

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

34th Year—Number 9.

The Hereford Brand, Hereford, Texas, Thursday, March 8, 1934.

Five Cents Per Copy.

Corn and Hog Group All Set

Corn-hog reduction contracts are still being accepted at the county agent's office. To date 265 contracts have been filed calling for reduction of hogs by 3,354 head and lowering of corn planting by 274 acres.

The local organization is marking time until the district board review under District Agent John R. Edmonds at Amarillo calls for the contracts. Community committees are ready to form the county board upon word from the district agent.

Farmers still wishing to participate in the program may look up their community committees. It is urged that hog buyers and sellers give all information requested because any information withheld results in reduced allotments for the county. It is also pointed out that failure to cooperate with government plans will work a hardship upon any person who wishes to take part in a future program or to obtain government loans.

Many Attend Stock Show At Amarillo

Following is a partial list of those attending the Cattlemen's and Mother-in-Law Conventions in Amarillo Tuesday and Wednesday.

Mr. and Mrs. Harold Close, Mr. and Mrs. Ray Johnson, Carl Frye, Mr. and Mrs. G. W. Brumley, Mr. and Mrs. Bonnie Brumley, Mr. and Mrs. Claude Benton, Earl Porter, French Thurmond, Tom Ivey, Geo. Mues, Mr. and Mrs. Noah Ewton, J. W. Spradley, Jr., Mr. and Mrs. D. G. Hill, Wm Phillips, Wm Bradley, E. B. Posey, Bob Higgins, Mr. and Mrs. Leo Cocconagher, Leo Shore, Mr. and Mrs. J. C. Parker, Joe Mitchell, H. T. Young, Mr. and Mrs. Claude Higgins, Mr. and Mrs. Travis Dameron, Mr. and Mrs. Oscar Enaley, Mr. and Mrs. H. G. Conkright, Mr. and Mrs. Dow Mercer, Mr. and Mrs. C. T. Gussman, W. E. Dameron, Luther Fovley and Miss Clara Mooney.

Allred Enters Sheriff's Race

To the Voters of Deaf Smith County:

In announcing my candidacy for the office of Sheriff and Tax Assessor and Collector, I take this manner of asking each and every voter to consider my candidacy and to give me his or her support and influence. I have been a resident, tax-paying citizen of our county for the past 34 years, except for a short time I lived in Amarillo. I have served as deputy sheriff for seven years in this county. I have many friends and acquaintances over the county, which I have formed in the past, and any of those who know me can speak for my reputation, ability and qualifications for the office which I seek, my willingness to serve those who have called upon me, and the services which I have rendered in the past. The office to which I ask the people to elect me is important and its duties require much work. I believe I understand the duties of the office, and I am sure that my many friends and supporters will say that I believe in law enforcement, and that I have, am willing to and will work hard in performing the duties required of such office. During the seven years of my deputyship, I have received very little pay for my services, but I have been interested in the work and have enjoyed it, and therefore, I feel that I have been remunerated for my services, and that I have qualified myself to properly perform the duties of the office to which I now ask the citizens of our county to elect me. I assure everyone, if I am elected, that they will receive the same courteous and fair treatment and services to which they are justly entitled from the Sheriff's and Tax Assessor and Collector's office. My life among the people of Deaf Smith county for the past years is my record, and it will speak for itself.

I will appreciate any consideration and support that each individual can give me, and pledge myself to perform the duties of the office to the very best of my ability, if elected.

J. C. ALLRED.

HEREFORD BAND, ORCHESTRA WIN FIRST; SOLOISTS TAKE HONORS IN MUSIC CONTESTS

The Whiteface Band of Hereford High school won first place at the Panhandle Music Festival in Amarillo last Saturday for the fourth time in succession. This is the eighth time in nine years Hereford High's band has won in the class B competition. The band was recommended for the national contest. The high school orchestra also won first place and was recommended for the national competition. There is no classification for orchestras, all schools competing against each other.

The Junior band also took second in its class, Amarillo's young organization winning first. Hereford had the greatest number of entries of any school, with 23 soloists besides the bands and orchestra. Ralph Smith, band director, was elected president of the Panhandle Band and Orchestra Teachers Association. Mr. Smith was the only teacher with more than one organization in the contests.

The girls quartet tied with Amarillo for first in vocal contests. The girls trio tied with Borger for first. The boys quartet tied with Amarillo for second. In the groups are Elizabeth Ireland, Elizabeth Spradley, Leona Tiefert, Betty Bruce Jones, Jim Kirby, Marvin Thomas, Loys and Troys Carmichael.

Miss Thelma McMillin was named director of the ensemble department of the Panhandle Music Teachers Association, and Mrs. G. A. F. Parker, head of the ear training department. A number of private piano pupils received ratings in the contests.

Herbert Boardman won first place in the basso for 18 years and over and was one of only two instrumental soloists recommended for national contests. Other instrumental winners: Palmer Norton, cornet 18 and over, first; Hugh Harman, trombone, 18 and over, first; Roy Hastings, trombone, 16 and over, first; Billy Smith and Bill Stanford, clarinet, duet, second; Betty Cockrell, alto 11 and 12, first; E. B. Posey, clarinet 11 and 12, first; Helen Frances Streu, saxophone 11 and 12, first; Christine Fincher, flute 16 and 17, first; Wayne Evans, baritone 15 and 16, second.

Raymond Evans, cornet 8 and 9, tied for first; Glen Smith, cornet 10 and 11, tied for first; Margaret Kucker, clarinet 5 and 9, first; Gerald David Smith, clarinet 11 and 12, first; Lois Cockrell and Wanda Jean Reed, clarinet 10 and 11, tied for first; Harold Close, Wayne Phillips and Voline Downs, clarinet 8 and 9, tied for first; Wanda Jean France, trombone 10 and 11, first; Raymond Evans and Glen Smith, clarinet duet 11 and 12, first.

The following piano students received ratings as listed: Five-year-old class, Rose Mary Phillips, superior; six-year-old, Beth Bicknell, superior; nine-year-old, Margaret Higgins, superior; 10-year-old, Doris Elaine Dillehay, superior; Maxine Beach, good; 11-year-old, Martha Nell Ewton, superior.

Ruth Marie Mountz, Mrs. H. D. Reed and Wayne Evans played accompaniment for instrumental solos.

Road Workers CWA Quota Reduced Again; No News Of Special Plans

Work is still being held up on Highway 33 east of the city and in town because relief headquarters is unable to furnish workmen for the jobs. All workmen allowed in the county's quota are being used on other projects and W. W. Chilton, administrator, is without authority to put additional men to work.

The State Highway Department authorized surfacing of 33 east with caliche, provided labor could be furnished out of the county's CWA quota. The same is true of building curb and gutter on the road in town and placing asphalt topping on the caliche already on the road.

Work on these jobs has stopped entirely and fear is felt that the department will withdraw approval unless something can be done. Already shipment of sand and gravel for the curb and gutter job has been held up, although the cement necessary for the job is on hand.

Farm Accounting Course Planned

Farmers who are interested in a course in farm bookkeeping are urged to get in touch with Dewey Reed, county agent, or B. H. Hopkins, vocational agriculture teacher at the high school.

A form for the single book which will be used in the system has been worked out and will be submitted to farmers. The book is to cost not more than a dollar per copy and will be good for a year's accounting.

"It will be necessary for every farmer taking part in government programs to keep complete books and we have worked out a satisfactory system for doing this," Reed pointed out.

Medical Society In Monthly Meet

Dr. F. W. Standefer, eye, ear, nose and throat clinician of the West Texas Hospital at Lubbock, addressed the Texas Medical Society at its monthly meeting here last Friday. Dr. Standefer read a paper on prevention, diagnosis and treatment of sinus infection.

The meeting was held at the Presbyterian church where a dinner was served at 7:00 o'clock by the women of the church. Dr. C. E. Donnell of Canyon, president of the group, presided.

Change Football Districts Again

Districts in Class B division of the Interscholastic League for football have been changed, according to information received this week from Austin. Hereford is now in District One with Canyon, Dalhart, Farwell, Friona, Happy, Stratford, Tulia and Vega.

C. H. Dillehay, Hereford superintendent, was named chairman of District One. The district is not divided into sections as in District Two. Under the new arrangement there are 36 districts in the state in place of 32 last year.

CREDIT ASSOCIATION NAME CHANGED HERE THIS WEEK

Name of the Business Men's Association of Hereford has been changed to the Hereford Credit Association it was announced this week by Mrs. D. H. Ross, manager. The association is affiliated with the National Retail Credit Association and has connections throughout the United States.

Seven New Notaries Are Appointed Here

Seven new notaries public have been appointed in Deaf Smith county and have posted bonds with the county clerk. They are E. D. Reed, F. M. Cogdell, Ernest Medkief, E. J. Grady, Mrs. Edna Fincher, J. C. Gilliland and A. T. Young.

CWA Quota Reduced Again; No News Of Special Plans

Legion Birthday Party Next Week

The fifteenth birthday of the American Legion will be celebrated by Hereford Post on Thursday, March 15, with a dance at the firemen's hall.

In connection with the anniversary event the post is staging a membership drive, according to Commander Frank A. Gyles, who issued the following proclamation in connection with the drive:

"In recognition of the necessity of strengthening our organization that we may accomplish the tasks that the American Legion has set for itself this year:

"Your post commander calls upon you now to observe the fifteenth Anniversary of our Legion's birth with an intensive membership effort between now and March 15.

"Let us continue to devote ourselves to the upbuilding of our organization and to the principles for which it stands. Do it in the way everybody will understand—support in membership—now."

The dance will be open to the public. Special program in observance of the birthday will be held at the post's regular meeting.

All Rural Children Sought for Census

Parents of children in the rural school districts of the county are urged to see that all children are included in the school census now going on. All children, whether or not they are in school, between the ages of six and 18 years on September 1, 1934, should be registered.

Principals of the rural schools and trustees are acting as enumerators. Parents are asked to see them. Each child registered entitles the county to an apportionment of \$16 from state school funds. Without registration the money can not be drawn and the child cannot be transferred to another school.

Art Exhibit To Be At Central School

An exhibit of fine art prints will be held at the Central school April 16 to 20, it has been announced by Miss Edith Shields, principal. More than 150 reproductions of old masters are in the collection which will be shown, famous portraits, landscapes, marines and pastoral scenes in the colors of the original canvasses will be in the display.

Special arrangements will be made, Miss Shields said, to keep the exhibit through Saturday, April 21, in order that rural teachers and their pupils may have an opportunity to see it.

C. A. Skelton and Mace Whitman were in Amarillo on a business trip Wednesday.

NAME OFFICIALS FOR RURAL SCHOOL CONTEST NEXT WEEK

Officials for the literary and athletic meet of the county schools have been named, with Wilburn Edelman of the Summerfield school as general director. The meet will be held Friday and Saturday of next week at the court house and high school in Hereford.

A large cup has been furnished by the chamber of commerce for the school making the highest total points in both literary and athletic events. A smaller cup will be awarded to the school making highest total in each branch. The chamber of commerce has also provided ribbons for individual winners of first, second, third and fourth places in each of the 58 contests.

Other directors of events as named by C. W. Humble, county superintendent, are debate, Miss Oleta Bowling, Summerfield; declamation, Miss Evelyn Arceneaux, Higgins; extemporaneous speech, Miss Mary Lydia Chambers, Dawn; spelling, Lawrence Boyd, Progressive.

Essay writing, Miss Elizabeth

Dog Carries Mail; Gets Bones

Chester Dodson would not trade his collie pup, "Snap" for the pampered pooch that won the New York Dog Show recently and then was kidnapped and held for a huge ransom.

Chester is a school boy at Bippus, which is northwest of Hereford, "way out in the corner of Deaf Smith county. Chester had the measles recently and Snap began to get pretty lonesome, not being allowed in the house.

One day last week Snap disappeared and was gone most of the day. Alog about 4:00 o'clock in the afternoon, however, he showed up and insisted upon going into the house. He was allowed to do so because a package was tied to his collar. It turned out to be a letter from Chester's teacher and all his classmates.

So cheering was the message that Chester was up the following day and now Snap get an extra bone every time his little master can find one.

Electric Power Charge Slashed

Their eleventh voluntary rate reduction since the firm started operations in Hereford was announced last week by the Texas Utilities Company. The new schedule applies to commercial users of electricity. It became effective with bills rendered March 1.

The reductions range from 12 1/2 to 15 per cent. Business men of Hereford expressed considerable gratification, as material savings for them are effected. "This lower rate will cause Hereford's business section to be brightened up at night," one merchant said. "We all realize that a well lighted show window is good business."

Announcement was carried in last week's issue of the Brand, giving a full outline of the new rates in comparison with the old.

Post Office Exams Given

Civil service examinations for the office of postmaster were given to 12 applicants from Dimmitt, Bovina, Friona and Silverton last Saturday at Hereford High school. Elmer Patterson, secretary of the local Civil Service Board, held the session. Names of the applicants were withheld.

B. A. Fuller of Dimmitt was here Wednesday on business.

To Organize Singing School Next Sunday

First meeting of the "singing school" to be held next week at the Church of Christ, two blocks north of the court house, will be held Sunday afternoon at 3:30 o'clock. Will W. Slater, who is to conduct the school, will have charge of the meeting. The school is to be held at nights, beginning Monday. No tuition is to be charged and everybody is invited.

The school will be organized at the Sunday afternoon meeting. There are to be 12 sessions of instruction. Mr. Slater is head of the Slater Music Company of Fort Smith, Arkansas.

Slaton, Fairview; choral singing and memory music, Miss Ruby Thompson, Summerfield; picture memory, Miss Mona Kate Fleming, Wyoche; arithmetic, Miss Alma Foxall, Simms; one-act play, Miss Bessie Barnard, Westway; tennis, Mr. Dodson, Westway; athletics, Lawrence Boyd, Progressive.

No word as to the method of handing special relief for drought stricken counties as announced this week in Washington has been received by W. W. Chilton, county relief administrator.

Deaf Smith county's quota of workers under CWA is to be cut from 220 to 194, effective Friday of this week. This does not include federal projects or schools now going on.

All persons who are registered for work at the N. R. S. office in relief headquarters and who have not worked or reported in the last 30 days are urged to report at once to Mrs. Margaret Orr. If they do not report their applications will be filed as inactive and not available for work.

"This is being done," Chilton pointed out, "to keep the records of those available right up to date. We are expecting the new plan of relief to be announced at any time and we want to be ready. This is a warning to those needing work."

The last consignment of meat from the Amarillo cannery was obtained last week. The shipment contained 87 cases. This with other foodstuffs, clothing and grain previously obtained are being used in direct relief.

Wheat Acreage Must Be Marked

Retired wheat acreage must be marked. There will be two inspections of all wheat farms taking part in the reduction program. Before a certificate of compliance can be issued the retired acreage must be marked and the acreage retired must be exactly indicated on the map attached to the wheat contract.

Without the certificate of compliance no farmer will be allowed his second payment on the 1933 allotment. Date for the first inspection of fields has not been set, but it will take place within the next two months.

Maps of fields can be obtained from the contracts on file at the county agent's office as can instructions on acceptable methods of marking retired acreage.

New Fiction Added By County Library

A large shipment of books, all fiction, was received this week by the county library. While there are a number of new publications in the list, the majority of the books are popular old ones, a great many of which are being used to replace worn out copies.

The list: Ames, Lone Hand; Ball, Little Girl Lost; Barnes, Within This Present; Bolasco, Girl of the Golden West; Bennett, Boss of the Diamond A.; Biggers, Black Camel; Bindloss, Frontiersman; Brand, Trullin, Happy Valley; Christie, Murder at Hazelwood; Curwood, Falkner of the Inland Seas; Day, The Loving Are the Daring; Dell, Gate Marked Private, Storm Drift, The Hundredth Chance; Exerts, Moccasin Telegraph; Fisher, Cimarron; Fox, Mountain Girl Comes Home.

Gregory, Trail to Paradise; Hendryx, Downey of the Mounted; Hill, Gold Shoe; James, Smoky; Kelland, Dance Magic; Knibbs, Sunbeams; Kyne, Parson of the Parsonage; Marshall, Child of the Wild; Deputy of Snow Mountain; Skylene of Spruce; Mulford, Round-up; Oppenheim, Box with Broken Seals; Packard, Locked Book, Red Ledger; Pendexter, Gate Through the Mountains; Raine, Beyond the Rio Grande; Black, Colts, Sheriff's Son; Reinhart, After House; Sabin, City of the Sun; Seitzer, Brass Commandments, Firebrand Television; Smith, Pollyanna's Adventure; Stratton Porter, Girl of the Limberlost; Stringer, Empty Hands; Terhune, Dog Named Chips; Wallace, Black Abbott, Clue of the Twisted Candle, Flying Squad, Red Aces; White, Rider of the Golden Bar; Whitehouse, Piccadilly Jim.

Tech to Build Dormitories

A contract with the Public Works Administration has recently been signed by the directors of Texas Technological College, Lubbock, to finance the building of two dormitories at a cost of \$650,000.

The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

MRS. SETH B. HOLMAN
Publisher and Manager.
DEWITT LANDIS
Editor.



TELEPHONE 30

NOTICE TO THE 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 on North Main Street.

Entered as Second-Class Matter at the Postoffice at Hereford, Texas, under The Act of March 3, 1879.

SUBSCRIPTION PRICES:

Zones 1 and 2, per year \$1.50
Zone 1 and 2, six months \$1.00
Outside Zone 1, per year \$2.00
Outside Zone 2, six months \$1.25
Outside Zone 2, four months \$.75

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

More Relief Needed.

Because of a misunderstanding of a news story in the Brand last week, local relief officials learned that Deaf Smith county has several hundred unemployed more than they suspected. It was stated in the story that lack of workmen was holding up work on Highway 33 east of the city. People took it to mean they could get jobs on the project. The fact is that workmen must be furnished from CWA rolls and the quota has been reduced to 220. These are all being used on other projects, leaving none available for the road jobs.

This county's quota is and always has been too low in relation to the amount of distress and actual need. When there was no set limit on CWA expenditures not all the needy were given jobs. As a result, when the cuts came and a limit was fixed the county was not lower than it would have been had more been employed earlier. It is too late to do anything about increasing the CWA allowance.

But a new arrangement of relief in drouth stricken counties is to be put into effect. And it's not too late to go after the county's fair share of help in it.

Mother-in-law day has at least taught us how to spell the plural.

"If the Government can send a man to the trenches, there should be nothing intolerable in the cogitate demand upon the millionaire for a fair proportion of his wealth." So says an article in a recent edition of the Christian Science Monitor. And it is true. Why should a Government conscript human life while it has to pay usurious prices for worldly goods from which the producers grow rich? We say America can be kept out of war if this is done and if shipment of materials of war to belligerents is banned. If no one stands to make a dime out of it, war becomes exceedingly improbable.

T. A. Chandler, assistant state manager of the Kansas City Life Insurance Co., with headquarters in Dallas, visited George V. Stambaugh, local agent, Monday.

By Their Words

What Panhandle Papers Say

And the tooth is the only part of the body that cannot repair itself, but most of us expect our bodies to do too much repairing. We gad around, drink and eat a lot, always in a merry-go-round whirl, often neglecting our health. We'd never neglect our make-up or our wearing apparel like we do our health. Good health can be one's best friend. If one feels well, he can play well, work well, and live well.—Babbler, Tulsa Herald.

Having lived in this section since 1906, we think it is a great country. But we'll admit a good snow would bolster our argument considerably.—Olin Hinkle, in Pampa News.

We think of education as having made progress because most of us can read and write—read simple things, write simple things, as it happens. Ninety-nine per cent of us can't understand ninety-nine per cent of what goes on around us; I think that's very conservative. For myself, I think it is ninety-nine and nine-tenths per cent that I don't know anything about. After all that, what I was thinking of was the picture "at death spot of Belgian king" which ran in daily papers Friday. The picture was "telephoned to London and radioed to New York." It was a speck of space in a paper which sold for a nickel at the most, if you bought just one copy. All I can figure out is that an ostrich can stick its head in the sand when it doesn't know what's going to happen next, and I've got sense enough to do that.—Curry County Times, Clovis.

We heard the other day that prosperity had returned for sure. How do we know? Just look at all the new automobiles around you—people can not buy them without money. Another argument on this thought is that when more and more people get to riding in cars there are fewer and fewer poor folks. The only reason there is, is because half of them have probably already been run over and the other half are afraid to come out.—State-Line Tribune, Farwell.

Conditions are going to be much brighter and better here one of these days and when they are we will hardly realize what has happened. Had you thought how fast time is slipping by? Here it is almost March 11.—John McCarty, Dalhart Texan.

Col. Edward R. Coppock, sixty year old veteran of many wars and expeditions, now in charge of Camp Palo Duro, gave advice freely when he visited here. One bit of advice was to Ray Harrison, N. M. N. G. captain in plans and training; "Take 20 steps to one breath," he said, "it will harden the stomach muscles, burn up surplus flesh, increase lung capacity." He declared this system will bring down to army standards the girth at the abdomen to four inches less than the measure around the chest.—Curry County Times, Clovis.

A. J. Moritzky of Strong City, Oklahoma, was here the latter part of last week transacting business. Mr. Moritzky formerly lived about six miles south of Summerfield.

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 6, 1903.)

What might have been another disastrous fire in Hereford was averted when timely discovery of a blaze in the Davis and Holloway building enabled fire fighters to put it out before much damage had been done.

W. B. Boyd, county judge, had issued notice of an election to be held Monday, March 23, for the purpose of voting for a mayor, a marshal, and five aldermen.

A new boy, 13 years old, had vanished while enroute from the home of Ed Connell, near Endece, New Mexico, to a telephone to summon a doctor for Mrs. Connell.

Up on the Denver Railroad they were having troubles of their own, and a passenger train had pulled into Amarillo three days late because of deep snow drifts between Texline and Dalhart.

According to Ira Aten, foreman of the Escarbada division of the XIT ranch, the recent cold weather had been the worst in 13 years, and the loss in cattle was expected to be heavy.

From Friday night until Wednesday Hereford had been cut off from the world so far as railroad

transportation was concerned. Snow drifts on the track near Umbarger were so deep that trains could not pass. A freight train was stuck, two engines derailed. East-bound trains were also discontinued several days.

The Board of Trade was to meet in regular monthly session the following Monday night, and among other important business listed was an effort to have a cattle trail opened south of Hereford.

Born to Mr. and Mrs. R. N. Mounts, Saturday, February 28, a girl.

(From The Hereford Brand, March 7, 1913.)

It seems that Sweet Clover as a Deaf Smith county forage crop had been on trial. The jury deliberated one week and returned a verdict that if and when a farmer could raise anything else he should not "monkey" with Sweet Clover.

T. R. Slaughter had sold 1,000 head of coming 3-year old steers to Kansas parties, receiving an even \$70.00 a round for the bunch. The cattle were to be delivered in April, and the price paid was declared "the high water mark" for steers of that age.

CROP LOAN APPLICATIONS MUST COMPLY WITH ALL PROGRAMS

Farmers seeking loans from the \$40,000,000 emergency crop loan fund will be directed in the near future where to apply in their respective communities, stated Wm. I. Myers, Governor of the Farm Credit Administration. Rules and regulations covering such loans will soon be announced. Application forms are now being prepared.

It is required by the law that borrowers, as a condition to receiving an emergency loan, must furnish proof of cooperation with the Agricultural Adjustment Administration. The nature of cooperation will be similar to that recently announced as applicable to other borrowers who apply for loans under the Farm Credit Administration.

Each applicant must obtain clearance through or furnish a certificate of cooperation with the Agricultural Adjustment Administration. The production control associations will make available lists of those who have signed acreage control contracts. Farmers who are on this list, if otherwise eligible to borrow, will be able to obtain loans.

County councils of the production control associations will certify to representatives of the Farm Credit Administration the names of any farmers who, while not signing acreage control contracts, are cooperating by not increasing their production contrary to the acreage control program.

The local council is made up of J. A. Pitman, S. O. Wilson, George Brumley and Jim Lipscomb. Crop loan committee here is composed of George Muse, A. H. Streu and H. G. Conkwright.

Where county councils have not been set up, Farm Credit Administration representatives will be instructed to make loans to farmers who are planning to in-

crease production. For the time being, according to Governor Myers, no various regional emergency crop loan offices will handle the applications for loans from the \$40,000,000 fund, and these offices will be under the immediate direction of the Emergency Crop Loan division, which is placed under the supervision of the Production Credit Commissioner, S. M. Garwood, and the Governor.

GIRL SCOUT NOTES

The Scouts continued to study for second class tests at last week's meeting, and several members are almost ready to take the examination. Rev. W. M. Griffin of the Presbyterian church instructed the classes in signalling, a requirement in the second class test. Mary Virginia Whitehead is the newest member of the troop.

First aid will be the subject of study at this week's meeting. Rev. Griffin will again instruct the group. Visitors are always welcome.

Chest Colds

Don't let them get a strange hold. Fight germs quickly. Creomulsion combines 7 major helps in one. Powerful but harmless. Pleasant to take. No narcotics. Your own druggist is authorized to refund your money on the spot if your cough or cold is not relieved by Creomulsion. (adv.)

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 County Judge: C. W. HUMBLE (re-election)
- For Sheriff: JNO. B. MILLER (re-election) OMER BAKER H. M. (Mack) BEACH PINK H. GILLILLAND JIM L. MAUR
- For County Treasurer: MRS. BESSIE L. SMITH (re-election) MRS. NONA JOWELL
- For County and District Clerk: L. H. FOSTER (re-election) H. D. REED L. W. CARLYLE
- For Commissioner, Precinct No. 1: P. J. (Jack) ROSE, (re-election)
- For Commissioner, Precinct No. 2: T. W. (Wiley) ROBERSON W. B. PHILLIPS
- For Commissioner, Precinct No. 3: GEO. C. KESSENGER E. M. JACK MARK S. RENEFIELD H. D. CULPEPPER
- For Commissioner, Precinct No. 4: J. M. (Jim) CHAPMAN T. P. MCCOLLISTER JOHN WHITSETT ERNEST T. (Dick) ALLRED

All Ready For Your **Lumber Needs**

Our yards and warehouse are filled with new shipments of prime quality lumber and we are ready to take orders for spring building.

WE WANT TO COOPERATE WITH YOU IN SOLVING YOUR BUILDING PROBLEMS

Rockwell Brothers & Co.

Phone 4. So. Main St.

FROM CHILDHOOD ON . . .

A GOOD BANK WILL HELP YOU

Just as the tiny coin bank helped dramatize the process of saving when you were a child, your bank, on a larger scale performs many services for you as a man. Throughout the years of growth and development, banks and banking play is an increasingly important part in your daily life. Today, with banking procedure regulated to a highly efficient and workable state, the child and the business man alike find banking functions indispensable to everyday needs. Use the services of your bank—whether it is just for saving pennies or for assistance in the complicated field of finance.

START A SAVINGS ACCOUNT

The First State Bank OF HEREFORD

Did You Ever See Laundry Work "Sparkle"?

Most laundering comes to you clean and white. But that's not enough. Here is laundry expertness that actually makes clothes sparkle and gleam. You'll be delighted with the extra whiteness we put into laundering—the brilliance that tells you your washing is clean through and through. Careful scientific methods make those unusual results possible, and they do it with gentleness that adds months to wear. That's where economy comes in when you use this fast, efficient laundry service. Try it on this week's wash and note the improvement.

CALL 296—WE CALL FOR AND DELIVER
Send Your Dry Cleaning and Laundry to Us.

Hereford Laundry and Dry Cleaning Co.

Plenty of Power

For the Mixed Wheat and Row Crop Farmer.

Will the F-30 Farmall pull a three-row lister? The Nebraska test draw bar H. P. rating is: Regular Farmall 13.27 H. P.; F-30 Farmall, 24.85 H. P. This makes the F-30 Farmall lack 1.69 H. P. being twice as powerful as the regular Farmall.

Used Farmall with Lister and Cultivator **\$575.00**

Faulty Air Cleaners Can Cause as Much as .015 Piston Wear in 12 Hour Run.

Buchanan & Rosson

HEREFORD YOUR I. H. C. DEALER PRIONA

We say . . .
"Spring at this chance before Spring!"

DO YOU KNOW why so many people are buying tires earlier than usual this year? . . . Everyone believes prices are headed upward—and thinking drivers figure it's no saving to run risks while using up old rubber, only to pay more for new tires later. Invest now in a whole new set of Goodyears—you'll be glad you acted on our advice.



GOOD YEAR

●We have guaranteed Goodyears at lower prices than our All-Weather shown here—but more people buy the All-Weather! Tires are still so low in price that, unless you're trading in your car this Spring, it's best to invest in the best. That way you spread the benefit of today's great values over the most months and miles.

STILL PRICED VERY LOW

Ireland-Beavers Motor Co.
 GOODYEAR DEALERS IN HEREFORD
 Good Used Tires \$1 up Expert Tire Vulcanizing



MAKE YOUR FARM PAY Have Money

THE wise farmer diversifies his crops. Cattle, hogs and chickens become part of his plan for successful farming. Regardless of market conditions he always has marketable products.

START SAVING REGULARLY NOW
 We Welcome Your Banking Business

THINK! **THE FIRST NATIONAL BANK** HEREFORD **THINK!**
 A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

HAVE MONEY! HAVE MONEY!

Good Bargains Yes . . .

Natural Gas Offers a Greater Saving Every Day!



Shopping . . . the pages of your newspaper, your attention frequently is attracted by special prices, offering from 10 to 25 per cent reductions on such staple articles as food, clothing, furniture and drugs. If the items are standard merchandise you will term them as excellent values—good bargains.

Yet, the Gas Company is offering you far greater bargains every day that you use its service. You save 70 per cent on fuel cost by cooking with gas as compared to the cost of the second least expensive fuel. In like manner you save 40 per cent by heating water with gas and 75 per cent by using gas refrigeration.

West Texas Gas Co.
 Good Gas With Dependable Service

THINK WHEAT GRASS, LADAK GOOD PANHANDLE FEED CROPS

Production Loan Facts Are Given

Crested Wheat Grass, a new range crop from Siberia, and Ladak, a Mongolian alfalfa, are being introduced in the Southwest as good crops for lands retired from cultivation because of government reduction programs.

The wheat grass, according to agriculture authorities, may be used as a hay crop or permanent range. It is drought and cold resistant and is relished by livestock. The Ladak is an alfalfa which does not require a great deal of moisture and is not subject to bacterial wilt.

The wheat grass is ideally suited to the Panhandle, once it gets a good stand, agriculture experts believe. The young plants are very tiny and slow to grow at first, so that the grower must be willing to wait a year for a crop, protect the field from destruction by stock while the plants are small, and not be discouraged if there is apparently no stand because the plants may be in a dormant stage, ready to grow when moisture comes," says a report.

It is a perennial bunch grass that once established seems to be quite hardy, surviving extreme cold in winter and drought in summer. Crested Wheat Grass shows no indication it will ever become a pest, because new plants must be grown from seed and since it is so relished by stock.

Seven to ten pounds of clean seed per acre is a fair rate of seeding on firm, well prepared soil such as alfalfa requires. Corn ground, other cultivated fields or summer fallowed land is excellent although seedlings have been known to be successful in stubble and weedy fields. Either early spring or fall sowing may be made, depending on the moisture.

Full information on both the grass and Ladak may be obtained at the county agent's office here. Seed is selling around 25 cents per pound.

League Sponsors Art Competition

Under the new organization of the Texas Interscholastic League, the winners of Deaf Smith county will go to Amarillo for their District meet and from there will go to Canyon on April 20-21 for the meet of Region. Forty-five counties will send their contestants and the winners will be entitled to go to Austin for the State Meet, April 3-4-5.

Essays entered at the April meet will be written on the ground and will not be mailed in as heretofore. Miss Jennie C. Ritchie is director of the essay contest. C. W. Batchelder will direct the one-act play contest in which the double elimination plan will be used. Tennis, track and field contests will be under the general direction of Coach Carl York of Canyon.

There will also be regional contests on art, and best best five typists from each district may enter the regional contest. W. E. Lockhart, director general of the region, announces he would like to hear from high school officials whose boys and girls want to enter a golf tournament. The regional plan is new this year and is expected to be well liked by school officials and contestants.

Plenty of good Oat and Barley seeds at McLean & Pitman. 1c

Baby Chicks

Each Tuesday and Friday.

It will pay you to see our Baby Chicks before you buy.

CUSTOM HATCHING

Eggs received for custom hatching on each Wednesday and Saturday.

Hillside Hatchery
 South Hereford
 Phone 78-W



WHEN THE THERMOMETER DROPS

Get Summer Savings!

HERE'S PROOF Phillips 66 is **HIGH TEST** Gravity 63.5° to 68°



Your motor needs high test gasoline for quick starting in freezing weather. You know that. You also know that Phillips is the world's largest producer of natural high test gasoline.

Is it any wonder then, that in every ad we tell you exactly how high the test of Phillips 66 is! Not with high-sounding, meaningless claims. But with plain figures . . . which are definite proof of honest high test . . . which guarantee more value for the money

which insure real action for every cent you spend to fill the tank.

Phillips 66 is the world's largest producer of natural high test gasoline. You motor starts with split-second speed. Soon it purrs along as smoothly as on a rainy night in June. You use less choke and go more miles to the gallon. You get less vibration and more power, less noise and more speed. Stop for a trial tankful at any Orange and Black 66 shield.

Phillips 66

DON'T FORGET PHILLIPS 66 MOTOR OIL. ABSOLUTELY OUR FINEST QUALITY—25 CT.

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

Dawn Items
 BY INEZ MILLER

Mrs. L. N. George was a house guest of Mrs. J. B. Jones in Hereford four days last week.

Mr. and Mrs. E. E. Doak and family of Tucuman were visitors in the Lizzie Harris home Thursday and Friday.

Pete George who attends W. T. S. T. C., visited in the L. N. George home Friday.

Miss Ruby Harris who is staying in Amarillo, spent the weekend at home.

Misses Lois Smith and Inez Miller, who attend school in Canyon, were home over the weekend.

Mr. and Mrs. J. E. Beyer of Hereford were dinner guests in the L. N. George home Sunday.

B. Y. P. U. was well attended Sunday night. Henard East delivered a splendid sermon after the program. Coleman Campbell will preach next Sunday night.

Chas. Friemel was in Amarillo last Thursday.

We are expecting Black to bring their play, "Here Comes Charlie," here next Friday night.

MEALS



The Hub of the Meal!

Let Us Serve You.

Texas Market & Grocery
 PHONE 353—FREE DELIVERY

DRINK WATER WITH MEALS GOOD FOR STOMACH

Water with meals helps stomach juices, aids digestion. If bloated with gas add a spoonful of Adlerika. One dose cleans out poisons and washes BOTH upper and lower bowels. City Drug Store.

WANTED!

50 Cream Shippers From This Locality to Ship Cream Direct to Us

We have a Special Low Shipping Rate on Cream to Trinidad and we Pay Top Market Price. Always—SHIP DIRECT FROM FARM TO CREAMERY and SAVE the Middleman's Expense.

WHY SPLIT YOUR CREAM CHECK WITH ANYONE? CHECK AND CAN RETURNED PROMPTLY — HONEST TEST AND WEIGHT OUR POLICY: "EVERY SHIPPER MUST BE SATISFIED"

What Shippers From Five Different States Write and Tell Us

We always ship to Trinidad and get from \$1.00 to \$1.75 more per can. Good weight and high test and always satisfied. Best of wish to the Trinidad Creamery.—Mrs. C. E. ROBB, Springfield, Colorado.

I am very much pleased with the tests you give me. I expect to send all my cream to you, as you give me better tests and price.—JOE K. CURRIE, Happy, Texas.

Your creamery is the squarest and give the best test of any I ever sold to.—E. L. FRAZIER, Greenville, N. M.

Your service and price has been fine. Any cream producer would not go wrong to ship to the Trinidad Creamery Company.—J. A. Glenn, Eldorado, Oklahoma.

We have always received splendid treatment from your company, and prompt service. Thank you very much.—HOBART CLARKSON, Syracuse, Kansas.

WHAT WE HAVE DONE FOR OTHERS WE CAN DO FOR YOU. A TRIAL SHIPMENT WILL CONVINCED YOU. YOUR EXPRESS OR RAILROAD AGENT WILL ASSIST YOU IN SHIPPING AND GIVE YOU GOOD SERVICE. SEND YOUR SHIPMENTS COLLECT—WE PAY THE TRANSPORTATION AT TRINIDAD, TO SEE THAT YOU GET THE CORRECT RATE.

TRINIDAD CREAMERY CO., Trinidad, Colo.

Wyche Items

MRS. WES BRADLY

Pupils on the honor roll for this month are: First grade, Douglas Walker, Barbara Rose Robertson, George Loerwald; third, grade Nancy Olson, Bernice Elliston; fourth grade, Ellnor Paetzold, Alfred Reinart.

Miss Jaunita Henry spent last week end at her home in the Eastern community.

Mr. and Mrs. Clarence Wilhelm spent Sunday in the E. J. Boeskin home.

Mr. and Mrs. L. J. Hoffman and family visited Sunday in the home of their daughter, Mrs. Albert Shoulter, of Nazareth.

Mr. and Mrs. R. E. Curtsinger entertained a number of friends

at a party Saturday night. Many interesting games were played, and at a late hour refreshments were served.

Roger Brunley and R. A. Daniel of Hereford visited in the George Robertson home Sunday.

Mrs. Early Joiner, Mrs. John Olin Baker of Dallas, Mrs. G. W. Brumley of Hereford visited in the Louie Olson home Sunday.

L. J. Hoffman made a business trip to Fort Sumner, New Mexico, Sunday.

Mrs. W. W. Bennett and daughter, Miss Ruby Faye, were in Amarillo last Friday visiting in the home of Mrs. Bennett's daughter, Mrs. Frank Jesse and family.

They were called there by the serious illness of little Bobbie Jesse, who is now reported out of danger.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

The light rain of last week will probably benefit wheat that is up until more moisture comes.

Mr. and Mrs. Tom Bohannan were in Hereford Monday.

N. O. and Phalace Phillips went to Dimmitt last week.

Iris Bohannan and family visited in the Tom Bohannan home Friday night.

Miss Catherine Steen visited her sister at Bovina over the week-end.

Brother Matheson of Cortez, Colorado, visited in the Tom Bohannan home Tuesday night. He was enroute home from points in Oklahoma.

Mr. and Mrs. John Van Meter visited in the M. B. Stone home last week.

Mr. and Mrs. J. M. Chapman were shopping in Hereford Wednesday.

Summerfield News

BY MRS. GUY WALSER

This community received rain the past week, most places reporting about an inch.

Lloyd Lookingbill and family of Black spent Sunday in the L. R. Lookingbill home.

Miss Oleta Bowling spent the week-end with her parents in Amarillo.

Earl Lance and family of Hereford spent Sunday in the C. R. Walser home.

J. R. Oglesby and family were in Wyche Friday night visiting the Gandys. Henry Gandy returned with them and is building a new garage for the Oglesbys.

Troy Welty, wife and son and Mrs. M. D. Welty spent Sunday with Mrs. Bessie Davis and family in Hereford.

The quilting club met Friday at the Atchley home and quilted for Mrs. Walter Hawkins. Next meeting will be with Mrs. Ky Lawrence March 9.

A program was led by Maude Noland last Tuesday when the Junior Study club met with Hazel Oglesby, consisting of a study of New York, writers, artists and musicians there. A poem, The Factories of Widdemer, was read

by Maude Noland. The Man With the Hoe, poem by Markham, and picture by Millet, was read and explained by Eva Greeson. The Rosary, Nevins, was sung by Mary Lee Curry. Patterns, Amy Powell, read by Oleta Bowling. Refreshments of sandwiches, jello and cocoa were served to seven members. The next meeting will be March 13 with Eva Greeson, Oleta Bowling, leader.

Mr. and Mrs. Alton Lookingbill of North Hereford spent Sunday in this community with relatives.

Reported on the sick list are Allie Fae Lance, Mrs. Lewis Jay and the Sikes children.

Mrs. Ulys Pierce of Westway is spending the week with her parents, Mr. and Mrs. N. P. Sikes.

Mr. and Mrs. Wilson Vines are visiting in Turkey, Peterburg, Plainview and other points.

Miss Ruby Thompson spent the week-end with her parents in Hereford.

Wilburn Edelson and family spent the week end in Plainview, his mother returning with them.

Bill Knox and family of Hereford spent Sunday in the B. A. Atchley home.

Miss Mary Cox spent last week with her sister and family in Plainview, returning to her school work in Hereford Sunday.

PERFECT From Start To Finish



From the first sip of soup to the last spoonful of dessert your meal will be appetizing. We use only the finest of foodstuffs at only the fairest of prices.

Ike's Cafe

PANTRY SPECIALS

- COFFEE, Folger's **32¢**
Two pounds **61¢**. Five pounds **\$1.50**. One pound A per cent of all Folger's Coffee sold in our store Saturday will go to the American Legion Auxiliary.
- PEPPER, Wapco, half pound **15¢**
- PORK and BEANS, 1-lb can, 3 for **19¢**
- SALAD DRESSING, Miracle Whip, qt. **27¢**
- SPUDS, 10 pounds No. 1 **21¢**
- MEAL, Hereford, 10-lb bag **21¢**
- MALTED MILK, Thompson's (Table Tennis Set FREE) **43¢**
- Peaches, Herbert's Choice, No. 2 1/2, 2 for **29¢**
- SUGAR, Powdered, 1-lb box **8¢**
- GREENS, turnip or spinach, No. 2 can **9¢**
- PRUNES, fresh Italian, gallon tin **39¢**
- JELLO or White Swan Gelatine, 3 boxes **16¢**
- CORN FLAKES, Post Toasties, 2 boxes **21¢**
- SUGAR, 10-lb. cloth bag **48¢**
- BEANS, Mexican, re-cleaned, 5 lbs **25¢**
- COMPOUND, 8-lb carton **56¢**
- SALT, Morton's Smoked, 10-lb can **78¢**
(While They Last)
- VANILLA, large 8-oz bottle, 2 for **25¢**
- SOAP, Armour's 16-oz yellow bars, 5 bars **19¢**

- FRUITS AND VEGETABLES**
- LETTUCE, California, head **4 1/2¢**
 - SPINACH, fresh, pound **6¢**
 - BUNCH VEGETABLES **4¢**
 - LEMONS, 360 size, dozen **22¢**
 - ORANGES, nice size, dozen **16¢**
 - APPLES, Winesaps, dozen **21¢**

Frank's CASH Grocery
Phone 117 FRANK RICHARDS, Proprietor We Deliver
Brings Us Your Eggs—Market Price—Buy At Home.

Ward News Notes

MRS. WILEY ROBERSON

W. N. Hodges of White Deer and W. E. Hodges of Cleburne spent several days last week in the Chester Hodges home.

John Hutson made a business trip to Littlefield Thursday.

Mr. and Mrs. Jack Hutson and Mr. and Mrs. Bill Hutson visited Mr. and Mrs. Sonny Ledbetter in Vega Sunday.

Rev. Hornbeak will preach in the Ward school house Sunday morning.

Mr. and Mrs. Chester Hodges spent Sunday in the Lee Crawford home.

Mr. Suggs and George attended the dinner at the Presbyterian church last Sunday.

Bob Higgins attended the Cattlemen's Convention in Amarillo Monday.

Ford Doings

BY LA VERNE MANN

Take Produce to Cart's Gro. if Twenty-nine were present for Sunday school last Sunday. Mr. and Mrs. T. P. McCollister of the Thomas community were visitors.

Mrs. D. B. Mann, Clyde, LaVerne and Euna Mann and Bruce Plummer and son, Glenn, were Hereford visitors Monday.

Mr. and Mrs. Owen Comingoer of Fairview visited in the home of her parents, Mr. and Mrs. R. W. Stephens, Sunday.

School closed Friday for two weeks on account of the measles situation.

D. B. Mann returned Sunday from an over-night trip to Abernathy.

Mrs. J. L. Height visited a while in the F. W. Brunson home Sunday evening.

J. E. Hill attended Sunday school for the first time since he returned home.

Mrs. Luna Jacobs and daughter, Wylie, Mrs. Bob Orr, Mrs. D. B. Mann and daughters called in the F. W. Brunson home Sunday afternoon.

A Square Deal VALUE EVENT

Cream Is Up Again
Bring us all you can spare—we are always glad to get your produce business or even a part of it.

We are also glad to announce that the POULTRY MARKET IS UP. We are not shipping a carload of poultry, but we take all you bring us at this price until the market changes:
Hens, heavy **10¢** Light **8¢** Leghorns **7¢**

ORANGES Again we are receiving the largest shipment of tree-ripened California Oranges. We are expecting **10 TONS** of this delicious fruit. Peck, **50¢**, bushel **61.90**. The oranges are rolling this way and we expect them for Thursday, Friday and Saturday trade.

CAKE and MEAL are down a little this week locally. Take advantage of this lower price and load up.

THE HIDE MARKET IS **4¢**

Square Deal Produce Co.
RANKIN REYNOLDS Phone 17 ROY ONSTEAD

The Shoes with a Million Friends

PENNEY'S SHOES

WHAT!
only **\$2.98** for **Smart Oxfords**
Right—that's all! And men! —they're constructed of solid leather! Choose from all new styles!



Boys' "Bozo" Tennis Shoes
Stand rough stuff!



69¢
You'll like these extra features—ventilated uppers... non-absorbent insoles... heavy ribbed toe-guards!



White Kid PUMPS
\$2.98
Chic—for dress and afternoon wear—at a money-saving price! Style-right and comfortable, too! Spanish heels. Sizes 4-8.

White Shoes
A group of pumps and ties at a special price of—
98¢

Here's Today's Best "Buy"!
"Cynthia" Arch KID TIES
\$2.98
Babies! You'd never believe you could get them for so little —with corrective features! Black kid, one-piece leather insoles and counters!



Work Shoe Value
Just the shoe for rough wear. Black leather uppers, leather middle sole with long-wearing composition outer soles
\$1.25

A Forward Step in Shoe Making!
"SYLVIA" PUMPS
\$2.49
Try a pair of these fascinating shoes! They fit like gloves at the heel, toe and sides! Yes—fit you'd never expect in shoes costing so little! Black kid, continental heel!



Dress Oxfords
Black calf leather, boot heel or regular, new toe shapes
\$1.98
Low Priced—but how they'll wear!
Work Shoes
\$1.98
No skimping to get the price low! That's why men come back again and again for more Retan uppers! Composition soles! Rubber heels!



VALUE!
Men's Oxfords
Sturdy and long wearing! Composition soles! Rubber heels!
\$2.29



You'll Save BIG! WORK SHOES
Genuine Retan Uppers!
\$1.79
Composition soles! Leather insoles! Leather midsoles! Leather counters! Penney's rubber heels!



Flexible Soles! CHILDREN'S OXFORDS
98¢
You can be sure the youngsters look right in these! Patent, calf or elk uppers, chrome soles!



Full Double Leather Sole!
POLICE SHOES
\$3.49
The built-in arch makes the shoe rigid when standing! Built of all leather!



J. C. PENNEY CO. Inc.

SOCIETY

MRS. W. I. VALENTINE HONORED ON BIRTHDAY

Honoring Mrs. W. I. Valentine on her birthday, a number of friends went through the rain last Thursday to her home in South Hereford. A lovely dinner was served. The afternoon was spent quilting.

Those enjoying the day were the honoree, her daughters, Billie, Mrs. Roy Thompson, Mrs. Alton Fraser, Mrs. G. H. Hooper. The friends were Misses S. L. Walser, W. L. Pickett, J. S. Orr, Arthur Thompson, Clay Bowsher, Dr. and Mrs. F. E. Bowe, and Miss Shirley Hale.

MRS. FOSTER HOSTESS TO PIONEER CLUB

Mrs. A. A. Foster entertained the Pioneer Study Club at her home last week. Germany was studied in the program. Mrs. Arthur Thompson discussed places of interest in Germany. Mrs. Minnie Jones talked on Germany's place in music. Mrs. Carl Gilliland gave a talk titled, "Germany on the Road Back." Goethe and his "Faust" was the subject of discussion by Mrs. J. E. Beyer. Present were Misses M. D. Womble, Thompson, T. E. Selgier, H. D. Reed, Wirt Phillips, Frank Lucas, Jones, O. G. Hill, Bob Higgins, P. H. Gilliland, H. G. Conkright, J. M. Gilliland, Beyer and Gilliland.

PLEASURE HOUR CLUB WITH MRS. HENSLEE

Mrs. Sue Henslee entertained the Pleasure Hour bridge club Thursday afternoon at her home on 25-Mile Avenue. A short business meeting, with the election of officers for the coming year, was held. Mrs. Henslee was elected president, Emma Dixon secretary, Gladys Smith, retiring president, was presented a beautiful pyrex baking dish by members of the club.

Bridge was the diversion for the remainder of the afternoon. High score went to Gertrude London, second to Grace McLeRoy.

Refreshments were served to Gladys Smith, Ray Gilliam, Emma Dixon, Willie Bentra, Pauline Parker, Gertrude London, Alma Whitman, Lurline Smith, Eunice Mahles, Grace McLeRoy and Sue Henslee.

BLACK CLUB MAKES DRESS PATTERNS

Mrs. Jesse Hinds of the Black Demonstration club used her new foundation pattern to cut the pattern for a one-piece print dress which she wore to club meeting last week. To those who were admiring the dress she explained: "This is the most comfortable fitting sleeve I ever wore. My skirt is cut on the straight-line silhouette, but it is comfortable to wear when doing my housework. I made the pattern for it after I had attended the foundation pattern training school conducted by Mrs. Doris Barnes at Dimmitt.

A two day training school in making fitted foundation patterns was held in the Black home demonstration club. Those who have finished their foundation patterns are Misses T. J. Presley, H. H. Elmore, T. L. Welch, Jesse Hinds, and Vena Mae Welch. Misses C. Lookingbill, Clyde Hays and Dave Galloway have partially finished their patterns. Every member of the club is planning to make a foundation pattern.

JUNIOR PIONEERS MEET WITH PAULINE WILSON

A program on developments in modern science was given at the meeting Tuesday evening of the Junior Pioneer club in the home of Pauline Wilson. Lueta Borden acted as assistant hostess. Virginia Lillard led the program. Science in war was discussed by Laverna Harman, and developments in medicine were pointed out by Marie Cordell.

Refreshments were served to Jimmie Wilson, Jean Streu, Lois Moore, Wynel Clark, Marie Cogdell, Nell Kester, Nora Alice Daniel, Ardelle and Earl Marie Foster, Laverna Harman, Virginia Lillard, Ruth Sinds, Violet Orr, Genevieve Eberle, Mrs. M. D. Womble and Mrs. J. M. Gilliland.

The next meeting will be at the home of Miss Lillard on Tuesday, March 20, at 7:30. Nell Kester will be assistant hostess.

Mr. and Mrs. W. F. Gillis and Mr. and Mrs. J. F. Hickman and son, Bobbie, were in Amarillo last Sunday.

Want Ads

Lost and Found

LOST: Woman's black purse containing small coin purse and small change. Return to Brand office. 9-1c

Wanted

WANTED: Your cream, eggs, poultry and hides. Square Deal Produce Company. 1c

WANTED: Your cream, eggs, poultry and hides. Square Deal Produce Company. 1c

WANTED: To buy maize heads and threshed grain. Brumley & Son. 42-1c

For Sale or Trade

FOR SALE: High speed Airfoil propellers for driving auto generators; blue print instructions for building complete outfit. Bus radio, light small house. At Willard Battery Station. 1p

FOR TRADE: Violin for bundle feed. R. M. Allred, second door north Brand office. 1p

FOR SALE: An invalid's wheel chair, in fair condition. C. O. Wilkins, at Whitehead Barber Shop. 1p

FOR SALE: I am offering the interested buyer a well improved 100 acre farm, smooth, possession given. Pleased to show land and answer inquiries for price and terms. A. A. Ott. 8-2c

FOR SALE OR TRADE: One large fat hog. O. Wilder, Hereford. 1p

For Rent

FOR RENT: Rooms, modern, furnished and close in on pavement. Mrs. J. M. Boone. 1p

FOR RENT: Mrs. George Garrison's five room, furnished house. See Mrs. Carl Cockrell. 1c

FOR RENT: Furnished apartment, close in, all bills paid. Mrs. W. M. Megert. 71c

FOR RENT: Unfurnished house, close in. See W. B. Phillips in town, or call at Phillips home. 1c

FOR RENT: Row crop acreage on my farm north of Hereford. Want party with tractor, plows and combine. Small family. If interested write A. K. Webster, 806 Oliver Eakle Building, Amarillo, Texas. Phone 7938. 1p

FOR RENT: Furnished bedroom, close in. J. F. Ward, telephone 250-W. 1c

BOARD AND ROOM for working men, \$4.50 per week. Mrs. Oscar Vaughn, north of high school. 1p

EASTER SPECIALS

See our Marvelous Values in Dresses, Coats and Ensembles. The most complete line of ready-to-wear you will find in any city shoppe. For Easter Specials we have an assortment of Dresses going at the sum of **\$6.95**



We also have a nice selection of Spring Frocks for the little tot, 3 to 16, in Voiles, Prints, Sheers, at **\$1.25**

Shipment of Skirts and Blouses, **\$1.95** and **\$2.95**

Try a pair of Run-stop Hose ----- **79c**

FASHION DRESS SHOPPE

MRS. RICKETTS HOSTESS TO BAYVIEW CLUB

Mrs. Claude Ricketts entertained the Bayview Club at her home in last week's meeting. A program on Texas Day was given. "That Was Bobbie," a play based on Texas history, was presented by Misses T. E. McCollum, E. R. McWilliams and John Olson. Questions concerning the state and Texas songs were included in the program.

Mrs. Mary Wilkinson is home from a trip to Corpus Christi where she visited Mrs. Silas Williams for a week. Mrs. Wilkinson stated that Mrs. Williams was still very ill when she left.

The fire alarm Tuesday evening about 7 o'clock called the Hereford fire department to the lot just north of Mrs. E. W. Harrison's residence in North Hereford. Fire burned some dead grass and scorched a small building.

The "Who's Who" of Business

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

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

Here on a little card is kept the history of your credit record—of how you meet your obligations (or don't). "Prompt Pay," the highest tribute in "Who's Who" of Business, is the record of those who pay retail bills by the 15th of each month.

HEREFORD CREDIT ASS'N.

MRS. D. H. ROSS
Local Affiliation of the
NATIONAL RETAIL CREDIT ASSOCIATION

The New 1934 DODGE

—Will be on display in our show room this week-end. Come in and see the most talked-about car in America.

"Only a few dollars more than the lowest priced car," and you get at no extra cost:

Weather-proofed Hydraulic Brakes, All-steel Safety Bodies, Floating Power, Automatic Clutch and Trouble-free Free Wheeling, and many other quality features not found in ordinary cars.

You also get that Dodge Dependability that has been built into Dodge Cars since 1914.

ALL-STEEL BODIES AND DOUBLE DROP X BRIDGE TYPE FRAMES MAKE DODGES THE SAFEST CARS EVER BUILT

Ireland-Beavers Motor Co.

Dodge-Plymouth—Sales and Service

STREU HARDWARE CO.

Home of Service and Quality.

FARMERS

Need Equipment to Start Spring Work
And Here It Is

Adjustable Leather Horse Collars

Hair Faced Canvas Horse Collars

BRIDLES, LINES

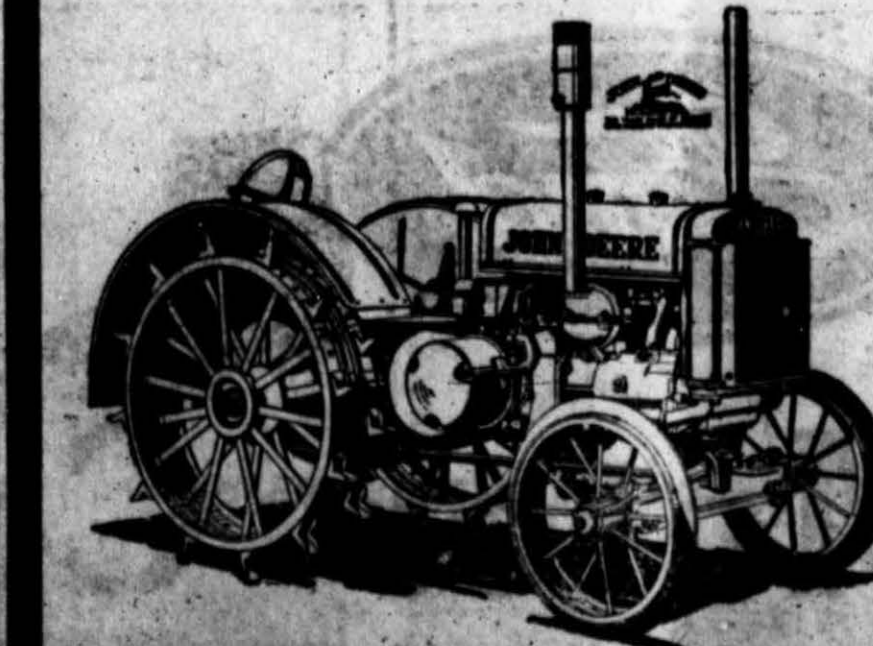
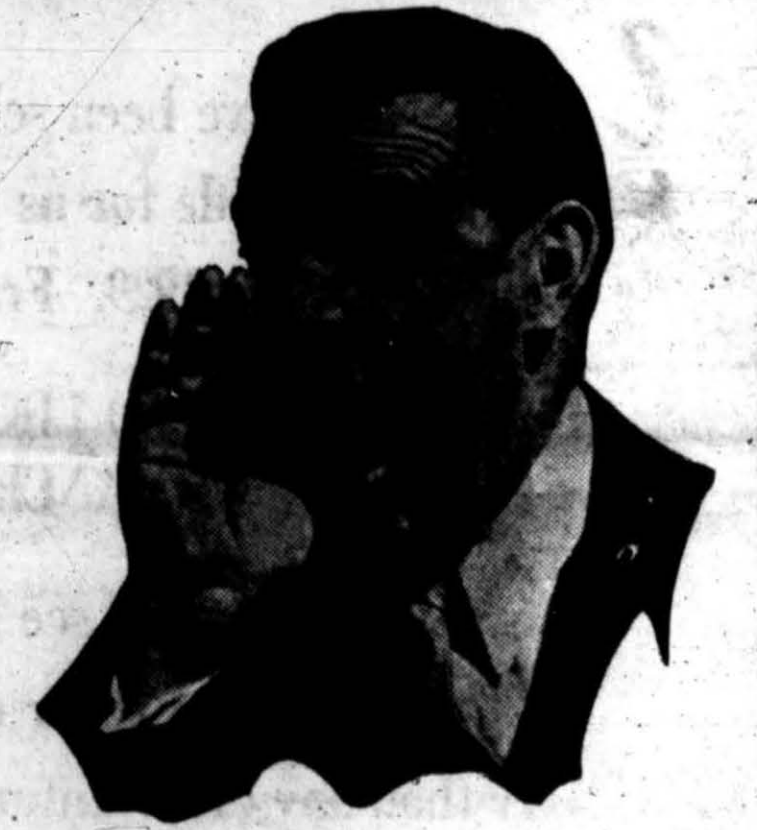
In Fact, Everything in the
Harness Line

We carry a complete stock of well and windmill supplies, such a pipe, casing, cylinders and wood rods. Also the famous

AERMOTOR WINDMILL

We'll Tell the World That the John Deere Tractor

Saves from \$1.00 to \$2.00 a day in fuel costs alone.



DISTILLATE costs much less than Gasoline	DISTILLATE is not subject to Federal Tax	DISTILLATE produces more power---more work per gallon
--	--	---

KERR IMPLEMENT CO.

Parts - Service - Repairing

Jumbo News

BY MRS. J. W. BERRY

Take Produce to Carl's Gro. If it seems that at last our long drouth has been at least partly broken when .45 inch of rain fell last Thursday, and another good shower came Saturday morning.

Dr. A. R. Matthews of Muleshoe spent last Sunday night in the home of his son, Arthur and family. Three of the Matthews children, Pauline, Lawrence and Merle, being sick with the measles.

Mrs. W. A. Hunter spent last Monday night in the home of her daughter, Mrs. M. L. Simpson and family, while Mr. Hunter was away on business.

Mr. and Mrs. C. D. Pinckert and son, Richard, and Bill Kring went to Amarillo last Monday and spent the night in the home of Mrs. Pinckert's aunt, Mrs. Jim Baggs and husband.

Rev. E. E. Armstrong of Dimmitt circuit filled his regular appointment here last Sunday morning and night.

Mr. and Mrs. Ullman Hunter and twin daughters were Sunday dinner guests in the W. A. Hunter home.

Mr. and Mrs. E. E. Wise of Cleo spent Sunday in the P. H. Dyer home and attended preaching service at Jumbo Sunday morning.

Mrs. Wise is a sister of Mrs. Dyer. Mr. and Mrs. A. T. Jones of Frio were callers Sunday afternoon in the A. C. Flowers home.

Mr. and Mrs. G. W. McIlroy and son, Gerald, of Dimmitt were callers in the H. R. Harvel home Sunday.

Weldon Ross spent the week end visiting relatives and friends in Canyon.

Clarence and Dalton Layman, who have been visiting in the home of their parents, Mr. and Mrs. M. G. Layman, returned to their home at Big Square last Friday.

Mr. and Mrs. Virgil Norman and two children of Arney and Mr. and Mrs. M. L. Simpson took dinner Sunday in the Bruce Hunter home.

Miss Elaine Dyer is at Dimmitt where she has secured employment.

Little Barbara Ann Hunter, daughter of Mr. and Mrs. C. C. Hunter, is a victim of the measles at this time.

J. B. Harlin of Frio called in Jumbo Saturday afternoon.

Mrs. J. E. Boyd and sister and daughter, Pauline, called in the Matthews home last Friday afternoon.

Mr. and Mrs. Ullman Hunter took supper Saturday evening in

the Tom Gunnells home at Dimmitt and they all attended the picture show at Hereford that night.

Ernest Eudet is the name given the son born February 20, to Mr. and Mrs. Ovid Pinckert.

A good crowd was out Sunday afternoon to hear Rev. E. E. Manney preach on "Prophecies." A little excitement was created when two airplanes landed near the school house and F. L. Pinckert and son, Ovid, descended from one and Dr. J. W. Hendrix and Mr. Tiefert of Hereford from the other and attended church services.

Weldon Ross spent Sunday in the C. Andrew home.

Miss Mabel Pinckert, who attends W. T. S. T. C. at Canyon, spent the week end with her parents, Mr. and Mrs. F. L. Pinckert. Her brother and wife, Mr. and Mrs. C. D. Pinckert and Katherine Hardy accompanied her back to Canyon Sunday afternoon.

Mrs. Ullman Hunter went to Dimmitt Saturday afternoon to attend club Council, but found the date had been changed to the first Tuesday of each month instead of the first Saturday.

Mrs. Jessie McGinnis who has been helping care for the new son in the Ovid Pinckert home, returned to her home last Saturday.

Mrs. W. A. Hunter spent last Thursday night in the home of her brother and wife, Mr. and Mrs. Tip Nunn, of Hereford.

The Jumbo Presbyterian Auxiliary met last Thursday afternoon with Mrs. J. W. Berry. Although it was a rainy day, four members were present and much interest was taken.

Mr. and Mrs. C. D. Gilliam have recently sold part of their ranch on which the improvements were located, and are improving the location just south of the C. C. Hunter home. Jim Mauk of Hereford is drilling a well and they plan to move a house to the location and much new fence is being built.

The teachers and pupils took advantage of the warm day last Friday and spent the time after recess practicing track events.

C. D. Spencer was a Sunday guest in the F. L. Pinckert home.

Miss Lucille Dyer entertained a number of her school girl friends at a slumber party Thursday night in honor of her birthday. Those attending were LaVelle and LaRue Beck, Florene and Virgie Stork, Hope Adams, Pauline Andrew and Nella Harrell. Mrs. Dyer served a birthday supper and later in the evening other refreshments were served.

Much interest is being taken in the Sunday school at this place. Recently the Sunday school donated

\$3.00 to each of the three denominations here, Methodist, Presbyterian and Baptist, and also had the piano tuned. There were 51 in attendance last Sunday and a collection of \$1.74.

Rev. E. E. Armstrong and wife were Sunday dinner guests in the P. H. Dyer home.

Born to Mr. and Mrs. Ivor McClendon, a son, February 28 at the county hospital. Young McClendon has been named George Lester.



Let Us Service Your Car

TEXACO GAS, OILS AND GREASES

Texas Service Station

GLEN SNYDER

When You Need Drugs You Want Only The Best



Each Prescription filled in our store receives individual attention. Each ingredient is precisely measured and weighed to give correct potency required. That's why our prescriptions will give better results.

Let Us Fill Your Prescriptions

BRING US YOUR KODAK FILMS— WE SEND THEM OFF TO BE DEVELOPED

City Drug Store

Phone 100.

"Home of Dependable Drugs"



Just Like Special Cake Flour

IN THE RESULTS YOU GET

It's much easier to bake light, fluffy, delicious cakes and rich, crisp, golden brown pie crust when you use Great West. You'll

understand why, when you feel its smooth, even texture--when you note its consistent high quality--when you try it yourself!



Bake with confidence... use GREAT WEST!

At Your Grocer's

Brand Want Ads Pay Good Dividends!

Pardon Our Enthusiasm --- But Just Watch the Fords Go By

We have been selling FORDS and servicing FORDS for a number of years, and it has always been a matter of pride for us to represent this car of outstanding leadership. Our business so far this year, has been the best since 1929. Frankly, the NEW FORD V-8 has exceeded our greatest hopes.

WE WOULD LIKE FOR YOU TO SHARE THIS ENTHUSIASM—TO EXPERIENCE THE MATCHLESS PERFORMANCE OF THIS CAR!

Drive it and see how it handles—Check up for yourself on its economy, its power, its safety and pep. Check up on its sheer driving comfort. Then you will know why the NEW FORD V-8 is growing in favor faster than any other automobile.

ASK US FOR A DEMONSTRATION
The New Ford V-8 Will Do the Rest



USED CAR BARGAINS
In Fords and Chevrolets

Hereford Motor Company

The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

ASSEMBLY PROGRAMS

"Aw, why in the world does he have to talk this morning, anyway? I ought to study for my exam!"

Many such exclamations could be heard Tuesday morning in assembly when Rev. Willett was seen on the stage. Six weeks examinations were in progress and everyone who had a class the third period had an exam. This explains the nervous tension at the beginning of the period, but it does not explain the smile on every face when it was over.

Rev. Willett gave us, to use his own words "a dose of all sorts." Before he had spoken two minutes, the audience was not quite so skeptical as indicated above; and by the time the period was half over everyone was thoroughly enjoying himself. We might add to Rev. Willett's illustrations of the professor who stammered his wife and kissed the door, the reference to the preacher who pronounced the communion and took the blessing.

Rev. Willett impressed the necessity of setting a goal, a high one, in our lives and bending every effort toward the attainment of that goal. He left everybody in a better humor than he found them, and we wouldn't be surprised if those exam grades show up favorably. Everyone enjoyed Rev. Willett's first address to the student body, and all look forward to the time when they will be permitted to hear him again.

PRESIDENT ELECTED

Wednesday, February 28, at their regular class meetings, the five classes represented in the Student Faculty Association, formerly known as Student Council, indicated their choice for president of this organization to be Clyde Hussey, Junior nominee.

The voting was done by secret ballot, each member of each class was allowed one vote. The results of the election, 128 to 123 were announced in assembly Thursday morning. Mr. Hussey became president with a slight majority of five votes.

(The duties of the president are chiefly those of leadership rather than legislative. This office is not combined with that of class representation and has no vote except in case of a tie vote of the class representatives.)

The student body is confident Mr. Hussey will fill his position as competently as possible and it is ready to cooperate instantaneously and enthusiastically with the Student Faculty Association in any plans for the betterment of the school.

TEN YEARS LATER

I suppose I should start studying. Guess I'll try to get fewer demerits next six weeks.

I think I'll begin right next year and not get so far behind in my work.

Beautiful intentions; but you know the road that's paved with good intentions. Not tomorrow, not next month, not next year; but now is the time to make these intentions become habits. After all, the habits we form, how ever insignificant they may seem, are the foundation and cornerstone of our lives.

What do you want to be ten years from now? Others may help, but no one but you can decide, and no one but you, yourself, can make you what you want to be—and you can't change overnight. Try to change even one small habit—the way you walk or your favorite by-word, just to see how difficult it is. One cannot simply say hokus pokus and become his ideal person. Most of us do have an ideal unless our self conceit is so overwhelming that in our own opinion we have already reached the superlative degree of perfection. Only through change destroying our habits we know are bad and deliberately cultivating good ones, is there hope to become this ideal.

Since "what we are to be, we are now becoming" don't you think most of us should begin changing rather suddenly?

New President

Clyde Hussey has just been elected to the newly created office of president of the Student Council. We are glad he was, Seniors; but not because he won at our expense. Clyde was chosen as Junior candidate because it was believed that he could more nearly fill the office to its fullest benefit for everyone concerned than anybody else. We still think so, and we are going to prove it by giving him our whole hearted cooperation. We feel that Clyde deserved the office and that you recognize that fact. Therefore, we can say, with Clyde, that we expect you to continue to show the admirable sportsmanship and good will already made manifest on your part and to enter into the spirit of cooperation for the good of all, with us. The support of the entire school is expected, for we all know that the success of the entire Student Council project depends upon the attitude of the student body toward it and what it stands for.

THE JUNIOR CLASS

PEP CLUB

In spite of band concerts, rainy weather, glee club trips, sore throats and unruly members, the Pep Club met last Thursday night.

Names of winners were advanced. For president there are four ladies competing, "Shorty" Van, Spradley, Ruth Smith and Florence Hunter. The two candidates out for secretary are Mary Virginia Eberle and Beatrice Lawrence. For reporter there are Frances Borden, J. K. and "Diszy" Skelton. Various girls tried out for yell leaders of '34, amid upsurges of various types. There were many heated discussions about the party to be staged last Saturday night. The girls still have so much pep that they cannot be controlled to any well-thought-of degree. Let us suppose that the reason for all the hilarity is, "We have Miss Westbrook back in our midst." Three cheers for the sponsor.

WONDERS OF HHS

One day Mary Kate Brotherton did not study her public speaking. Kermit Wilson stopped to study for a few minutes in the study hall.

Joe Huckert had 25 minutes of delicious peace one morning.

Barbara Buckner was seen to be angry.

"Potsy" Baker forgot to run down the steps at noon.

Mr. Hudson has his own personal chair to sit in during physics.

In one day, Carl Mounts received only one note from his girl.

Betty Jones forgot to walk down the hall with "Wombly."

Phileas Arthur was caught chewing gum.

COWHANDS

Since our challenge to the H-Y did not get into the paper, we will make it again. The Cowhands challenge the H-Y to any kind of game they want to play. We will let you set the time also. The games must be he-man games and not such games as tiddly-winks or bridge. This is an official announcement.

It seems to us that anyone who is not a member of this organization thinks he has the privilege of interfering with our meetings. I am referring to T. B. Bailey. We give him the "hot-hand." Anyone else who enjoys snooping around "come up to see us sometime, just any time," if you would like a taste of the "hot-hand."

The Cowhands are working very hard on their banquet. They also intend to get some pins. Watch for them.

SOPHOMORE BOYS WIN

The Sophomore and Freshmen boys played a close and exciting basketball game Monday, the score being 19 to 11.

Of the Sophomore boys, Clayton and Hicks seemed to be the most outstanding. All the scores toward their winning were made by these two boys.

The Sophomore boys playing on its team are Clayton, Hicks, Barber, Williams, Patton, Cloyd, Mulard and Cockrell.

The Freshman girls defeated the Sophomore girls when they met to play basketball last Tuesday with a score of 53 to 13.

V. Smith and Arthur were the girls who won all those 53 points for the Sophomore girls., but of course, they could not have done this without the help of the rest of the team.

The girls who played were V. Smith, Arthur, Gaytha Wilson, Gertrude Wilson, Vernon, Long and Waldron.

SENIOR CLASS MEETING

The Senior class had its weekly meeting Wednesday, February 28. The chairman called the house to order and the unfinished business, which was whether the seniors should give the juniors a picnic or not, was taken up. The class agreed almost unanimously to give the juniors a picnic.

Vote was then taken for president of the Student Council and all loyal seniors scratched Hussey. Next the election of a class reporter was necessary. Due to matrimonial reasons, Theda Lou can no longer act, and Troys Carmichael was elected.

The report from the play committee, whose selection for the senior play this year is "Trouble Ahead," was readily accepted. Mr. Hudson was giving a brief summary of the play, which had the class in a hilarious uproar, when the bell rang.

HAVE YOU HEARD?

Basil McKinley and Sid Fuller have some great attraction that seems to draw them to Amarillo. My dear boys, do these tournaments inspire you so?

Does Chilton Foster always take Mary Jane Morgan home at 7:30? Is it her parents' request or—were you embarrassed?

Beatrice Buchanan has had luck keeping her pals. Baba also knows a great deal about marriage licenses, etc. If you need information see her.

Please ask Sallie G how to pronounce "goaling."

Dear, gallant "Brigham Young Darling Baker," he makes a collection of tags, hats, etc., until he sees Virginia Line coming, then pretends he is only picking them up, so V. L. won't even suspect. ASSISTANT EDITOR.

SUB-FRESHMEN

The sub-Freshmen had a skating party and what a party it was. Everyone of us fell down, including Miss McCowan.

After we had skated from 7:00 until about 8:15 o'clock, we started for the home of Elsie Mae Wilkins where we had refreshments of pimento cheese sandwiches, cookies and cold punch. Before we could have any of these refreshments, we had to do a stunt. Mary Jane Morgan sang "The Last Roundup," while Frank Marrs played it on the piano. She sang so hard that she perspired (she says it was from skating). Stunts were done that left dents in the floor, I am sure. Jokes were told and poems recited. Jimmy Edwards would not do anything, so Mrs. Wilkins gave him a dose of castor oil (that was what it was supposed to be).

Ray Buchanan helped serve and when he finished he had two plates and went after more.

The room was decorated with red, white and blue colors. After we had rested a while and had our refreshments, Miss McCowan took all of us to see "His Double Life" at the show.

After the show was over we scattered in different directions to go home and doctor our sore muscles and stiff joints and to "flop" in bed.

Carl Spratt, Jr., and Fred Steele, both pre-medical students in W. T. S. T. C. at Canyon, attended the meeting here Friday night of the Tierra Blanca Medical Society.

How One Man

Lost 22 Pounds

Mr. Herman Runkis of Detroit writes: "A few lines of thanks from a rheumatism sufferer—My first bottle of Kruschen Salts took all of the aches and swellings out of my joints—with my first bottle I went on a diet and lost 22 pounds and now I feel like a new man."

To lose fat safely and quickly take one half teaspoonful of Kruschen Salts in a glass of hot water before breakfast every morning—an 8c bottle last 4 weeks—Get it at any drug store in America. If not joyfully satisfied after the first bottle—money back.

Send \$1. for the next 5 months of

The Atlantic Monthly

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

Send \$1. (mentioning this ad) to The Atlantic Monthly, 5 Arlington St., Boston.

Greater Convenience

We take pride, indeed, in offering to the housewife that continuous, helpful source of energy often referred to as

Electric Current

because of the numerous ways it assists her in her daily duties.

RADIO ENTERTAINMENT

REFRIGERATION

WASHING

IRONING

HOUSE CLEANING

LIGHTING

COOKING

—all these for only a few cents a day.



TEXAS UTILITIES CO.

BUSINESS AND PROFESSIONAL DIRECTORY

<h3>ABSTRACTS</h3> <p>The title to your land is vital. Our Abstracts correctly reveal the title.</p> <p>A. G. THOMPSON ABSTRACT CO.</p> <p>5 1/2 per cent Federal Farm Loans.</p>	<h3>LUNCHES</h3> <p>THE CHOCOLATE SHOP Plate Lunches Sandwiches Cold Drinks, Candles Magazines</p>
<h3>AUDITOR</h3> <p>PAUL S. CORRETT Accountant and Auditor Income Tax Service Office County Court House</p>	<h3>MEAT</h3> <p>Cooked, Canned or R A H Eat at the EVER-READY LUNCH</p>
<h3>CLEANERS</h3> <p>WEST TAILOR SHOP MRS. O. F. WEST, Proprietor Clothes Called for and Delivered. Phone 385</p>	<h3>NURSING</h3> <p>PRACTICAL NURSING At My Home Or At Yours. 23 Years Experience. MRS. A. D. GODWIN Second door west on Eighth Street, off 25-Mile Avenue. Telephone 391</p>
<h3>DAIRY</h3> <p>PRAIRIE DAIRIE Grade "A" Milk Sweetmilk, Cream, Buttermilk. We Deliver Daily. PHONE 686</p>	<h3>PHYSICIANS</h3> <p>DR. T. L. MORGAN Physician and Surgeon Above Corner Drug Store Office Phone 462 Residence Phone 463</p>
<h3>DENTIST</h3> <p>DR. GEORGE W. HEARD DENTIST Office Over Corner Drug Store.</p>	<h3>OPTOMETRIST</h3> <p>F. M. KESTER Registered Optometrist A thorough examination with the newest and most modern instruments and equipment. 310-B Main Street.</p>
<h3>INSURANCE</h3> <p>INSURANCE JNO. H. PATTON PHONE 59</p>	<h3>DON'T</h3> <p>Neglect Your Eyes Dr. T. M. Montgomery At Close Drug Third Friday Each Month.</p>

To HEREFORD folks.

... HEADED for FT. WORTH

You choose FRIENDLY HOSPITALITY at the finest hotel in Fort Worth when you stop at the WORTH Hotel. A trained and courteous staff to service you 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

\$2

AND UP

Right in the heart of Fort Worth. Within 100 yards of the leading theatres... all the important stores, restaurants, clubs and night life.

Perfectly Good Food in the Coffee Shop or Dining Room

The WORTH Hotel

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

Come and Rest

Do you ever want to get away from the hurry-and-skurry 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

PERSONALS

Mrs. P. A. Turnbow went to Hart Monday on business.

Fred Jackson of near Vega was a Hereford visitor last Saturday.

Plenty of good Oat and Barley seeds at McLean & Pitman. 1c

Misses Gwendolyn Spradley and Eloise Pitman were in Amarillo last Saturday.

B. F. Fulkerson of Roswell, New Mexico, was here last week-end to visit with relatives.

Mr. and Mrs. R. E. McCullough spent Sunday in Amarillo with his parents. His father is serious ill.

George McCullough of Clovis spent Monday with his brother, R. E. McCullough, here.

J. R. Baker of Greeley, Colorado, spent last Thursday visiting in the R. E. McCullough home.

Henry Wilkinson of Amarillo was here visiting with his mother last Sunday.

Herman Schulz and S. B. Walker were in Amarillo Wednesday on a business mission.

Miss Jonnie Estes and Mrs. Ruth Baker of Tulsa returned from Lubbock last Saturday where they had been visiting relatives the last two weeks.

Mrs. Edwin Mauk and Miss Opal Cawthon were Amarillo visitors last Saturday.

Finis Owen left Sunday for a three-weeks visit with his mother in Murfreesboro, Tennessee.

Misses Eloyse Pitman and Gwendolyn Spradley spent last week-end in Amarillo with friends.

Avis Thomas spent the week-end in Amarillo at the E. H. Petty home.

J. N. Messenger and son, George, and his son, Stephen, were here Saturday afternoon.

Mr. and Mrs. W. S. Williams of Amarillo spent last Saturday here attending to business.

Mrs. Mary Palmer left last Friday for Wichita Falls and other Texas points. She expects to be away several weeks.

See "The Old Maid's Round-Up" at the High school auditorium, Thursday, March 22. Sponsored by The Senior Band Mothers. 1c

Mr. and Mrs. W. A. Dougherty of Broadview, New Mexico, were here Tuesday visiting in the home of Mr. and Mrs. C. T. Kibbe.

See "The Old Maid's Round-Up" at the High school auditorium, Thursday, March 22. Sponsored by The Senior Band Mothers. 1c

Mrs. Nona LeGrand left Sunday for Borger to visit with relatives and friends. She will also visit in Oklahoma City before returning.

Mr. and Mrs. Troy Stambaugh of near Bellview, New Mexico, were in Hereford Wednesday trading with Hereford merchants.

Black
BY MISS NOBLE McLEAN

The home demonstration club met with Mrs. T. L. Welch last Wednesday for an all day session, and worked on foundation patterns, begun at a previous meeting. Ten members were present.

The rain of last week was greatly needed and will be of great benefit to farmers.

Mrs. Bob Sisk and daughters of Hereford are visiting the A. C. Hays home this week.

R. E. Barnett and family visited relatives in Muleshoe Sunday.

Dennis Ray and family of Amarillo spent the week-end with Mrs. Mary D. Ray.

Bob Porter of Sayoy has been visiting in the community the past two weeks.

Little Virginia and Buddy McMurry and Lucille Galloway are on the sick list.

Dave Malone and family have moved to this community from Phoenix, Arizona.

Chas. Hay, Jr., is working for the International Harvester Co. at Friona.

Miss Netha Crawford of Hereford spent the week end with Misses Lucille and Noble McLean.

A number of people from here attended the show at Hereford last Wednesday night.

Mrs. Dick Rockey, recent bride, was honored with a shower Tuesday afternoon at the home of Mrs. Cecil Vandiver, with Mrs. Tom Presley and Mrs. F. L. Welch as assistant hostesses. As the bride was fond of fishing she was presented a giant fishing pole and led to a decorated pool to fish for luck. She drew forth many beautiful and useful catches. After games, refreshments were served to 16 hearty givers, the bride and her mother, Mrs. Howard Elmore.

First Christian Church
REV. E. R. McWILLIAMS, Pastor

Sunday school, 9:45, with adult department assembling by classes. Morning service at 11. Christian Endeavor, with Bettye Bruce Jones leading, at 6:30. Evening service at 7:30.

Pastor E. R. McWilliams will preach at the morning hour on "The Christian and Suffering," at the evening hour his subject will be "What Must the Church Do to Be Saved?" We wish to announce that a pre-Easter evangelistic meeting will be held during the week preceding Easter.

St. Anthony's Church

Sunday mass at 8, sung mass at 10 a. m. Religious instruction after second mass. Benediction of Blessed Sacrament, 8 p. m.

Weekday mass at 8, Saturday at 7 at convent.

Lenten devotions Tuesday evening at 8, Rosary; sermon on the Means of Forgiveness, its place in religion. Benediction.

Tuesday, Holy hour, 8 to 9 p. m. The way of the cross and benediction.

Meetings: At a meeting of the Altar Society Sunday ladies of the parish decided to hold a food sale Saturday, March 17.

Members of the Young Men's Holy Name Society will hold a meeting Sunday for election of officers. At this meeting reorganization of the baseball team is to be taken up also.

H. C. Van Bibber returned home Sunday night from Wheeler and White Deer where he visited with relatives and attended to business matters concerning the Van Bibber farm near Wheeler.

STAR THEATRE

Hereford, Texas

Friday Only

Matinee and Night
ANOTHER BIG SHOW FOR ONLY 10c

"Four Frightened People"

With
Claudette Colbert
Herbert Marshall
Mary Boland
William Gargan

SERIAL, NEWS AND COMEDY

Attend the Matinee

Saturday Only

MATINEE AND NIGHT

Zane Grey's
"The Last Roundup"

Special Comedy
Admission Only 10c

Saturday Night Preview, Again

SUNDAY MATINEE

Monday and Tuesday

4 Showings 4

Will Rogers

in
"MR. SKITCH"

Special Musical Shorts and News
Admission Only 10c-20c

Wednesday, March 14

Bank Night—Also Special Picture Program

James Cagney in
"Lady Killer"

10c-20c

Coming, Thursday and Friday of Next Week:

"Alice In Wonderland"

FOOD SALE: The Loyal Workers of the Rebekahs will hold a food sale at Furr's Food Store Saturday, March 31. 1c

Police Chief W. R. McDowell and District Attorney Grady Hazelwood, both of Amarillo, were here last Saturday on legal business.

A BAKE SALE will be held by the ladies of St. Anthony's church at Parmer's Fruit Market, Saturday, March 17. 1p

A. K. Webster of Amarillo was a Hereford visitor Wednesday. Mr. Webster, while in the Hereford country, inspected his farm north of town about 20 miles.

H. H. Boardman returned home last week from a month's visit in Los Angeles. His son, Glen, returned with him and will visit here several weeks.

G. E. McCrate of Black was here Tuesday. Mr. McCrate is Santa Fe agent, postmaster, mail carrier and conducts a grocery at Black.

Among the parents attending the Music Festival in Amarillo Friday were Mmes. W. I. Kucker, H. Williams, Earl Phillips, R. E. McCullough, Homer Henslee, Walter Easter, Nettie Green, H. D. Reed, H. Close; Messrs. and Mmes. J. H. Burton, J. H. Lomas, A. H. Streu, John Renfro, Elmer Mathies and Ralph Smith.

Will Rogers In Sunday

Comedy Picture at Star

When Will Rogers and Zasu Pitts get together—that's fun. And that's what they do in "Mr. Skitch," coming to the Star Sunday, Monday and Tuesday with a Saturday night preview. This film is a bit different. The story is unimportant. The scenery is swell as Will and Zasu and family travel from Missouri to California. Then there is a blonde-haired girl present who imitates Hepburn, Garbo and even Zasu. She's guaranteed to put all watchers in the aisles.



DANCE

Celebrating the 15th Anniversary
of the
AMERICAN LEGION
Hereford Post No. 192

March 15th
AT THE LEGION HALL

75c Per Couple 75c
ALL INVITED



E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night
Hereford, Texas

FRESH Fruits and Vegetables for WINTER HEALTH

BANANAS	Yellow ripe, dozen	21c
APPLES	Fancy Winesaps, dozen	23c
SPUDS, 10 pounds		21c
LEMONS, dozen		21c
BEANS, Pinto, 4 pounds		21c
GRAPEFRUIT, Texas, six for		25c

New Potatoes for Friday and Saturday. YAMS, Texas, fresh shipment Friday and Saturday. APPLES, bulk, plenty for everyone. Our truck will be in Friday, loaded with fresh Vegetables from the garden. Fresh Fruit, too. WE THANK YOU—CALL AGAIN.

FULLER'S FRESHER FRUITS AND VEGETABLES

PIGGLY WIGGLY
ALL OVER THE WORLD

Specials For Friday and Saturday

PEACHES	No. 1 can, Mariposa, in heavy syrup,	10c
SOAP	Chipso, Crystal White, 5-lb pkg	29c
TAMALES	Ratchliffs, 2 cans	23c
POTTED MEAT	Ratchliffs, 3 cans	10c
VIENNA SAUSAGE	Ratchliffs, 3 cans	23c
PRUNES	Gallon can	31c
PEARS	Gallon can	39c
BLACKBERRIES	Gallon can	44c
MILK	3 large cans or 6 small	19c
Baking Powder	K. C., 25c size	19c
OLIVES	Quart jar, plain	31c
CRACKERS	1-pound box	13c
COCOANUT	Bulk, pound	19c
SOUP	Campbell's, all flavors, 3 for	25c
RICE KRISPIES	Kellogg's, 2 for	19c
SYRUP	Karo, blue or red label, gallon size	55c
GELATINE	Royal, any flavor	5c
COFFEE	Folger's, Sale conducted Saturday, samples Legion Auxiliary 5 lbs \$1.50, 2 lbs 61c, 1 lb	32c
DATES	2-lb pkg	25c
SOAP	Big-4, 10 for	25c
OVALTINE	Large size 82c, small	39c
BEANS	No. 2 green stringless, 3 for	25c
SPUDS	10 pounds	23c
COCOA	Mothers, 2 pounds	22c
TOMATO JUICE	Campbell's, 3 for	25c
TOILET TISSUE	1000 sheet, Radiant, 5 for	25c
SUGAR	10-lb cloth bag	48c
HY-PRO	Disinfectant, quart bottle	19c
POTATO CHIPS	Package 10c, 2 for	15c
SARDINES	Large oval can	10c
MARSHMALLOWS	8-ounce package	10c
LETTUCE	Head	5c
CELERY	Large	7½c
CABBAGE	Texas, green, pound	2½c
ORANGES	Small, Red Ball, dozen	12½c

Quality and Service Are Paramount Always at

PIGGLY WIGGLY
ALL OVER THE WORLD

PHONE 81. FRANK GYLES, Manager BUY AT HOME