist Church

REV. T. C. WILLETT, Pastor

We had a good day Easter, even though the pastor did have to put off his Easter message until the evening hour. A splendid congregation came back to see and hear his illustrated message at the evening hour. The horrors of hell and the beauties of the resurrected life were illustrated in impressive form.

We do not know the exact figures, but think we reached and passed the goals set for this day. The pastor sincerely appreciates the fine response from his congregation and is confidently looking forward to bigger and better things before the year is out. If you are a Methodist we want you in every service; if you are not a Methodist but do not attend church elsewhere, you are cordially invited to come and be one of us. You will receive a warm handshake and a hearty welcome. The old time religion is good enough for us. We want you.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor

Sunday school at 9:45. Clifford Kester, superintendent. Morning worship, communion and sermon by pastor at 11. Junior-Intermediate Christian Endeavor, 5:30. Y. P. C. C., 6:30. Evening service of songs and sermon at 8:00. There will be a baptismal service at the evening hour.

A cordial welcome will be extended to all who visit, and an invitation to membership in the Sunday school is given to all who do not attend elsewhere.

Three-Day Methodists' Meeting Opens Friday

The Prairie Rustlers Union Institute will be held here three days this week, April 6, 7 and 8, at the Methodist church. Young people from Bovina, Dimmitt, Dimmitt Circuit, Friona and Herford will attend.

Friday evening, 5 to 6, registration; 6 to 7, supper; 7 to 7:15, worship; 7:15 to 8, classes.

Regular monthly meeting of the Union will be held in Friona at the Methodist church, 2:30 o'clock, Sunday afternoon, April 15. All of the young people are urged to attend the institute and union meeting.

Church of Christ

FRED ROSS, Minister.

Bible School, 10 a. m. Sermon and worship, 11 a. m. Subject of morning sermon, "The Church the Body of Christ." Service at 8 p. m. Sermon subject, "Salvation of the Hebrews from Egyptian Bondage a Type of Our Salvation from Sin." Young people meeting Sunday night, 7 o'clock. Teachers training class Monday night 7:45. Prayer and Bible study Wednesday night 7:45. Song service Friday night at 8. Every member of the congregation is urged to be present. A cordial invitation is extended to all to attend our services. Come and let us reason together. The Friendly Church.

St. Anthony's Church

Sunday mass at 8, sung mass at 10 a. m. Instruction in religion after second mass. Benediction at 8 p. m. Week day, Mass at 8 a. m. Holy hour, Thursday, 8 to 9 p. m.

Holy Week services were well attended. Attendance at the sung mass and the large number who received holy communion on Maundy Thursday in commemoration of Christ's institution of the Holy Eucharist on this day was inspiring and edifying.

On Good Friday the congregation kept coming until the church was filled. All agreed it was the proper way to spend these holy hours during which the Saviour of mankind hung on the gibbet on Calvary's heights and expired for our redemption. With renewed vigor gained from these meditations all who attended will strive to practice in their daily lives the noble principles of Christianity exemplified in the life and death of our divine Saviour.

Easter Sunday, the spirit of joy was very evident on the faces of all the congregation which filled both masses. The choir rendered Joseph Gruber's Joan of Arc Mass splendidly. The altars were decked with a galaxy of plants and flowers that would have done credit to any large city church.

First Baptist Church

Murray Fuquay, student of Bible in Wayland College, Plainview, will preach at the Baptist church here next Sunday morning.

AN APRIL SHOWER of Sensational Values (FRIDAY and SATURDAY)

Did you ever see such an exciting Spring? The world is warming up; our spirits are soaring; and Fashion designers are suddenly coming out with the blithest-looking things we have ever cast our eyes upon. At Sprows and Cronin's Store you will find all the latest and most fashionable wearing apparel. This week we are talking about shoes and blouses mostly. We have the house loaded down with the swankiest Oxfords, Pumps, Sport Shoes than can be had. And the prices will warm your heart. You can't match these styles and values in fifty miles of Herford

Let Us Fit Your Feet In the Latest and Smartest Footwear



This handsome thing is selling like wildfire at only \$1.98 Pair



A MARVELOUS SPORT OXFORD The best looking shoe you ever saw and with quality to match looks \$2.48

GORGEOUS OXFORDS



In WHITE and TWO-TONE Absolutely the last word for Spring \$1.98

New Spring Blouses



Bright, new patterns and colors. Tuck-Ins and Over-Blouse types. They are awfully fresh and smart.

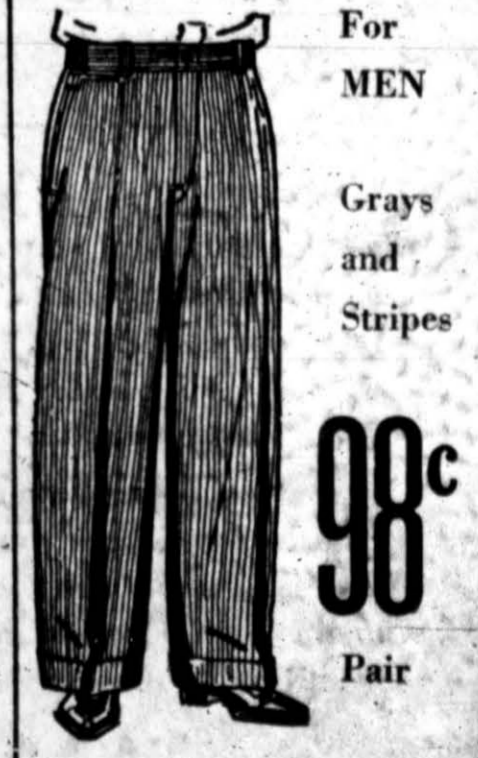
Organdies, \$1.00 Crepes and Satins \$1.95 to \$3.49

Men's and Boys' DRESS CAPS 48c

Men's and Boys' Fancy DRESS SOX 10c

Heavy WORK SOX 10c

WORK PANTS



For MEN Grays and Stripes 98c Pair

Sprows & Cronin Co.

K. C. Cleaners
302 N. Main St. Phone 333
—With our new equipment now installed we are doing better work than ever.
—We please you or do the job again.
—We gladly call for and deliver your work.
—Located in the Dameron building next to Corner Drug.

O. L. CLICK
Owner

IT'S SAFE—IT'S BETTER
TEXACO DRY CLEANER
 Won't burn or explode—harmless to skin or fabric.
FOR THE FINEST FABRICS
Texas Service Station
 GLEN SNYDER

FARMERS
 We have just the equipment you need for your spring planting
Adjustable Leather Horse Collars
Hair-faced Canvas Horse Collars
Bridles, Lines
 In fact, everything in the harness line.
AERMOTOR WINDMILLS
 well and windmill supplies, such as pipe, casing, cylinders and wood rods.
EMPIRE BALTIC
 The Cream Separator that is good
STREU HARDWARE CO.
 PHONE 48

Teachers
 You can earn several hundred dollars this summer, and you can secure a better position and a larger salary for the coming year. Complete information will be mailed on receipt of a three-cent stamp. Send for it today.
 Rural Schools and City Schools
 Summer Work and School Year Positions
CONTINENTAL TEACHERS AGENCY, INC.
 1850 Downing St., Denver, Colo.
 Covers the ENTIRE United States
 "Thanks for sending me so many good positions to apply for, over 30 during the first five days I was enrolled."—An Illinois Teacher.
 SCHOOL OFFICIALS:—We can put you in touch with the very finest teachers. Our service is free to you.

Don't Bargain
WITH THE LIGHTS IN YOUR HOME
 COMFORT is one of the most important things in your home. One of the greatest aids to home comfort is good lighting. The hours when light is needed in the home are relaxation hours.
 Be sure the few short hours each night when you use light that is good light, comfortable to the eyes. Do not gamble with health and comfortable living.
 NRA
TEXAS UTILITIES CO.

Jumbo News
 BY MRS. J. W. BERRY
 Take Produce to Carl's Gro. if School was reopened Monday morning for four more weeks.
 W. A. Hunter was a Tulsa visitor last Thursday.
 Mrs. Belle Oxford and son, Will, were in Amarillo Friday.
 Miss Virginia Nix of Hereford spent the week end with Mary Ann Baird at the Baird ranch.
 Mrs. W. H. Wilkerson was quite sick the latter part of last week and was under care of a doctor. Her daughter, Mrs. C. C. Hunter, spent Saturday caring for her.
 Weldon Rose returned from Canyon to his school work here last Wednesday.
 Mr. and Mrs. John Hall and daughter, Shirley Ann, spent Thursday in the M. L. Hardy home.
 Rev. E. C. Armstrong filled his regular appointment at this place Sunday morning, but night services were dispensed with so those who cared to might attend the Easter cantata at Dimmitt.
 Mr. and Mrs. John Stork and family spent Easter Sunday with her parents, Mr. and Mrs. Wagner, near Hereford.
 Miss Mabel Pinckert, who attends W. T. S. T. C., Canyon, spent her Easter vacation with her parents, Mr. and Mrs. F. L. Pinckert.
 Mr. and Mrs. W. C. Nix, son and daughter of Hereford were guests of Mr. and Mrs. H. C. Baird and family Sunday.
 C. Kring and E. C. Wilson were taking school census last week.
 Mr. and Mrs. C. D. Pinckert and Richard Earl, accompanied by Chas. McGinnis and Bill Kring, went to Amarillo last Thursday. Miss Margaret Crawford, a cousin of Mrs. Pinckert, and a Miss Wilson returned home with them to spend the week end, going back to Amarillo Monday afternoon.
 Mrs. C. S. Walker and son, Clinton, came from Lubbock Saturday and spent the night in the L. E. Beck home, leaving the next morning for Farwell to spend Easter with their daughter and sister, Mrs. Earl Boothe and family.
 Rev. E. C. Armstrong, wife and son, F. L. Pinckert, wife and son were Sunday dinner guests in the M. L. Hardy home.
 Mr. and Mrs. H. R. Harvel were in Amarillo one day last week.
 Mrs. E. E. Manney filled Bro. Manney's appointment at Jumbo Sunday afternoon.
 Mr. and Mrs. A. C. Flowers and son, Jack, Mrs. Belle Oxford and son, William, were Sunday dinner guests of Mr. and Mrs. L. E. Beck and family.
 E. W. Thomas, county agent, has distributed a quantity of poison grain to the farmers the past week to be scattered along the fields and lakes to dispose of the rabbits which are damaging the wheat fields.
 Mrs. H. R. Harvel and Miss Irene Hurst took their Sunday school classes to the M. L. Simpson farm last Sunday where they gave them an Easter egg hunt. There were 21 children present and they had lots of fun finding the hidden eggs and eating them. Dinner was furnished by Mrs. Simpson.
 Mrs. Ullman Hunter planned and successfully carried out a surprise stag party for her husband last Friday night in honor of his birthday. The guests arrived after he had gone to bed, and Mrs. Hunter called him and told him someone wanted to see him. Imagine his surprise when he opened the door and found a room full of his good friends. The evening was spent playing games. At a late hour Mrs. Hunter served coconut pie and coffee to Messrs. H. C. and Fred Baird, A. C. Flowers, H. R. Harvel, L. E. Beck, Luther Lee Beck, M. L. Hardy, J. W. Berry, Weldon Ross and Addison Hunter.
 Jumbo was well represented at the declamation contests and track meet held at Dimmitt last Friday and Saturday, winning the most points for rural schools. The girls team of playground ball won the county pennant.
 C. D. Spencer was called to Wellington last week by the serious illness of his father.
 The Jumbo Presbyterian Auxiliary met Thursday afternoon with Mrs. Jessie McGinnis. After the business was transacted a hand-karrier shower was given Mrs. McGinnis' grandmother, Mrs. Kring, in honor of her 87th birthday. Mrs. Ullman Hunter also presented her with a lovely angel food cake. Refreshments of birthday cake and punch were served to Mrs. W. A. Hunter, Ullman Hunter, L. E. Beck, Robert Hicks and Jessie McGinnis and Mother Kring.

Dawn Items
 BY INEZ MILLER
 Take Produce to Carl's Gro. if Instead of having B. Y. P. U. Sunday night, a short Easter program was presented.
 Mr. and Mrs. L. N. George and H. H. Miller attended services at the First Christian church in Hereford last Thursday.
 A. J. Morris of Weatherford, a former teacher here, visited friends in the community Saturday.
 A group of boys and girls, with their teacher, Mr. Baker, from

Wilderado came down Thursday and played tennis with our boys and girls.
 Most of the students and teachers attended the track and field meet in Hereford Saturday.
 Miss Inez Miller, who attends school in Canyon, spent the week end at home.
 Sunday school was well attended Sunday. We ask each one to come back next Sunday.
 Mr. and Mrs. W. L. Bagwell and family visited her parents in Borina Sunday.
 Mr. and Mrs. Henard East and Mr. and Mrs. Coleman Campbell visited in the Lizzie May Harris and H. E. Miller homes Sunday.
 Misses Alma, Dell and Estella McFarland of Progressive spent the week end in the W. H. Bagwell home here.
 Miss Aldyth Botsford visited friends in Hereford Monday.
 Miss Vera Crawford of Canyon visited her sister, Mrs. H. H. Miller, Sunday.
 Mr. and Mrs. C. McFarland and




family of Progressive visited in the W. H. Bagwell home Sunday.
 Mr. and Mrs. W. L. Stewart and family visited in the H. H. Miller home Sunday.
 Miss Hazel Crouch spent the week end with her parents near Plainview.
 Miss Ruby Harris who attends school in Amarillo spent the week end at her home here.
 White Griffiths and daughter, Pauline, visited in the R. A. Frye home one day last week.
 Mrs. R. A. Frye and Miss Hazel Crouch motored to Hereford Monday night to see the show.
Cowboys to Give Program.
 The T-Anchor Cowboys from the college farm at Canyon will present a musical, vocal and stunt program Friday evening at Messenger, beginning at 8 o'clock. Admission of 10 and 15 cents will be charged.

FOR JOB WORK, TRY THE BRAND

Like the Sterling Mark on Silver
 A good credit record is like the "Sterling" mark on silver—Identifying its possessor as one of sterling character.
 Your credit record—your credit standing in your community—is the measuring line by which you are judged, especially by those in business.
 Prompt payment of retail bills by the 10th of each month is the foundation of a high credit record.
HEREFORD CREDIT ASSOCIATION
DOROTHY H. ROSS
 Local Affiliation of the NATIONAL RETAIL CREDIT ASSOCIATION


Wise housewives are turning to PACKARD flour every day



All of These

Excellent Flours

Made In Hereford by

PACKARD MILLING CO.
 Hereford, Texas

Not a day passes that the grocers of Hereford and towns of the surrounding area fail to hear a housewife say:
"I'VE CHANGED TO PACKARD'S!"
 And there's a good reason:
Only the best wheat to be found is used in the making of all four of PACKARD'S FLOURS!
ALSO:
TASTY CEREAL
FRESH GROUND CORN MEAL
MADE IN HEREFORD
OF HOME-GROWN GRAIN
ASK YOUR GROCER FOR PACKARD'S

This Seal is Your Assurance Of ECONOMY In Use Of Gas



In the above photograph, a laboratory chemist is checking the radiant efficiency of a radiant type heater by means of a thermopile heat recording instrument. This is only one of a large number of tests which a radiant heater must pass in order to receive the BLUE STAR Approval Seal, and is your ONLY certain assurance of satisfactory construction and performance.
 When you go into a hardware or furniture store to look at new radiant or other type room heaters, what qualities do you look for in the heaters shown to you? Isn't it a fact that size, type, appearance and price are about the only points you are readily able to judge?
 Yet there are certain fundamental qualities ANY room heater you purchase should have, regardless of size, type and appearance. The particular construction of the burners, air mixers, air shutters, cocks, ignition, manifolds, gas connections, flue outlet and other parts make the utmost difference in the performance and safety of the heater—yet, when correct, do not add appreciably to manufacturing or selling cost.
 But you are not able to judge these points and determine whether the heater that appeals to you is so constructed that it has a minimum fire hazard, gives off no carbon monoxide, is economical with gas, is sufficiently durable and long-lived, and will provide the heating qualities desired. In fact, it has taken a special committee of the American Gas Association since 1924 to formulate a satisfactory yet reasonable set of approval requirements for gas room heaters.
 To know whether or not the new room heaters you purchase meet these carefully drawn approved requirements, all you need to do is to look for the American Gas Association's Blue STAR Seal of Approval. It will be found on ALL heaters or gas appliances which have met the laboratory tests, and on NONE which have not. If you cannot locate this BLUE SEAL on the side or back of the appliance, BEWARE! You do not want to own such a heater at any price—there are plenty of approved heaters on the market in a wide selection and at popular prices which possess the BLUE SEAL.
 When shopping for a new gas appliance, ask the dealer to show you only those appliances which have this approval seal—as this is more important than all other considerations combined.
West Texas Gas Co.
 Good Gas With Dependable Service

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

STAFF CONFERENCE

Saturday, March 26, the High School Press Association was created. The program began about 10 o'clock. The principal of Canyon high welcomed the visitors; the Canyon glee club sang a few songs; Mrs. Foster of Canyon played two beautiful piano numbers, and several people gave talks, the contents of which are given below:

Mr. Younger of Tulsa, an administrator, spoke on the Advantages of a school paper, and stated first that such a thing gave the school constant publicity, by direction from the faculty, the students viewpoints, and giving what the school wants; second, opportunities for minimum expenditures through honesty, recognition of all outstanding talented students, and loyalty of school spirit; third, helps the adults see the child's views through the child, thus preventing misunderstanding; fourth, boosts for the school for backing; fifth, educational training.

Lillian Adkins of the Canyon paper spoke on the Relation of the school page to the paper. She stated the business men and subscribers paid for the Eagle's Tale.

Then our sponsor, Mr. Wilson, spoke on Problems of the sponsor. He stated that the sponsor should direct, aid editors when needed and be responsible for the paper, but not as a dictator. He made several others sit up and think.

Food was the next part of the program. We wonder if Mr. Hopkins always hangs his hat on a flower pot when he goes to eat in a cafe.

The editor-in-chief of the Eagle's Tale spoke on An Eye for News. She stated that one should look north, east, west, south as the words NEWS suggests. There are two kinds of news, spot and routine. She stated one should look for what, when, how, where and who.

Louise Evans of the Globe-News spoke on Women in Journalism, bringing in society and special features and advertising. Olin Hinkle had a round table discussion on the high school paper. The meeting adjourned. Bill McLean and Elizabeth Spradley were chaperoned about for a while and we all came home.

REV. McWILLIAMS TALKS

Tuesday morning Rev. McWilliams delivered a most interesting address to assembly. To many of the students, especially the seniors, part of this talk was familiar. This most familiar subject was the dictionary, its use and importance. Rev. McWilliams stated that this book was probably one of the most valuable books one could possess. He read a poem entitled The Boulder. The Boulder, Dam is probably one of the largest dams ever built in the world. The capital of Russia is also one of the most enormous structures. It is a magnificent building, built in the shape of stair steps which grow smaller as they ascend high into the sky. It is much more profitable for us to build our characters and spirit harmonious and magnificent rather than building such erections as Boulder Dam or the Capitol of Russia.

In order to do this, a student must have perceptive and be ambitious. He must have determination to continue the building of his character and spirit; no matter what his obstacles may be. LT

HI-Y

Last Wednesday the HI-Y held a speech contest to see who would represent Hereford in the Conference contest. Earl Trimble spoke on What is Work? The main points of the speech were that each person was placed here for a purpose, a work. He stated that two things should be taken into consideration, legitimacy and the individual.

Donald Hicks spoke on Can a Real Christian Be Rich? His opinion, which sounds very reasonable, is that if the wealth be devoted to a cause of Christ, in part, it is all right to be wealthy. The only trouble is that a wealthy man hates to give up the thought of his money.

Henry Turner spoke on The Worth of a Christian Boy. He gave very definite illustrations showing his great value to the church, school, community, athletics and business.

Bill McLean, a scheduled speaker for the opening assembly, gave his speech, Broken Cisterns. In this speech, he compared our unclean lives to broken cisterns unable to hold the sparkling faith poured into them. These cisterns are faulty because of a great jar or faulty substance. The former is no one's fault, but the latter is due to man and his wilful ways. HJ

NEW BOOKS IN OUR LIBRARY

The high school library is in receipt of several new books, a number of which are 1933 copyrights. The following are books new to our library, which will be on the shelves in a few days: A Friend of Caesar's, William S. Davis, a historical romance of the time of the fall of the Roman Republic; a number of new civics books which will be of value to next year's students of government in giving them a conception of the radical changes effected during the first year of the new deal; and a volume which will be a life-saver to struggling English students confronted with the problem of writing a theme about an author entirely unfamiliar to them, the title, Authors Today and Yesterday, the editor is Stanley J. Kunitz, who compiled the companion volume of his newest work. The use of autobiographies in Authors Today and Yesterday makes the work much more interesting. Also the biographies are longer than those in Living Authors and are more complete. Students should find this book not only useful and interesting, but also very entertaining reading. MKB

HAVE YOU HEARD?

Miss Crawford in public speaking class: "If you ever marry an egotistical man, you will understand this poem, 'My Last Duchess.'"

Walter Seed: 'How do you know' the editor is Stanley J. Kunitz, who compiled the companion volume of his newest work. The use of autobiographies in Authors Today and Yesterday makes the work much more interesting. Also the biographies are longer than those in Living Authors and are more complete. Students should find this book not only useful and interesting, but also very entertaining reading. MKB

SUB-FRESHMEN

The other day in English class we were studying some words. Ray Buchanan called out the word that we had just got through using. Frank Marrs noticed it and said, "That isn't the right word, we passed it during the 'dark ages'." After the show every Friday Mary Jane Morgan is seen being escorted home by her two body guards, Chilton Foster and Karl Shirley.

On March 29, the sub-Freshmen did not have an absence or tardy. This is the best record we have had in months.

Wanted: To know who tore the pages out of her autograph book. O. R. McDd. HF

SENIOR CLASS MEETING

The Seniors met Wednesday as usual for a class meeting. The discussion was related to the commencement exercises, and plans for Kid Day and Senior Day. After a rather heated discussion, plans were settled for a number of our activities between now and the end of school. We were very eager to learn that we had practically six more weeks of school.

We wish Mr. Wilson would use more tact in asking embarrassing questions. What is the matter, Henry, are you having a hard time getting a date for the Junior-Senior banquet? The Seniors plan to have a grand time at the Junior-Senior banquet tomorrow night. RT

RAZZ, ROSE and RIGHTO.

Ambition is the star that one follows to the birthplace of success.

Here is the first of a series of revised literature—literature adopted to this modern age:

Here I give a rose to HHS: Little do the students realize the beauty of our school until they visit another. Here our teachers are always nagging about taking care of the building, but what a building it would be if they did not. As it is, it is in very good shape and we probably won't be heavily taxed in our later years to fix it. See the value, students, and keep up the good work, let your cry be long live HHS and the building itself. IOU

TAKE A LOOK AT YOURSELF

Sit yourself down, step back and what do you see? Oh, I do not mean whether your eyes are green or brown and your hair is fair or dark. Most of us have spent enough time gazing into a mirror to know those features.

But what about some other things about you? Do you know whether you can lose with your head up? Can you win without gloating? Is "I" the biggest word in your vocabulary? Do you sometimes embroider the truth?

Are you bored with life and your fellowmen? Do you know where you want to go and are you going there? Or do you wonder "where do we go from here?" These are just a few of the many things you may not know about yourself. Why not try finding a definite answer for all of them? How do you think? How do you act? Surely if you know nothing else, you should know yourself. Take a look at yourself, the good qualities and the faults. Maybe your eyes, whatever color they may be, will open just a little wider and you will see yourself as others see you.

COWHANDS

Did you see the Cowhand-HI-Y game? That was a real ball game. The Cowhands played as though they were inspired. The score was 20-0. Captain Seed started the scoring by catching a pass and running for a touchdown. Then Seed made another, followed by Russell and Harris. After the game all the Cowhands wanted to know if Harris collected the "10 reds" he bet with his girl. The Cowhands are wondering what the HI-Y is going to challenge them to now. Maybe it will be some other he-man game. SNF

POLITICAL TICKET

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

- For District Attorney: JAMES W. WITHERSPOON (Re-Election)
- For County Judge: C. W. HUMBLE (re-election)
- For Sheriff: JNO. B. MILLER (re-election) OSBER BAKER E. M. (Beck) BEACH PINK H. GILLILAND JIM L. MAUK J. C. ALLRED
- For County Treasurer: MRS. BESSIE L. SMITH (re-election) MRS. NONA JOWELL
- For County and District Clerk: L. H. FOSTER (re-election) H. D. REED L. W. CARLYLE
- For Commissioner, Precinct No. 1: F. J. (Jack) BOSS (re-election)
- For Commissioner, Precinct No. 2: T. W. (Whip) ROBERSON W. B. PHILLIPS
- For Commissioner, Precinct No. 3: GEO. C. MESSENGER E. M. JACK MARK S. HENFIELD H. D. CULPEPPER
- For Commissioner, Precinct No. 4: J. M. (Jim) CHAPMAN T. P. MCCOLLISTER JOHN WHITSETT ERNEST T. (Dick) ALLRED C. S. PERRIN

FOOTBALL MEETING

Coach Tommy McCollum called a meeting Tuesday, March 27, for all the boys that are coming out for football next fall. Coach told the boys that he would have three groups under different bosses. One group will be backfield men, the other two groups line men. Coach announced that only the boys who were not regular last year and the regulars of last year that are going to change position are the ones to come out for spring practice, which started March 29.

Coach McCollum and James Wilson made a proposition to all boys coming out for football and are falling in more than one subject. The proposition is that these boys go to Coach McCollum's home two nights a week and two nights a week at Mr. Wilson's home to study and receive help on the subjects they are falling.

DEBATE

On the afternoon of March 28, during the seventh period, two debates with Lasbuddy were staged at HHS. The hopes of the debaters were thwarted Tuesday night, March 27, in that Canyon debaters failed to arrive. However the day was saved by an unexpected visit from a neighbor. On Wednesday, the Lasbuddy debaters, with their coach, Mr. Beck, came to Hereford for practice debates. The Hereford boys team, Basil McKinley and L. W. Carylie debated the visiting girls, Sallie Gilbreath and Elizabeth Spradley the Lasbuddy boys.

The debates were enjoyed by participants and onlookers. It is to be hoped that Hereford will again have opportunity to clash with Lasbuddy in the way of debates.

GOSSIP

WANTED: Clyde Posey to quit pinching his neighbor in Spanish class.

Is it true that Ruth Callahan has her eye out for another boy rather than Ray Buchanan?

Don't you think Bobbie Jackson could learn a little bit more about Canyon high school 'before her next trip there?

It looks like Joe Huckert has a new flame. Thama, do you know anything about this?

COWHANDS

Did you see the Cowhand-HI-Y game? That was a real ball game. The Cowhands played as though they were inspired. The score was 20-0. Captain Seed started the scoring by catching a pass and running for a touchdown. Then Seed made another, followed by Russell and Harris. After the game all the Cowhands wanted to know if Harris collected the "10 reds" he bet with his girl. The Cowhands are wondering what the HI-Y is going to challenge them to now. Maybe it will be some other he-man game. SNF

As this ruler measures inches...



so these figures measure HIGH TEST

GRAVITY TO 62.0° TO 66.5°

Are you good at riddles? ... Then try to guess whether "special high test gasoline" is really higher in test than "ordinary high test gasoline."

The longer you try, the more you appreciate the sincerity and directness of Phillips 66 advertising. Instead of describing the test of Phillips 66 with broad boasting words, we publish the actual gravity (or high test) rating in plain figures—in exact accordance with the method prescribed by the American Petroleum Institute, the officially-recognized scientific standard.

The figures above prove that Phillips 66 is genuine high test. They guarantee that you will feel the difference in your motor: in acceleration and speed; in power and mileage. Plus the smoothness and silence of Tetra-ethyl Lead, the finest anti-knock fluid.

PHILL-UP with PHILLIPS at the Orange and Black 66 shield.

HIGHEST TEST AND anti-knock at the price of ordinary gasoline

for Billousness Sour Stomach Gas and Headache due to Constipation

10¢ 25¢

BUSINESS AND PROFESSIONAL DIRECTORY

ABSTRACTS

The title to your land is vital. Our Abstracts correctly reveal the title.

A. O. THOMPSON ABSTRACT CO.

5% per cent Federal Farm Loans.

INSURANCE

INSURANCE

JNO. H. PATTON

PHONE 50

CHIROPRACTOR

DR. J. W. HENDRIX

Chiropractor and Masseur

109 B Street—Just North of Mother's Park

Phone 341 for Appointments

LUNCHES

THE CHOCOLATE SHOP

Fine Lunches Sandwiches Cold Drinks, Candles Magazines.

CLEANERS

WEST TAILOR SHOP

MRS. O. F. WEST, Proprietor

Clothes Called for and Delivered.

Phone 385

PHYSICIANS

DR. T. L. MORGAN

Physician and Surgeon

Above Corner Drug Store

Office Phone, 462

Residence Phone 463

DAIRY

PRAIRIE DAIRIE

Grade "A" Milk

Sweetmilk, Cream, Buttermilk.

We Deliver Daily.

PHONE 066

OPTOMETRIST

F. M. KESTER

Registered Optometrist

A thorough examination with the newest and most modern instruments and equipment.

316-B Main Street.

DENTIST

DR. GEORGE W. HEARD

DENTIST

Office Over Corner Drug Store.

DON'T Neglect Your Eyes

Dr. T. M. Montgomery

At Close Drug

Third Friday Each Month.

PRINTING

THE HEREFORD BRAND

For OFFICE SUPPLIES and JOB PRINTING

LOOKING FOR A NEW APARTMENT? TURN NOW TO THE WANT ADS



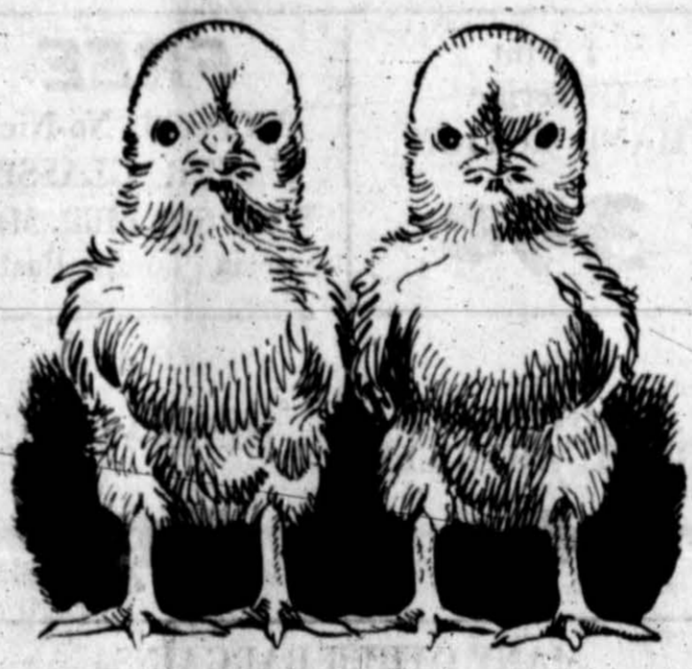
Diversified Farming Pays Have Money

FARMERS have a lesson to learn from industry. Countless thousands of small farms make farming a big business. Modernize your farming... diversify your crops... take care of your farm machinery... run your farm as you would a business.

START SAVING REGULARLY NOW We Welcome Your Banking Business

THE FIRST NATIONAL BANK

MEMBER FEDERAL RESERVE SYSTEM



READY FOR STARTENA

DON'T BE MISLED by claims of "just as good but cheaper" feeds. Poultry folks from coast to coast know PURINA STARTENA and PURINA GROWENA as America's best feed combination to turn chicks into money-making pullets. STARTENA and GROWENA have stood the test of many years... they have proven their right to be America's best. We have both feeds ready for you now. Come in any time!



McLEAN & PITMAN

GRAIN COMPANY

Phone 1. Buy At Home We Deliver

STAR THEATRE

Hereford, Texas

Friday Only

Matinee and Night



Special Short Subjects Admission Only 10¢

You are getting some where when you can see shows like this one for only 10¢.

Saturday Only

Matinee and Night

HIS "IN" ALWAYS GOT THEM OUT!

Only to get them in this merciless grasp! What price ball?



BLOOD MONEY

A DARRYL F. ZANUCK Production with

GEORGE BANCROFT

FRANCES DEE CHICK CHANDLER JUDITH ANDERSON BLOSSOM SEELEY

This is Bancroft's first picture in over two years, and promises to be a real show.

ONLY 10¢

Preview Saturday Night Again

Sunday Matinee

Monday - Tuesday



This is a picture all ladies should see. Special Musical Shorts.

Lots of show for only 10-25¢

Every Wednesday is Bank Night. Always a good picture.



PERSONALS

Miss Jonnie Estes spent Wednesday in Dimmitt.

Mayor E. B. Black was in Farwell Wednesday on business.

Bulk garden seed. West Texas Feed & Seed Co., phone 265. Misses Bertha and Frances Dameron were Amarillo visitors Saturday.

Special discount on Brunswick tires for this week end at RICE'S. 1c

George Brumley went to Dimmitt on a business trip Wednesday.

Bulk garden seed. West Texas Feed & Seed Co., phone 265. 13

Miss Jonnie Estes and sister, Mrs. Harrell, returned from Abernathy last Sunday. Mrs. Harrell returned to her home Tuesday.

Miss Ruth Conkright spent last week end at Electra visiting with friends.

Model T gaskets, timers, timer wires, coil points, motor valves, piston rings at RICE'S. 1c

Mrs. R. A. Tynes and son, Rex, Jr., and daughter, Nina, spent the latter part of last week here visiting with friends.

Mrs. J. E. Beyer spent Tuesday in the home of her two sons, Perry and Virgil Beyer, in Amarillo.

Low prices on photos until Mothers' Day. Hanna and Hanna, Hereford. 13

Mr. and Mrs. Henry Creitz of Wildorado were shoppers here last Friday.

Edwin Ramey, Dewey Wright, Frank Anken and Young Meeks of near Dimmitt were here Tuesday on a business trip.

Our repair business is picking up. Steam is always up and we don't drop your job to pump gas for another customer. RICE'S. 1c

Mrs. Pearl Caldwell of Dallas, mother of Mrs. T. L. Morgan, is visiting in the home of Dr. and Mrs. Morgan.

Bulk garden seed. West Texas Feed & Seed Co., phone 265. 13

Mr. and Mrs. Otho Key and Miss Dess Key of Littlefield visited with Mr. and Mrs. Jack Wayland here over the week end.

Mrs. Dewey Reed and daughter visited here Monday and Tuesday. They will make their home here with Mr. Reed after the Amarillo schools turn out in June.

Low prices on photos until Mothers' Day. Hanna and Hanna, Hereford. 13

G. T. Higgins of Hereford was among those students of W. T. S. T. C. who received football sweaters last week. There were 15 men to be so honored.

Jack Gilliland of Hereford is out for spring training in football at W. T. S. T. C. Thirty-nine men are out as prospective fighters for next year's Buffaloes.

Lest you forget, BRUNSWICK TIRES are INSURED against road ACCIDENTS by RICE for the life of the tire, and adjustments and repairs are made at once. 1c

Mr. and Mrs. Frank Jesse and two children of Amarillo were here last Saturday and Sunday visiting in the home of Mrs. Jesse's parents, Mr. and Mrs. W. W. Bennett.

Mary Estelle, daughter of Mr. and Mrs. Louie LeGrand, who has been a very sick child the past four weeks, is reported to be improving the last few days.

Mr. and Mrs. E. L. Keith and children of Borger and Mr. and Mrs. W. A. Burrows of Amarillo visited in the homes of Mr. and Mrs. R. F. Barnes and Mrs. John B. Davis here Sunday.

Bargain prices on Radio B batteries at RICE'S. 1c

W. F. Gillis left Wednesday for Sparneburg on a business mission. Mr. Gillis owns land in that section of the Panhandle.

Mrs. George Gammond and two children, Joan and Garry, of Canyon, are here this week visiting in the home of her parents, Mr. and Mrs. Omer Baker.

Have you ever asked for an adjustment on a tire you thought was defective and were told it was an accident and no adjustment was due? Brunswick tires are insured against accidents by RICE at no extra cost. 1c

Ed Connell, Luther Gore and Glenn Greer were in Tucumcari, New Mexico, last Thursday on a business trip.

Rufus Brazil and Mrs. Nona LeGrand, his sister, who live at Wheeler were visitors here over the week end in the home of their parents, Mr. and Mrs. R. P. Brazil. Mrs. LeGrand is manager of her brother's variety store at Wheeler.

Mr. and Mrs. C. O. Phillips of Wildorado are here this week visiting in the home of his parents, Mr. and Mrs. W. B. Phillips. They came especially to see Mrs. Phillips, who underwent a major operation at the Deaf Smith county hospital Tuesday morning.

R. F. Barnes displayed a large Rhode Island hen egg to friends on Main Street Tuesday. The egg measured the long way was eight inches and around the center was seven inches. Mr. and Mrs. Barnes live in South Hereford and always keep a large flock of thoroughbred Reds.

Mr. and Mrs. Monroe Hartman of Taylor spent several days in Hereford last week, attending to business. Mrs. Hartman will be remembered as Miss Oriana Savage of this city.

Appreciation.

On behalf of the ministers of the city of Hereford, I wish to express appreciation to the business men of the city for the suspension of their business hours last Friday from 12 to 3. I wish to express appreciation of the mayor's proclamation declaring a suspension of business for those hours. To all those who participated in the program and to all those who attended, we express our thanks and the hope that they were all amply repaid for their time and effort. E. R. McWILLIAMS, President, Ministers Association.

Card of Thanks.

We wish to express our sincere thanks and appreciation for the many acts of kindness shown us in the last rites for our sister, Mrs. Lillian Gabbert. Mrs. Florence McClellan. J. B. Singleton.

Womble Opens House in Dimmitt.

M. D. Womble opened a new Maytag agency this week in Dimmitt, with Leland Lee as manager. Mr. Lee has had considerable experience in electrical construction and salesmanship.

Womble found it necessary to establish a branch in the Castro county capital because of the increased demand for Maytag household products.

NOTICE

All owners of city property will please call at the City office and render same for taxation for 1934. 10-1c EVA SKELTON.

TRACK MEET

(Continued from Page One)

880-Yard Run: Guseman, Dean, first; Cook, Westway, second; Brashear, Westway, third.

220-Yard Low Hurdles: Williams, Messenger, first; Reeves, Westway, second; Brashear, Westway, third.

100-Yard Dash: Bagwell, Dawn, first; Friemel, Dean, second; McCoy, Westway, third; Wells, Valentine, fourth.

120-Yard High Hurdles: Brashear, Westway, first; McCoy, Westway, second; Williams, Messenger, third; Pierce, Westway fourth.

1 Mile Run: Reeves, Westway, first—no competition.

Discus Throw: Guseman, Dean, first; Brashear, Westway, second; Smith, Dawn, third; Marnell, Progressive, fourth.

Junior Boys.

Chinning Bar: Russell, Progressive, first; Hyde, Westway, second; Fortenberry; Sims and Botsford, Dawn, tied for third and fourth.

Broad Jump: Gore, Westway, first; Russell, Progressive, second; Coleman, Messenger, third; Little, Westway, fourth.

100-Yard Dash: Hyde, Westway, first; Joiner, Westway, second; Gore, Westway, third; Russell, Progressive, fourth.

High Jump: Russell, Progressive, first; Neal, Progressive, second; George, Dawn, third; Gore, Westway, fourth.

50-Yard Dash: Hyde, Westway, first; Gore, Westway, second; Neal, Progressive, third; Hart, Messenger, fourth.

440-Relay: Westway, first; Gore, Hyde, Little and Joiner; Dawn, second; Botsford, Smith, Frye, George; Messenger, third; Hart, Williams, Coleman, Brown; Summerfield, fourth. Nicka, Lindsey, Russ, Story.

CLOSE DRUG STORE

Phone 13

WEEK-END SPECIALS

1 Pint Glycerine HAND LOTION 39c

FREE 3 Crystal, No-Nick WATER GLASSES With 50c Milk Magnesia Tooth Paste

50c Muriel Astor TOILET ARTICLES 39c

Pint MINERAL OIL 59c

MANY OTHER BARGAINS

- 100 Aspirin Tablets ----- 49c
- 50c Milk of Magnesia ----- 39c
- 25c Kotex ----- 20c
- 50c Stationery ----- 39c
- 1 Pound Cleansing Cream ----- 69c
- 16 ounces Bathing Alcohol ----- 39c
- 16 ounces Nyalypus Antiseptic ----- 49c
- 4 ounces Nyal White Shoe Cleaner ----- 23c

A COMPLETE STOCK OF SUNDAY PAPERS AND MAGAZINES

VISIT OUR FOUNTAIN

1901 1934 E. B. Black Co. Furniture :: Undertaking Ambulance Service—Day or Night Hereford, Texas

PIGGLY WIGGLY ALL OVER THE WORLD

Specials For Friday and Saturday



MAXWELL HOUSE COFFEE

Photograph of Lanny Ross free with each can, per pound 29c



Grape Nuts

Free map of South Pole Territory given FREE for tops from two packages.

Two for 33c

Swans Down Cake Flour

Cook Book Free

29c



Baker's Cocoa

1 Pound for

18c

Minute Tapioca

Per Package

14c



Post's Bran

Package

10c

Post Toasties

Two for

25c



GRAPE NUT FLAKES

Per Package

10c



JELLO

Five for

25c

Calumet Baking Powder

Small Swans Down Cake Flour FREE with Each Can.

25c



- PALMOLIVE SOAP, 5 bars for 23c
- CRYSTAL WHITE SOAP, 5 bars for 19c
- SUPER SUDS, 3 for 23c
- BORAX WASHING COMPOUND, 3 for 10c
- CRYSTAL WHITE SOAP CHIPS, 5 lbs for 31c

SURE-JELL

For making better jams and jellies by means of CERTO. Two for

25c

LA FRANCE

Full size package free with purchase of one package for

10c

DOOR COUNTY CHERRIES

Gallon can for

59c

Jersey Corn Flakes Jersey Bran Flakes

The Two for

20c

FRESH FRUITS and VEGETABLES

- LEMONS, large size, dozen 19c
- SWEET POTATOES, 10 pounds 23c
- BANANAS, per pound 5 1/2c
- SPUDS, ten pounds 19c
- CARROTS, bulk, per pound 1 1/4c
- ORANGES, fancy large Blue Goose, dozen 21c

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