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EVERY PRESCRIPTION WE FILL FOR YOU IS MADE AS YOUR PHYSICIAN DIRECTS—FROM PURE FRESH DRUGS. OUR EVERY-DAY PRICES ARE ALWAYS BARGAINS!

MOTHER'S DAY IS SUNDAY, MAY 12—Send her a box of our Attractively Boxed CANDY—Whitman's and Alice Blue—We have Greeting Cards and many other lovely gift suggestions.

ATTEND THE PIONEERS' DAY ON FRIDAY—IT'S A PRE-CENTENNIAL CELEBRATION! WE WELCOME YOU TO OUR STORE

## CITY DRUG STORE

QUALITY AND SERVICE—PHONE 100

### Jumbo News

BY MRS. J. W. BERRY

Geo. Ward, brother-in-law of C. S. King, who has spent the past month touring the western states, spent Friday evening in the King home before going to Follett to meet his wife and children who have been visiting there during his absence.

A number of student of Jumbo have been out the past week with German measles. Robert Pluckett, LaRue and James Beck and Chas. McGinnis, and Lucille Dyer were among the number.

Miss Alma Ruth Andrew was a Sunday guest of Mrs. Mildred Bailey.

Mrs. U. G. Randall has been ill the past few days with pleurisy. Rev. E. G. Armstrong filled his

appointments here Sunday morning and night, and was a dinner guest in the S. M. Hunter home.

L. E. Beck and family were in Amarillo last Monday.

Ellis Baggett of Wellington was here last Wednesday visiting his brother, L. C. Baggett. Saturday L. C. and family accompanied him to his home, returning Sunday.

Brice Hunter and family spent Sunday in the L. O. Norman home, near Arney.

Shade and Glenn Ratcliff, north of Hereford, spent Friday night with their sister, Mrs. A. C. Flowers and family.

The young people's organization re-organized Sunday morning. W. M. Hacker was named president, Wayne Dyer vice president, and Fred Axe secretary. It is hoped the young people will support the organization by attending.

Miss Louise Goats left Sunday

for Clayton N. M., to be with her mother who is ill and in a hospital there, and expected to undergo an operation this week.

Mr. and Mrs. Ullman Hunter entertained at 42 last Wednesday night. Refreshments of sandwiches, cake and coffee were served to Misses Louise Goats, Alma Ruth Andrew and Mrs. Mildred Bailey, Messrs. Wilburn Axe, Frank Jones and Wm. Hacker, and the host and hostess.

Little Martha Alice Bailey, who spent several weeks here with her mother, Mrs. Mildred Bailey, returned to Canyon Sunday.

A number of friends gathered in the F. J. Axe home and helped quilt a quilt for Mrs. Axe Friday. Attending were Messrs. and Mmes. Bob and Lynn Axe and families, Mmes. C. D. Gilliam, F. E. and Ullman Hunter and daughters, M. L. Simpson and son, A. C. Flowers and son, G. H. Brookes, J. M. Dixon and daughter, Jessie McGinnis, Uva Vernon, Hargett, L. E. Beck and J. W. Berry.

A light snow and rain fell here Friday and Saturday. The snow melted as it fell, and will be of little value outside of clearing dust from the air.

M. G. Layman is in bed sick and is threatened with pneumonia.

Mr. and Mrs. M. L. Hardy entertained with a chicken dinner in their home Sunday, honoring the birthday of their daughter, Mrs. Buck Wood, and that of Mrs. J. W. Berry, which occurred the same day. Enjoying the hospitality were Mmes. Wood, Trullitt, Boothe and Miss Mae Booth of Dimmitt, Messrs. and Mmes. Pat Hardy and children and J. W. Berry. Mr. and Mrs. John Nolan and daughters of Easter called in the afternoon.

A bridal shower was given for Mrs. Uva Vernon-Hargett at the home of Mrs. Harrell in Hereford last Tuesday. One lady was asked to bring "wood" for the fire, and entered with a basket of wood and Mrs. Hargett was asked to put it on the fire, and discovered the basket filled with gifts. Refreshments of cake and ice cream were served to about 25 guests.

The Jumbo farmers organization met at the school house Thursday night to decide whether to continue the wheat program. Because of illness Chairman U. G. Randall was unable to attend, and L. E. Beck acted in his place. The discussion was led by P. H. Dyer and when a vote was taken it resulted unanimously in continuing the wheat program. As a nationwide vote is to be taken May 25, it was decided the Jumbo organization meet again May 23, when it is urged that every farmer who is interested in the program to be present. The community was well represented Thursday night and after they were through with their business, grades five, six and seven, under direction of Frank Jones, gave an interesting program.

Members of the high school, assisted by Mrs. Mildred Bailey, entertained the Seniors with a kid party Friday night at the school house. Most of the students came dressed as kids and games were played. Candy snickers were served to LaVelle Beck, Lucille and Billie Dyer, Pauline Andrew, Pauline Matthews and Hope Adams, Winston Adams, Ira Woolery, Jr., Chas. McGinnis and Lawrence Matthews.

Oliver Rudd and family of Hereford attended Sunday school and church here Sunday, and spent the day at Jumbo in the W. G. Layman home.

Mr. and Mrs. Jack Hunga and children recently moved to a farm near Umbarger where he will be employed.

### Easter Items

BY LOUISE FRYE

Miss Louise McClure spent the week end at Claude with her parents and other relatives.

A community meeting was held at the school house Monday night. E. B. Wright had charge of the program. The new wheat allotment plan to be voted on May 17 was discussed.

Mrs. Frank Howard and little son of Amarillo have been visiting the past two days in the home of her parents, Mr. and Mrs. T. N. Jameson.

Aubrey Epperson spent the week end in Tulla.

Mr. and Mrs. Geo. Chambless and children visited Sunday in the Lynn Axe home.

Mr. and Mrs. John Nolan were guests in the Pat Hardy home last Sunday.

Mrs. Carl Frye visited in the home of Mrs. Henry Hastings in Hereford Sunday afternoon.

Miss Oline Ramey has been driving to her school work this week. Her father, E. Ramey, has been ill several days.

Mr. and Mrs. Carter and Joyce visited in the J. S. Smith home Monday evening.

### Black

BY MISS NOBLE M'LEAN

Take Produce to Carl's Gro. if Mr. and Mrs. R. E. Barnett and Mrs. Annie Barnett visited in Canyon last Wednesday night.

Several from this community are attending the meeting in Hereford this week.

Glenn Hays and aunt, Mrs. Hattie Hayden of Dallas, have returned to their home after a few days visit with the A. C. Hays family.

Irvin Kimmins and Mrs. Jim Black, teachers, took the school children on a picnic Saturday to the Canyons and back to Hereford for the show.

Ervin Welch is at Canadian visiting his brother, Leon.

A. C. Hays and family spent the week end at Hartley with their daughter and sister, Mrs. Jim Bookout.

Leslie Deaton who is working at Dawn, visited home folks last Sunday.

The Tarpley boys, brothers of the late Mrs. Hays, returned to their homes at Bonham, Leonard Greenville and Trenton after a short visit with the Hays family.

Mr. and Mrs. Cecil Vandiver are the proud parents of a 7½ pound boy, born April 30.

Rev. Paul Collins of Hereford will preach at the school house Sunday morning at 11 and again at night.

The home demonstration club met Wednesday at the club house. Miss McKinney was present and demonstrated styles of collars and cuffs, hand-made.

Mr. and Mrs. Tom McCollough of Oklahoma are here doing relief work, while Mr. McCrate is taking a vacation in New Mexico. This community received a four inch snow Saturday, which will be of help to the wheat and grass.

The social club met with Mrs. Verner Melugin Friday. A good program was given on Texas.

H. L. McLean and T. L. Welch attended a district WOW meeting at Plainview Monday night.

Miss Annie Vandiver who has been visiting her brother, Cecil, has returned to her home in Henrietta.

### Our Strange Speech

Our English language: Ten o'clock sharp means exactly the same thing as ten o'clock flat.—New Orleans Times-Picayune.

Bring Us Your

### Plumbing Troubles

We will give expert service on all jobs.

For As Little As

\$5.00

Down

You can have a

### Llano

Water Softener

See Us for Details.

We are located temporarily at Fullwood's Electric Co.—Phone 20.

### PLAINS PLUMBING AND HEATING CO.

Jesse Ray, Manager.

### Westway Items

(BY WILMA SKYPALA)

Mrs. F. W. Dodson was in Hart and Canyon Saturday.

Mr. and Mrs. L. E. Madole of Hollene, N. M., spent Sunday in the R. M. Gunn home.

Harold Downs of Victor, Colo., is visiting his sister, Miss Wanda Downs.

Miss Martha Ellen Dodson spent Saturday night with Miss Bertina Howell at Hart.

Frank Bezner of Hereford spent Wednesday night with Ed Skypala.

Pupils of the primary and elementary grades will give the operetta "Aunt Drucella's Garden" next Tuesday night. In addition to the play, there will be several other numbers. Everybody invited to attend.

Mmes. R. M. Gunn and J. H. Landers spent Sunday in the Guy Lawrence home at Walcott.

Lester Kelley of Earth spent Wednesday night in the Rat Roe home and Thursday night with Edgar Skypala.

The seventh grade graduating exercises will be held Thursday, May 16, in the auditorium of the high school in Hereford.

Mr. and Mrs. Dick Whiteside and family visited in New Mexico recently.

V. Skypala spent last Monday with a nephew in Clovis.

The picnic at the school house Friday was well attended. Games were greatly enjoyed.



## WHY PAINT YOUR HOME SO OFTEN?

Perhaps that question does seem strange, coming from a paint dealer. Nevertheless, we know that you won't have to paint so often if you use LOWE BROTHERS HIGH STANDARD House Paint. For HIGH STANDARD is a paint that stays new and bright much longer than paints of inferior quality which can be

bought at lower price. And of course, a paint that stays nice for an extra number of years, cuts many dollars from the per year cost of a paint job.

Come in, and let us give you a free copy of LOWE BROTHERS Instructive book, "101 Questions About Painting and Decorating."



R. H. Kemp Lumber Co.



READY FOR YOUR SPRING OIL CHANGE  
*Summer*  
**Mobiloil**

MADE BY THE FAMOUS CLEAROYLE PROCESS

Get ready for hot weather...  
**SUMMER-IZE NOW!**  
"Summer-ize" Service means a change-over from Winter to Summer Lubricants in your crankcase, transmission and differential plus a check-up of your battery and radiator. You'll appreciate this service when hot weather gets here.

NOW all grades of Mobiloil are made by the Clearoyle Process. The new Summer Mobiloils are here, at all Magnolia Dealers and Stations. You can expect much better oil mileage. Your motor will stay cleaner... free of sticky gum and hard carbon. In every way you'll get smoother performance and better economy.

Visit your Magnolia Dealer or Station today... Change to Summer Mobiloil when you "SUMMER-IZE" your car!

**MAGNOLIA DEALERS AND STATIONS**  
W. J. (Bill) SMITH  
MAGNOLIA AGENT  
100 South Main Phone 371

## WHY YOU SHOULD BUY A USED CAR FROM A



**AUTOMOBILE OWNERS** to whom the new Ford V-8 for 1935 has been demonstrated have wanted to own the new Ford immediately. Many have traded in cars in excellent condition and still good for years of service. If you want a car that has been used and that represents an unusual value, buy from a Ford Dealer.

LOOK FOR THIS SEAL



The "square deal" seal of Ford dealers is backed by a reputation for square dealing and good service gained by giving you the utmost for your money. Look in the classified pages of this paper for the unusual values in used cars Ford dealers are offering today.

Easy Terms Through Universal Credit Company, the Authorized Ford Finance Plan  
**AUTHORIZED FORD DEALERS OF THE SOUTHWEST**

## Bargains In Used Cars

- 1-1934 FORD PICKUP
- 1-1933 CHEVROLET PICKUP
- 1-1932 CHEVROLET PICKUP
- 1-1930 CHEVROLET COUPE
- 1-1929 CHEVROLET COUPE
- 1-1930 FORD COUPE
- 1-1929 FORD COUPE
- 1-1933 DODGE TRUCK
- 1-1930 CHEVROLET TRUCK

# Hereford Motor Co.

# BUSINESS AND PROFESSIONAL DIRECTORY

**THE CHOCOLATE SHOP**  
Fine Luncheon Sandwiches  
Cold Drinks, Candies Magazines

The title to your land is vital. Our Abstracts correctly reveal the title.  
**A. O. THOMPSON**  
ABSTRACT CO.  
4 1/2 Per Cent Federal Farm Loans

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Registered Optometrist  
A thorough examination with the newest and most modern instruments and equipment.  
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Electrical Contractor  
All kinds of electrical appliances repaired. Also Delco Light, factory trained service man.  
Phone 759-W

**INSURANCE**  
**JNO. H. PATTON**  
PHONE 89

**THE HEREFORD BRAND**  
For  
**JOB PRINTING**

## Dawn Items

BY INEZ MILLER

A social for young people was given at the school house Saturday evening, directed by Paul Collins. Games and songs were enjoyed, and a Young People's Union was organized with Lois Harris president, Syble Smith secretary and treasurer, also chairman of program committee. Ruby Harris is chairman of recreation committee. Anyone criticizing the work of any officer shall take his place. Willing Workers is the name chosen, and the first program was given Sunday night, in which Matthew 5 was studied.

Plateau Singers of the county meet here Sunday from 10 until 4. Lunch at noon. The Durham orchestra of Nara Visa will be here.

Mr. and Mrs. Martin Campbell visited Mr. and Mrs. H. E. Miller several days last week.

Miss Vivian Bowers spent the week end with Miss Maxine Barnes in Canyon.

Syble Smith, Inez and Almy Miller, Lois, Ruby and Bernice Harris attended the junior-senior banquet at Canyon Friday evening.

Oscie Lou, Romona and Henry Hamlin were guests in the Lizzie Harris home last week end.

Inez Miller and Bernice Harris attended the junior-senior party at Canyon Monday evening.

L. A. Smith and family have been attending the revival at the Baptist church in Hereford.

Paul Collins visited the Ira Fleming home Sunday.

Inez and Alma Miller and Syble Smith spent Sunday with Vera

Crawford in Canyon.

Miss Mona Kate Fleming, who has been teaching at Wyche, has returned to her home here.

Miss Inez Miller spent Monday with Miss Francis Armstrong in Canyon.

Miss Hazel Crouch was in Canyon Saturday.

Miss Mary Chambers spent the week end with her mother in Canyon.

## NOTICE OF SALE OF REAL ESTATE

IN RE: THE ESTATE OF A. B. HARRISON, DECEASED. No. 411.

In the County Court of Deaf Smith County, Texas, this the 7th day of May, 1935.

Notice is hereby given that I, E. H. Norton, Administrator of the estate of A. B. Harrison, deceased, will, on the 4th day of June, 1935, the same being the first Tuesday in said month at the Court House door in the city of Hereford, Deaf Smith County, Texas, sell at public auction to the highest bidder the following described tract of land, belonging to said estate, to-wit:

All of Sections Nos. 9 and 10, in Block "A", located in Deaf Smith County, Texas, and containing 1280 acres of land.

The terms upon which I will sell said above described lands are cash.

Witness my hand on this the 7th day of May, 1935.

E. H. NORTON, Administrator, of the Estate of A. B. Harrison, Deceased.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.

## Dimmitt News

MRS. BUCK WOOD

Take Produce to Carl's Gro. if Misses Carroll Gunter and Woodson Brown were Plainview visitors Tuesday.

Miss June McCowan left last week to make her home in Amarillo, where she will be employed by the John Deere Co.

Misses Lee Christopher and Hubert McEntire and daughter of Amarillo visited Mr. and Mrs. Rayford Ricketts Tuesday.

Mrs. Wade Dent and children were in Plainview Monday.

Leland Lee and Delmond Neumeier made a business trip to Snyder, Oklahoma, Saturday.

Mr. and Mrs. Joe Hudspeth of Silverton visited Mr. and Mrs. Claude Morris Sunday.

Mr. and Mrs. Geo. Barnett and daughters of Lubbock spent Sunday with Mr. and Mrs. Andrew Elder.

Mrs. Ward Golden spent several days last week with her parents in Mobeetie.

Mr. and Mrs. Talmadge Buckmaster and son, and Mr. and Mrs. Lawrence Buckmaster left Saturday to visit their parents at Blamket, Texas.

Mr. and Mrs. Rayford Ricketts left Wednesday to make their home in Dallas.

Mr. and Mrs. John Ballinger left last week for an extended trip in the Northern states.

Wade Parks was in Fort Worth on business last week.

Mr. and Mrs. Ralph Whitesides and small daughter of Plainview spent Sunday with her parents, Mr. and Mrs. Blanton.

Miss Leitch of Amarillo was employed in a local beauty shop last week.

Mrs. Mollie Mayo left last week for her home in Rogers, Ark., after an extended visit with her parents, Mr. and Mrs. Jack Hawkins.

Joe Elliott of Mineral Wells was here on business last week.

Mr. and Mrs. I. B. Brooks of Hereford visited in Dimmitt Friday.

Mrs. W. M. Megert of Hereford visited her daughter, Mrs. Rayford Ricketts, here Tuesday.

Mr. and Mrs. Lee Christopher of Amarillo were here Friday.

Mr. and Mrs. Leland Lee were in Amarillo Monday.

W. H. Hulla of Raton, N. M., spent last week in Dimmitt.

Mrs. Meade Halle entertained members of the London Bridge club last Thursday afternoon at the home of Mrs. Andrew Elder.

Mrs. O. B. Trimble was awarded high, Mrs. Tom Bice low. Refreshments were served to Misses Fred Boswell, Edgar Ramey, Bice, Byron Shipley, Trimble, Buck Wood, Andrew Elder, Chas. Pyles and the hostess. The club will meet with Mrs. Ramey Thursday afternoon, May 16.

FOR JOB WORK, TRY THE BRAND

## Summerfield News

MAUD E. NOLAND

Take Produce to Carl's Gro. if Rev. Muel Weathers preached here last Sunday.

"The Prince of Liars" has been postponed until Friday night, May 17.

Homer Crow and family of Tulla spent the week end in the J. L. Lookingbill home. Mrs. Crow was formerly Miss Effie Lookingbill.

Mr. and Mrs. J. L. Martin of Shamrock are visiting their daughter, Mrs. Troy Welty.

Mrs. Asa Atchley entertained the YWA Monday night.

Miss Viva Mae Thomas of WT STS spent the week end here, due to illness.

Today's Problems was the topic discussed by the Study Club at the meeting last Thursday at the home of Mrs. Troy Welty. Roll call was on current events. Mrs. Guy Walser led the program and gave a talk on Rural Habitation. Mrs. Ben Wilhelm told of The Brazos Near Realization. Mrs. E. E. Roberson had as her subject Forest Reservation for Texas. Mrs. J. L. Martin and Miss Jessie Pearl Martin, Mrs. J. L. Lookingbill and Mabel Cannon were present. Next meeting with Mrs. Wilhelm, May 16.

B. A. Atchley and family made a business trip to Clovis Monday.

Mrs. J. Vines of Black and Mrs. Alice Hannah of Amarillo called in the J. R. Oglesby home last Thursday.

Mr. and Mrs. Will Schults visited their son, Albert, in Adrian Sunday.

Misses B. C. Roberson and J. A. Noland are sick this week.

Clifford and Jimmie Gandy of Wyche visited in the Roy Oglesby home one day recently.

Mr. and Mrs. Albert Cross of Friona visited their daughter, Mrs. Wilson Vines, Monday.

J. W. Cox, Jr., and Otta Noland were in Floydada Thursday to see Mr. Cox's brother-in-law, Henry Ely, who is ill with pneumonia. Jim Noland returned home with them Thursday night.

Mr. and Mrs. C. T. Noland were visitors in the R. A. Fullwood home Sunday.

Mr. and Mrs. Perry McMinn returned from Hot Springs, N. M., Monday, where they had been the past three weeks for her health.

Miss Ellen Atchley and Mr. C. B. Thomas were married Friday afternoon in the Baptist parsonage in Canyon, Rev. W. R. Hix, pastor, officiating. Miss Atchley is the daughter of Mr. and Mrs. B. A. Atchley of this community. Mr. Thomas is now employed driving the school bus from Summerfield to Hereford. The couple will make their home in this community. Their many friends extend best wishes.

## PROFITS IN POULTRY



DEPEND ON GOOD HEALTHY CHICKS

Only through right feeding can chicks be made to grow into paying birds.

## MERIT FEEDS

Will get the job done RIGHT. Start the youngsters on MERIT All Mash Starter and follow with MERIT Growing Mash. Give the hens MERIT Laying Mash. THEN YOUR CHICKS WILL PAY!

Have you tried our new sweet feed? It sells for \$1.50 per hundred and is proving popular.

Bring Us Cream, Eggs, Poultry and Hides.

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Phone 265

We Welcome Old Settlers—Make Our Store Your Headquarters.

# For MOTHERS' Day

SUNDAY, MAY 12

Remember Mother on Mother's Day with a Gift. Many appropriate and inexpensive gifts are available at Penney's. Let us help you select something for her from our large and complete stocks.

Our stock of piece Goods is complete with many New Patterns arriving daily. Select a new Dress for Mother for Mother's Day.

Nu-Tone Dress Prints, yard	10c	New Printed Silks, yard	69c
Flock Dot Voiles, yard	25c	Silk Flat Crepes, yard	98c
Printed Voiles, yard	15c	Sheer Tissue Gingham, yard	39c
Printed Lawns, yard	79c	New Cord Fabrics, yard	25c
Printed Piques, yard	39c	New Print Swiss, yard	25c
Printed Batiste, yard	15c	Printed Flaxons, yard	25c
Sheer Beersuckers, yard	39c	Flock Dot Voiles, yard	25c
Fancy Broadcloths, yard	15c	Sheer Dress Prints, yard	15c

## Silk Gaymode HOSE

Spring colors!

98c

Purest, finest silk—sheerest sheer to extra heavy service! 8 1/2 to 10 1/2!

## JUST ARRIVED!

Our second large shipment of ARBUCK SANDALS Sizes 4 to 7 Pair

98c

## PURE SILK HOSE

Full fashioned!

49c

Chiffon, silk picot top—service, mercerized top, sole! New colors, 8 1/2-10 1/2!

## Week-End Specials!

1000 Large Bleached and Mangled FLOUR SACKS

3 for 25c

## Week-End Specials!

1000 Yards Mill End, Close Out PERCALE SHORTS

9c yd.

WELCOME, OLD SETTLERS! Make Our Store Your Headquarters.

## Quality & value in Shirts and Shorts

19c



Panel rib shirts, made plenty long. White, \$2 to 44. SHORTS, 80 x 60 broadcloth. Elastic or tie sides. Buy!

## New hand-embroidered Porto Rican Gowns

for only 39c



Marvelous buys! 50 in. long—and made of cool, firm Nainsook! Belted and tucked—sizes 16 and 17!

## Look! The new crescent SILK PANTIFLS

So smart—only 49c



Adorable bloomers and pantifles—brief and cut-out styles! Trimmed with lace or net! Small to large! Buy!

# PENNEY'S

J. C. PENNEY COMPANY, Incorporated

HEREFORD

TEXAS

As fast as we can build them—

America snaps them up!

NO DOUBT about it—the Silver Streak Pontiac is exactly what America wants. An eager buyer awaits every car that leaves the factory, and Pontiac's 1935 sales are double those of last year. The reason? The Pontiac is something new to motoring—a low-priced car that is the most beautiful thing on wheels. A look, a ride, and you, too, will decide—you can't do better than a Pontiac.

\$615

List prices at Pontiac, Mich., begin at \$615 for the Six and \$730 for the Eight (subject to change without notice). Standard group of accessories extra. Easy G. M. A. C. Time Payments.

## PONTIAC

Silver Streak SIXES AND EIGHTS

# — NORTON MOTOR COMPANY —

See the New 1935 Pontiac  
At Our Showrooms  
Ride In It

NORTON  
MOTOR  
CO.

## The 10th. of the Month That Is the Day to Pay Bills

It's easy to tell the type of person who pay their bills when due. They are fair and square with every one and have the respect of all. Bills are to be paid—not delayed.

After all, paying bills promptly is only a matter of thoughtfulness and fair play. To pay promptly means you keep your promise, your credit and a greater peace of mind.

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

# The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS  
TELEPHONE 39

MRS. SETH B. HOLMAN, Publisher and Manager  
D. WITT LANDIS, Editor  
E. C. NIX, Foreman

SUBSCRIPTION RATE: Zone One, \$1.50 per year; Zone Two, \$2.00 per year; Zone Three and higher, \$2.50 per year. All subscriptions strictly cash in advance.

Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.

**NOTICE TO PUBLIC**

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

## HUMBLE DID IT

While all the newspapers of the Panhandle are telling the world how the representatives in the House put over the soil erosion bill, the real authors of the legislation are wondering if they should not toot their horns a bit louder.

Twenty-six county judges in the Panhandle of Texas are responsible for the soil erosion bill that will enable counties to put on erosion control programs. And Deaf Smith County's Judge, C. W. Humble, is the real daddy of the whole thing.

Humble is head of the group of county judges who sponsored the legislation. The judges met first in Amarillo in February at his call. A bit later they met in Dumas and a third meeting was held in Amarillo—all this besides a mass meeting held in Dalhart.

The judges figured out what they wanted the Legislature to do. Then Humble and Commissioner Wiley Roberson went to Austin after forwarding a bunch of resolutions to representatives and senators. Once in Austin, they called the representatives into a huddle and told them what they wanted. They got everything they asked for save remission of ad valorem taxes.

And while the remission of the taxes would make it a lot easier to put on a program, the basic objective was attained in the bill as adopted by the House. That was authority for counties to make a program compulsory on all landowners.

So we pass an orchid to Humble and other county judges of the Panhandle, in spite of the fact that prepared copy comes every day from representatives at Austin, saying: "I have passed this bill out of the house by unanimous vote."

## BUT ALL COME BACK, WHO CAN

Plenty of spine had the citizen of Spearman, who had gone to Kansas City with a load of cattle. He dropped into a hall where a man was lecturing on meteorology. When the speaker got to telling about a great Sahara desert in the making, he centralized at Spearman and told of the horrors of the dust storms of that area. He said all the people were moving out of Spearman.

That was too much for the Texan and he arose and shouted an interruption. The speaker stopped and graciously recognized him.

"Mister," said the Spearman rancher, "I know you don't want to make misstatements, but you shore are putting it strong about that dust. It's bad enough, all right, but it ain't like you're telling it."

"Now, about the people all movin' out of Spearman. There ain't a word of truth in that. It's just a big lie. I live there and was there just two days ago. I know everybody within miles of Spearman."

"There has some people moved out. For example, one family—a man and his wife and seventeen children—moved to Mississippi. They just couldn't stand the dust any more. There comes a big flood and nine of their children was drowned. They came right back to Spearman and said they never was going to leave it again."

"Another family—just a small family with eleven children—moved to California. There was a big earthquake right after they got there. They pulled out for Spearman. While they was a'crossing the Mohave desert one of the children fell from the runnin' board and was run over and killed."

"Now, Mister, those is the only ten people that has ever left Spearman and not come back."

There's plenty of spine for you. Why not repeat this story, rather than mail those slanderous pictures of a dust storm to your friends.—Plainview Herald.

## FOR MOTHER'S DAY

We Have a Nice Assortment of  
CORSAGES - CUT FLOWERS - POTTED PLANTS  
Don't Forget Mother Next Sunday.

HEREFORD FLORAL CO.

Use a

## Maytag Washer

Whether you live in town or in the country, there is a MAYTAG for you. Do away with the drudgery of washday with this most popular of all washing machines in America.

## Dempster Listers

Are just about the best made. Why not get the job done right with an implement that is superior—yet costs no more!

## M. D. Womble, Implements

P. S.—I still maintain that our sub-soilers will stop wind erosion. Mack.

WELCOME, PIONEERS—VISIT OUR STORE.

# A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, May 13, 1904.)

James Brothers had bought a league of school land from Castro county at \$1.75 per acre with 30 years to pay for it. The debt should have been liquidated in May, 1934. Wonder if it was.

J. H. Turnbow, proprietor of the Delmonica restaurant, this week purchased the Elite Cafe from C. T. Dobbins.

Tom Carter had killed two raccoons in the Frio Canyon.

Item: "Dow Mercer, one of LaPlata's progressive young ranchmen, was in town this week on business."

Commissioners John Armstrong, George Muse and L. R. Bradly were in session.

The Garner & Hay brick building, under construction, was saved from a blaze that broke out by the prompt use of fire extinguishers.

J. Ray, junior editor of the Brand, had just returned with Mrs. Ray from a trip to Tennessee.

Parties were given during the week by Miss Bruce Gass, Miss Linnie Herron and Mrs. H. W. McLain.

(From The Hereford Brand, May 8, 1914.)

With district court in session, the following grand jury was chosen: J. T. Wilkinson, D. P. Vaughn, A. O. Thompson, J. A. Stegall, C. R. Smith, H. F. Shelton, A. L. Gibson, J. H. Cardwell, R. E. Dyer, J. P. Wood, J. H. Head and J. T. Jowell, foreman.

Two and one-fourth inches of rain had fallen the preceding week.

District Judge D. B. Hill and Court Reporter Floyd A. Cooper had some difficulty in reaching Hereford for court because the Canadian bridge at Tascosa had been washed

out. They reported a five-inch rain at Dalhart. They reached here via Tucumcari on the Rock Island.

Ex-Governor W. R. Stubbs of Kansas, his brother, J. E. Stubbs, and J. D. Thompson of Hereford had acquired a 40-section ranch in Deaf Smith.

Mr. and Mrs. J. W. Chapman had just celebrated their fortieth wedding anniversary at their ranch 25 miles northwest of Hereford.

J. W. Barnett, R. N. Mountz, H. C. Myrick and G. M. Suggs were re-elected to the school board.

A Mother's Day service was scheduled for the Presbyterian church on Sunday, May 10.

D. L. McDonald shipped from his north farm last Friday, 98 baby beeves to the Kansas City market. Leslie Morford accompanied the shipment and reported a sale on Monday by wire at \$8.75.

## By Their Words AND OURS

The recent "send-a-dime" chain letter which has flooded the Denver post office has been declared illegal by the government. Now all they have to decide is who is going to get the job of returning the dimes? Cracker Crumbs, State Line Tribune.

While we are on the subject of sand storms you may remember an article in The Leader which announced that the "Daddy of All Sand Storms" had hit in Wellington. Mrs. W. E. Leach saw the article and with a sigh said, "Well, I certainly hope that he has not come to make a place for his children."—Jimmie Gillentine, Wellington Leader.

And what must the small newspapers of the country expect next? Some months ago this editor received a code book, saying we must charge \$4.75 for 500-20-pound bond letterheads, printed. Only last week this editor was offered the job of printing up 500, 20-pound bond letterheads, 8 1/2 x 11 inches, the same kind of a job which the code says must be charged for at the rate of \$4.75 for 500. The Relief Agency of Armstrong County, who ordered this job had quotations from State Headquarters saying the 500 20-pound bond letterheads must be printed by the local printer at only one dollar and sixty-one cents, a few cents more than the actual cost of the blank paper. The local appointees of Armstrong County Relief are in no wise responsible for this dirty, double crossing deal, handed out to the smaller papers throughout the state. Newspapers throughout Texas have given unstinted and without any charge whatever, thousands of dollars worth of advertising of relief work and toward the dole system and for pay for this free advertising they are asked to print up 500, 20-pound bond letterheads, 8 1/2 x 11 inches, for only \$1.61. In all fairness, the local printer should have all the printing that is put out by the County Relief Agency, at a live and let-live price. If not, why not?—Claude News.

## Fat Folks Read This She Reduced 14 Lbs. In 3 Weeks

Paid No Attention To Envious Gossips

Mrs. J. H. Valentine of Freeport, N. Y., writes: "I lost 14 lbs. with Kruschen and my husband took off 12 lbs. in 3 weeks and intends keeping up the good work. I think Kruschen is simply wonderful." Intelligent folks like Mr. and Mrs. Valentine don't listen to gossiping folks who tell them it's impossible to reduce safely. Kruschen Salts is one safe reducing treatment—it's a health treatment—physicians prescribe it—just take a half teaspoonful in a cup of hot water first thing every morning—taken fine with juice of half lemon added—a jar last 4 weeks and costs but a few cents—any drug store. Chase Drug Store.

## St. Anthony's Church

Sunday mass at 8 and 10 o'clock. Christian doctrine after second mass.

Week day mass at 8, Thursday, 6 at camp; Saturday at convent. May devotions each evening at 8. The May crowning with procession will take place Sunday evening at 7:30, and will be part of the Mother's Day program.

The last bake sale proved encouraging to all the ladies. This Saturday they will hold it at Piggy Wiggy and hope to have an even larger assortment of things that will fit in just fine with meals on Mother's Day. Come early for the better selection.

## Midgets and CCC Tie In Ball Game

By Homer Fox  
Tuesday afternoon the Midgets' new pilot, J. M. Posey, gathered up a bunch of kids, mixed in a few firemen, slipped down and took the CCC bunch on for a pretty fair ball game in a seven-inning battle that wound up four-all.

This CCC bunch have a pretty good looking ball club for this early in the season and by the time they get those new suits covered with dirt and a few holes in them, about half their bats broken, and use up a few gallons of horse liniment, they are going to make some team hard to catch in the City League. Bert Glasier was elected captain of their outfit last week and the boys should round into shape fast under his capable coaching, as Bert is an ex-leaguer from the Texas, Western and Pacific Coast leagues, and in 1921 went up to Cleveland for a short while. The CCC boys will play Black on their new diamond at the park Sunday afternoon and everyone is invited to come out.

## SIMS COMMUNITY HAS REVIVAL MEETING

Evangelist Rue Porter of Neosho, Mo., is visiting his old friend, T. F. Bohannon, and is conducting a short meeting at the Sims school house. Mr. Porter is widely known as a preacher and writer, and is a pleasing speaker. People are coming from Amarillo and intermediate points to hear him.

The meeting will continue over Sunday at which time a basket dinner will be served and a great crowd is expected. It has been announced that the "City Four-square" will be discussed at the morning hour, and the "End of the Curse" will be the afternoon subject that day. The evening subject will be "The Conclusion of the Whole Matter." Everyone invited.

## School Gets Credit

An additional credit of affiliation with the state department of education has been granted the Hereford High school in orchestra. C. H. Dillehay learned yesterday.

This credit was given without submission of material as was the Canyon were visitors at the lunch-students can use band and orchestra credits earned in high school here for college entrance.

## PRESBYTERIAN CHURCH

W. M. GRIFFIN, Pastor.

Sunday school, 9:45.  
Morning worship, 11.  
"The Mothers,"  
Christian Endeavor, 7 p. m.  
No evening service.

## NOTICE TO PUBLIC

Youngsters of the city are causing a great deal of trouble by breaking windows in chicken houses, garages and other out-buildings with "nigger shooters" and air rifles. There are also complaints of boys damaging flowers and shrubbery by running across yards. I urgently request the cooperation of parents in stopping these practices.

CHARLES J. PADDOCK, Mayor.

Mrs. Harvey Cash and daughter, Mrs. Rufus Dodgens of Canyon visited in the E. S. Ireland and H. C. Baird homes here Sunday and Monday.

F. M. Hughes, young barber of Frons, died there last Saturday and was buried Monday afternoon.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHEAP.

## Grandma Sams Dangerously Ill

"Grandma" Sams, West Texas' oldest citizen, will not be able to attend the old-timers' round up here tomorrow. She is sick.

Mrs. Nancy Julia Ann Sams is 103 years old and she has been ill several weeks. Doctors fear she will never recover.

Mrs. Sams lives with her daughter, Mrs. J. S. Smith, near the Easter school house, 12 miles south of Hereford on the Dimmitt road in Castro county. She has lived there the past ten years.

Born near Nashville, Tennessee, in 1832, Mrs. Sams grew up in that state. Her maiden name was Nancy Julia Ann Berry. In 1853 she was married to James Sams. After the Civil War, in which Sams fought, they left Tennessee, coming to Texas in 1870.

There were five children, three boys and two girls. Mrs. Smith is the only one alive. The other daughter, Mrs. Susan Crumley, died in Hereford several years ago.

## McCarty Chosen Head of Editors

John McCarty, editor of the Dalhart Daily Texan, was named president of the Panhandle Press Association at the annual convention last Friday and Saturday in Amarillo. Harry Koch, publisher of the Tribune-Chief at Quanah, is the new vice president, and Clyde Warwick of the Canyon News is secretary and treasurer.

A feature of the convention was the first gridiron dinner, given Friday night. Prominent personages of the Panhandle were put on the griddle and roasted to a turn.

Mrs. Seth B. Holman, Brand publisher, represented the Hereford paper at the convention. She was a member of the nominating committee. Wes Izard of the Amarillo-Globe, and Gilmore Nunn of the Pampa News were named directors. Dave Warren of the Panhandle Herald is retiring president.

BRAND WANT ADS INVARIABLY GET THE JOB DONE!

# Pioneers . . .

Out of the dim past comes the legend of Coronado, dauntless Conquistador of historic Spain, in search of the seven mythical cities, leading his daring band from the colonies on the Gulf to the boundless, rolling prairie that lay on the north and thence westward toward the setting sun. Knowing not what lay beyond and mindful of the day when he would turn his face toward home, he marked his path with stakes driven in the virgin soil to guide his return. Years passed and other daring spirits followed the trail he had made. The vast domain became known as the Llano Estacado, and now, by the thousands whose homes are there, is proudly called the Great Staked Plains of Western Texas.

As Coronado blazed a trail, we, too, have pioneered. Entering this country in 1915, we have been privileged to take part in the development which has transformed the open ranges into fertile farms and modern homes of today. Thriving cities now stand where cattle grazed a few years ago. The whistle of the locomotive has drowned the wailing howl of the coyote and countless motors glide along the highways, paralleled by gleaming threads of copper which bring to every town and countryside all the comforts of the electrical age.

In truth, we are proud of the achievements which have crowned the efforts of all who have labored in the progress and development of this great Empire of the West.

WELCOME TO HEREFORD, PIONEERS!

# TEXAS UTILITIES CO.

## Welcome Pioneers!

MAKE OUR PLACE YOUR HEADQUARTERS!



SUNDAY IS  
Mother's Day!

Remember How With a Dress, Hose  
Gloves, Purse or Lingerie!

You are invited to come in and see the marvelous values we are offering in dresses in Silks, Cable Nets, Voiles—at any price you want.

An invitation to the Sweet

Girl Graduate. Any type

dress at any price you want

for the occasion, in Silk,

Laces and Organdies.



# FASHION DRESS SHOPPE

We Introduce—

# Cream O' Plains Ice Cream . . .

A new product of the Farmers Creamery is Cream O' Plains Ice Cream, which we are now producing. Made of pure sweet cream and sweet milk, it is ice cream of the highest quality.

It will be for sale in all our branch stations in more than 20 towns in the Panhandle and Eastern New Mexico.

We have installed new equipment for the production of this ice cream, which you will find to be of the same high quality and taste as Cream O' Plains Butter.

INSIST ON CREAM O' PLAINS ICE CREAM AND BUTTER!

A Welcome and Invitation to the Old Settlers to Visit Our Plant

# Farmers' Creamery Association

# Mother



Stays Youthful . .

Because She Keeps Abreast of the Times

The modern MOTHER is still young at an age when women of yesterday were knitting. She stays young because she keeps her mind young and active with interests that yesterday's women never imagined. But she has to have time for those new interests—she can not afford to let washday waste a day of her week. That's why so many modern MOTHERS are using the HEREFORD LAUNDRY SERVICE.

Let Us Do Your Blankets and Comforts— You Will Be Pleased.

Roger Corbett is now in charge of our dry cleaning department. Mr. Corbett is an experienced cleaner and he will be glad to serve his friends.

Phone 296—We Call for and Deliver.

## HEREFORD LAUNDRY AND DRY CLEANING CO.

WELCOME, PIONEERS—VISIT OUR PLANT

## MOTHER'S DAY SUGGESTIONS

SUNDAY, MAY 12, IS MOTHER'S DAY! GIVE HER A PRACTICAL GIFT!

Tumblers, Ice Tea Glasses, Salad Plates, Goblets and Sherbets in Crystal and Cut Glass. We have a special price on a lot of Tumblers and Ice Tea Glasses in beautiful Crystal Cut Glass.

Cooky Jars, Casseroles, Cooking Utensils, Revolving Refrigerator Sets, Sets of Dishes, Lamps, both floor and reading, Relish Dishes of all kinds.

We also have a complete line of the Harker Baking Pottery. These are beautifully designed and are most attractive as well as very practical.

Make your gift to Mother a useful gift—one that she will use through the entire year. Visit Our Store Friday, Old Settlers' Day. It's a Pre-Centennial Celebration

## STREU HARDWARE CO.

# Compare

The old-time vehicles you will see in the parade tomorrow with today's modern

# Chevrolets Oldsmobiles

Which are on display at our showrooms. You will be surprised.

## Old Timers—

Make our place your headquarters during the celebration Friday. We want you to visit us.

And We Want Everyone to See

Our Modern Shop

We Also Have Some Good

## Used Cars

# BRUMLEY CHEVROLET CO.

## Old-Timers

(Continued from page three)

UNCLE HENRY WILSON was a rancher from 1902 when he arrived until 1906, when he moved to town and opened a meat market. He has been justice of the peace since 1922.

H. H. HAWKINS and wife arrived from Midlothian in 1900 and took up farming and ranching. The following year he was joined by his brother.

RUSSELL CARROLL arrived in 1898, from Collin county. His brothers, Will and J. C., came a few years later. They are all still present and thriving.

CLARENCE SMITH and family arrived in 1904 from Modena, Missouri. He was postmaster from 1907 to 1914. Ralph and Bill are sons. Leslie, another son, died in 1932.

JOHN B. MILLER arrived in 1902 from Cook county. His sister, Miss Tennie Miller, came with him. He was married in 1907 to Miss Addie Vaughn. He has been sheriff here since 1929.

BILL RAY has been a watchmaker and the city's sage ever since coming in 1905 from Waco. There is a son, Oliver, teaching at Texas A. & M., and two daughters.

MR. and MRS. W. B. GREEN settled in Castro county in 1901, coming from Frost, Texas. He is a farmer and was once Castro county tax assessor.

A. A. OTT has been in the land business since coming from Hilton, Kansas, in 1907.

CARL COCKRELL has been a land agent and merchant during his residence here which dates from 1906 when he arrived from Princeton, Missouri. In 1919 he was married to Miss C. Ora Smith.

MR. and MRS. FRANK WILLIAMS came from Linnville, Iowa, in 1906. He divides his time now between ranches here and near Phoenix, Arizona.

L. BASKIN has been in the land and abstract business since his arrival in 1908 from Kansas City.

MR. and MRS. D. CRAWFORD came from the Indian Territory in 1903. He was a railroad.

JAMES WALLACE ROBINSON came with his parents from Gainesville in 1901. He is a grocer and butcher.

WALTER DUNLAP first saw Hereford in 1904, coming from Wichita Falls with his parents, Mr. and Mrs. Ed Dunlap. Mrs. Bebe McLean is a sister.

GEORGE TURRENTINE, farmer and well driller, came from Ellis county in 1902.

Mr. and Mrs. J. H. Harris have been farming since coming here in 1901 from Johnson county.

J. H. WEEMS came to this county in 1890 as a hand on the XIT ranch from, Coryell county.

W. B. DAMERON and family arrived in Hereford in 1900 from Cooke county. He has been in the cattle business since and owns considerable city property.

C. C. FERGUSON came to Deaf Smith county with his parents in 1894 from Sedalia, Missouri. He has been a rancher and land dealer all his days here.

TOM CARTER arrived in 1887 with his parents, Mr. and Mrs. Elisha Carter, from Taylor county. They lived southwest of town on the Tierra Blanca, after the town was built.

Mrs. G. A. Stambaugh and her husband came in 1890 from Collin county. He was a merchant until his death in 1925.

MR. and MRS. W. M. COGDELL got to Deaf Smith county in 1900 from Limestone county. He has farmed and served a couple of terms as county and district clerk.

MRS. LELA J. MURCHISON is a sister of Rat Jowell and came in 1887. She and A. P. Murchison were married in 1894. He was a banker until his death.

E. COTTINGHAM and family are real old-timers, coming in 1889 from Travis county. He has always been a cattleman.

ALEX THOMPSON got to Hereford in 1902, two miles in advance of the sheriff of Cook county. The sheriff never caught him and Alex stayed, marrying Audrey Argo of Lamar county in 1905. He has ranched, lumbered, abstracted and district and county clerked. Also he has presided for the chamber of commerce.

ARTIS DANIEL has been here since 1902, originating in Cook county. He married Miss Wille Hammack here in 1910.

CLAUDE HIGGINS was born here 42 years ago, the son of Mr. and Mrs. W. S. Higgins who came from Cook county. Other children in the family are Mrs. J. S. Orr, Mrs. Edna Rambo, Mrs. Chas. Hodges and O. K. Higgins.

JOHN L. WILSON brought his family here in 1900 from Denton.

J. J. LINDSEY is a farmer and has been since arriving with his parents from Callahan county in 1900.

MRS. MARY WILKINSON came from Greenwood, Arkansas, with her husband in 1905. He died some years ago.

F. H. BRITAIN and his family came from Dallas county in 1902. ALVA WILSON was born here in 1892, a son of Mr. and Mrs. R. L. Wilson. His father is at Hot Springs, New Mexico.

MACK BEACH came with his parents, Mr. and Mrs. W. B. Beach, in 1891 from Grayson county.

## Bippus Items

BY RUTH REESE

Take Produce to Carl's Gro. if Shoppers in Hereford Saturday were Mr. and Mrs. S. I. Riggs, Mrs. Bippus and Violet, Rufus Overstreet, Charlie Hoover, Claude Norris, Mrs. R. T. Reese, Milton and James, Miss Lorene Stagner, Marvin Morrison and Homer Dodson made a business trip to Amarillo Tuesday.

Mr. and Mrs. Steve Williams were in Amarillo Tuesday. Mr. and Mrs. Emory Burks called at the Jean Simmons home Sunday.

Cleo Lee is absent from school on account of measles. Mr. and Mrs. C. V. Griggs visited in the C. T. Reese home Sunday night.

Mr. and Mrs. C. T. Reese and children visited in the L. M. Turner home Sunday.

Mr. and Mrs. R. J. Overstreet and Mr. and Mrs. Hoover and children visited in the Alvin Aliston home Sunday.

Ruth Reese spent Tuesday night with Cleo Lee. The club will meet with Mrs. C. T. Reese May 8.

Z. J. Steen has returned from Mineral Wells. Mr. and Mrs. G. W. Wells are moving to Hereford.

Mrs. Frank Cannaby spent Friday with Mrs. C. V. Griggs.

## Fairview-Palo Duro Items

BY MISS LILA MAE OGLESBY

Rain and snow of last week end will be of help to farmers. Mr. and Mrs. Eugene Oglesby and child of Bushland visited the H. J. Oglesby home Monday.

The senior play, Bertie's Cave Woman was given at Wildorado High school last Friday night and was enjoyed by all.

The Methodist revival at Wildorado closed last Thursday night. There will be a mother's day program at the Palo Duro Baptist church Sunday night. Everyone invited.

Mrs. J. M. Dyar was ill last week.

Jehupie and Marvin McBroom of Canyon visited in Wildorado last Saturday night.

Dick Alfred and Floyd Tomlinson started to Hereford to the commissioners' court last Thursday and returned with two coyotes.

Tom McClain has been ill the past week.

Mr. and Mrs. S. B. Oglesby of Castro county, Mr. and Mrs. Geo. Muse and Taylor Oglesby of Hereford were Sunday dinner guests in the H. J. Oglesby home.

Mr. and Mrs. Dave Moore and Orville Moore and J. B. Grisham went to the Palo Duro Park last Sunday.

## PRIMITIVE ESKIMO RACES GREATEST OF TOY MAKERS

While toys apparently are common to the human race in all climes and all ages, it is among the Eskimos and nomad peoples of Northern Siberia that the greatest profusion of playthings is found associated with primitive peoples, according to the Smithsonian Institution.

One of the institution's choicest toy collections is from the desolate St. Lawrence Island in Bearing set, from the lowest habitation level supposedly occupied by early migrants of the Eskimo race from Asia. Even in this remote antiquity there are plenty of playthings—miniature sleds, kayaks, harpoon heads, etc., illustrative of the elders.

With the successive habitation layers the profusion of toys increases and delicately carved ivory replaces wood. There are great numbers of ivory dogs, bears, foxes and especially, different varieties of swimming birds. Numerous human figures also are found. These ivory pieces were used in a curious sort of dice game which survives and apparently has been played by the children for many generations.

An even greater profusion of toys is found among the Eastern Eskimo of Greenland and the Hudson Bay region, both contemporaneously and in archeological deposits.—Boston Globe.

## Modern Living Customs

Organized society is the aggregate of persons living together in a more or less orderly community, systematically arranged and mutually connected and dependent. It functions through custom, public opinion and law.

## POP-CORN PRICES GO HIGHER; SUPPLIES LOWEST ON RECORD

Popcorn prices are on the rise. A year ago popcorn was selling in Iowa for 1 cent a pound, about the lowest price on record. Today farmers are getting 5 to 8 cents. Eastern dealers are asking 12 to 15 cents a pound. No one will predict what prices may be asked—and obtained—before another crop is harvested. Supplies are the lowest ever recorded by the United States Department of Agriculture.

Responsibility for this situation rests on last summer's drought. Iowa, Nebraska and Kansas normally lead in popcorn production, raising more than 75 per cent of the crop. The 1934 crop in Iowa was 2,500,000 pounds, approximately 7 per cent of the normal Iowa crops for the last 10 years.

In Nebraska and Kansas popcorn last summer was a failure. Probably less than 500 acres were harvested in Nebraska, with yields too low to record. Kansas planted 9,000 acres last spring and harvested a crop failure. Apparently the American Public will eat less popcorn or pay more for the privilege.

Growers who seek advice from the Department of Agriculture are reminded that an attempt to make a "killing" in 1935 by planting an abnormal acreage could easily result in a big surplus. A surplus of popcorn is more common than a shortage.

Popcorn has never been imported in quantities. Some, however, may be available in Argentina. That country customarily produces about 1,000,000 pounds a year, but the 1934 crop was short and supplies are reported difficult to obtain. Argentina's 1935 crop will not be available until late this month.

Popcorn is an American delicacy, even though two of the best known types bear the names of South American and Japanese Hull-less. The former has a big kernel, and pops with a rich, buttered color. The latter is smaller, more delicately flavored, tender and white. Rice popcorn is another standard type. All have a number of trade names.

Popcorn is classed among the luxuries. Vendors report that business is best when times are good and spending money plentiful. In recent years popcorn has run into stiff competition from candy bars and frozen confections.

## Schnauzer, Powerful Dog.

The Riesen Schnauzer, as he is called in his native Germany, towers above the average-size dog like the powerful giant which his name implies. Muscular, yet presenting all the symmetry and proportionate agility of his standardized and miniature brothers, he is impressively authoritative in his appearance.

## Fermented Food

Fer is a food product made from the root of taro that is baked and ground, then made into a thick paste and allowed to ferment.

## Brand Want Ads Pay Good Dividend

### MOTHER'S DAY SPECIAL

Permanents ..... \$1.00

Free Wave Set on Saturday and after school week days.

### Mrs. Bailey's Beauty Shoppe

306 E. Tenth-Harrison Highway, North Lake Park

WELCOME, PIONEERS!

# PANTRY SPECIALS

## FRIDAY AND SATURDAY SPECIALS

COMPOUND, and kind, 8-pound carton ..... \$1.10  
 KRAUT, Marco, No. 2 1/2 can ..... 10¢  
 KRAUT, Marco, No. 2 can, 3 for ..... 25¢  
 SARDINES, No. 1 tall can, 3 for ..... 25¢  
 LYE, 2 cans ..... 15¢  
 BROOMS, 50c value ..... 38¢  
 SPAGHETTI, bulk, per pound ..... 8¢  
 MACARONI, bulk, per pound ..... 8¢  
 SALMON, Concho, 2 cans ..... 25¢  
 CRACKERS, A-1 or Saxet, 2-pnd box ..... 19¢  
 APPLES, Fancy Winesap, large, dozen ..... 25¢  
 COOKIES, Ice Cream, pound ..... 24¢  
 PRESERVES, White Swan, 4-pound jar ..... 65¢  
 BEANS, fresh, nice, 3 pounds ..... 25¢  
 STRAWBERRIES, Arkansas, quart box

WE MEET ALL COMPETITION  
 SUGAR, 10 pounds WE MEET ALL COMPETITION  
 SPUDS, 10 pounds WE MEET ALL COMPETITION  
 BAKING POWDER, Calumet, 1-pound can ..... 22¢  
 CARROTS, fresh, large bunches, 3 for ..... 10¢  
 COFFEE, Chase 1/4 Sanborn Dater, pound ..... 28¢  
 BEANS, green cut Curtis, No. 2 can, 3 for ..... 25¢  
 MUSTARD, prepared, in shaker ..... 9¢  
 COFFEE, Break O' Horn, pound package ..... 18¢  
 MATCHES, Rosebud, carton of 6 boxes ..... 28¢  
 MATCHES, Good and Cheap, carton of 6 boxes ..... 22¢  
 TEA, Lipton's, with tea, glasses free, 1/4-lb ..... 25¢  
 RICE, bulk, nice, 3 pound package ..... 17¢  
 PRUNES, 50-60 size, 3-lb package ..... 25¢  
 FLOOR POLISH, Best Yet, 25c size ..... 18¢  
 SOAP, Assortment and Mixing-Bowl, \$1.40 value ..... 99¢  
 PORK and BEANS, any kind, 4 cans ..... 25¢  
 TOILET TISSUE, Northern, 3 rolls ..... 22¢  
 POTATOES, new, 2 pounds ..... 15¢

# Weir's Grocery

Bring Us Your Eggs—Market Price—Buy At Home



Phillips 66 Motor Oil  
 Fresh, clean, protected in railway-coated cans. 2 1/2 a quart . . . in bulk, 2 1/2 a quart.

SPRING is here . . . Go places! . . . See things! . . . Step on it and sweep eagerly along the white ribbon of open road. Or ease along in the traffic without babbling clutch or gear-shift. At every pace from 6 to 60, Phillips 66 delivers lively, smooth, sustained power. It's engineered to do that. And expressly designed to do it with genuine economy.

You get a new thrill behind the wheel of your car when the tank is filled with Phillips 66. "Here," you'll say, "is a gas that is different, that sure gives a rush of fast, sweet, flexible power." No knock. No waste. You'll really enjoy driving with this 100% custom-tailored gasoline.

Why 100%? Because Phillips 66 is first, far ahead of the bandwagon rush, in matching gasoline weather. We pioneered the idea. Originated CONTROLLED VOLATILITY nine years ago! Naturally our preponderance of experience enabled more accurate climatic adjustments of Phillips 66 to your weather at your locality.

Thus you are sure of peak performance and more pleasurable motoring every day in the year, from January through December. T attendant at any Orange and Blue 66 pump will snap into action you drive in. Your motor will snap into action as you drive out.

# GREATER MILEAGE

# Sketches of Deaf Smith Pioneers Reveal Interesting Incidents

## OLD-TIMERS SPIN TALL YARNS OF EARLY DAYS IN PANHANDLE

(Continued from page one)

**CARL GILLILAND** has been practicing law since his arrival in Herford from Clay county, Tennessee, was married here in 1905 to Irene Estes, daughter of Mr. Mrs. John Estes. Gilliland is a staunch advocate of irrigation in this area. He has done a bit of farming in addition to his law practice.

**A. W. GREGG** (r. Gregg did not come here in 1907 from Allen county, Ia. For the past 12 years he has been in charge of the parks and is largely responsible for the city's beautiful system of parks. r. Gregg is 89 years old and till thoroughly active in his work.

**DOW MERCER** was in 1890 that Dow Mercer had here from Washburn where he arrived from Johnson county the year before. Dow was a her out in the La Plata country for a spell. He drove the first in the McClary restaurant building, the first building in Blue-va, Texas, which was later sold and then Herford. Dow attended the city's first low event, a dance in that building. Mrs. McClary, Mrs. Kate Tomery and Mrs. Matt Taylor were the only ladies present.

**ED F. CONNELL** d Connell was a ranger in rillo from 1891 to 1893, when was called to Deaf Smith for special work on the XIT. He was appointed sheriff 896, serving until 1900. He elected sheriff in 1906 and d two terms. Connell was married here in Mrs. Connell was from Bell ty and he originally from amson.

**MRS. L. R. BRADLY** ra. Bradley was a daughter of and Mrs. J. C. Womble, who here in 1883. Will, Troy and Womble are her brothers. She built a dug-out in what is West Herford as the first once here. The Wombles came Huntington, Tennessee. R. Bradley and family lived a ranch four miles east of ford and were among the raisers of purebred Herfordas.

**W. H. RUSSELL** dge Russell came to Herford 902 from Paris, Texas, and out his shingle as an attor- He was married here in 1905 fisa Nora Daniel. He prac- for two terms when he was judge, 1910 to 1914.

**R. W. BAIRD** W. Baird came to Randall y in 1886 from Grayson coun- after staying six years, he ned to Grayson for a couple ears and got married, then ht his bride to Randall. 1900 the couple moved here Mr. Baird acquired his ranch. as sheriff from 1910 to 1916. are two children, Fred and ce.

**J. WALKER BRADLY** ole Walker Bradley was a for the LS Ranch in the west part of the county in when he came from Grayson y. He kept that up for 13 1898 he settled on his pre- ranch. There are two child- Miss Mary Bradley and Mrs. Roberson. Uncle Walk is and animal inspector.

**AND MRS. W. B. ANTHONY** t. and Mrs. W. B. Anthony here from Ennis in 1908, reared four sons and six sters here. Mrs. Clifford Cox is only one living in Herford. v. Anthony is in good health so is she. Mr. Anthony has most of Herford, being a ster, and he believes in the ry.

**E. AND MRS. J. H. HEAD** eal builder is J. H. Head. He been here since 1900, coming Collin county. He was Here- third mayor and served as lderman before that. In ad- he was treasurer of the y two terms. Head has been in the ranch- ness and was with E. W. son in the elevator business than 10 years. He and Mrs. have three children, Mrs. Mercer of Herford, Mrs. Groner of Plainview, and s of Chicago.

**MRS. W. M. MEGERT** 1897 Judge and Mrs. W. M. rt moved to Castro county Hood county. They operated uch and did a lot of farming 1924 when Judge Megert died. y came to Herford in 1902. ived here. Judge Megert serv- city and county attorney and y judge. There were four en, all girls. Mrs. Hubert Mc- e lives in Amarillo. Mrs. rd Ricketts and Mrs. Ed live in Dallas, and Mrs. l Weeden in Guymon, Okla-

**H. ELLISTON** and family in 1904 from Collin county, as been in the land business ranching since.

**J. H. PITMAN** Outside of a venture into sheep ranching, Joe H. Pitman has led a Christian life. But he and Mrs. Pitman are fairly old timers in Herford, coming here in 1906. They arrived in Amarillo from Missouri in January of 1906 and came on to Herford in September. Pitman has engaged in stock farming and real estate business in his 28 years here. They have four children, Jonathan, Mack, W. C. and Miss Eloyse.

**MRS. E. W. HARRISON** Mrs. E. W. Harrison, wife of the late Esca Harrison, is another old timer, having lived here since 1902, coming from Waxahachie. Her husband, who died in 1928, came in 1901. He was in the cattle business then, operated a clothing store and was later in the grain business. Mrs. Harrison has two children, David of Farwell, and Miss Mattie Lou of Pampa. Another child, Wesley, lost his life in an accident at the elevator in 1924.

**RAT JOWELL** Rat Jowell had a lot to do with Herford's name. It was he who brought in the foundation stock of several famous herds of purebred cattle. Fine cattle were the Guggell & Simpson Axley Fourth Herfordas that Jowell brought from Missouri. When the name of this town was changed from Bluewater to Herford because there was already a Bluewater, Texas, in the post office directory, the name Herford was chosen because of the numerous whiteface cattle which Jowell had helped to popularize.

**G. K. JOWELL**, Rat's father, brought his family to old La Plata in 1887, where they ranched for some years. Rat was a child then. He became the county's third sheriff. It is said he knows more about Herford cattle than any man in the Southwest.

**W. A. WITHERSPOON** W. A. Witherspoon and family migrated to these parts in 1890 from Ellis county, settling at La Plata. The children were Vern, Rem, C. G., Anderson, Tom, Hugh, Mrs. R. L. Wilson, Mrs. J. H. Wesma, Mrs. Lynn Fertsch and Mrs. Gay Rogers. The Witherspoons helped to organize the county and to found the city of Herford. C. G. was the first county clerk, recording the first deed.

**R. H. NORTON** Clara's Ranch, 10 miles east of Herford, was the post office in 1898 when this city was called Bluewater because of the creek. Esra Norton remembers when his parents, Mr. and Mrs. R. H. Norton, moved their family here from Quanah that year. The name of the town was changed at the insistence of the post office department. Esra is an auto dealer here now. His father lives in Amarillo.

**D. E. GASS** In 1894 D. E. Gass brought his family here from Hale county where they had gone from Haskell five years earlier. Mr. Gass was in the mercantile business with Judge L. Gough for some time. He is still in that business along with his farming. Children of the Gass family are Nestor, Charles, Claude, Beulah, Brucie, Ina, Dimple and Mabel.

**E. H. FULLWOOD** E. H. Fullwood-always liked to tinker with things. He is a fine woodworker and has invented several gadgets, including a power windmill that is a big success. He used to sell aluminum ware and N. C. Vogeel still has some utensils bought from him early in the century. But Fullwood was a rancher in the west part of the county when he came in 1892. Once he raised five watermelons that weighed 305 pounds. His son, Bob, is in the electrical business now.

**JUDGE C. F. KERR** Judge C. F. Kerr has been ranching and farming in Castro county since 1897, and was in Hale county five years before that. He was once county judge of Castro. In addition to his ranch and farm activities, the judge is the principal owner of hardware and implement firms here.

**E. B. BLACK** Parmer county's first farming was done by E. B. Black shortly after he came here in 1901 from Gainesville. His farm near Black in Parmer was that county's first. Mr. Black has been in the furniture and undertaking business right here ever since his arrival. He has been mayor and president of the chamber of commerce as well as a leading church and civic worker.

The Blacks have four children, Mrs. Jesse Stanford, Mrs. Elizabeth Burkmeier, James and William.

**S. E. ASKREN** S. E. Askren once operated a broom factory 12 miles southeast of the present site of Herford. He and Mrs. Askren came in 1891 from Sherman, Texas. Mrs. Askren is still here. Needless to say, the broom factory has been out of operation for some time.

**DR. G. F. LeGRAND** Dean of Herford physicians is Dr. G. F. LeGrand, who brought his family in 1903 from Young county. Dr. LeGrand believes in irrigation and has a farm that operates on the principle. His sons, Louie and George, are operating the City Drug Store. There is another son, Gene, and a daughter, Emma, died in 1921.

**MRS. J. W. HICKS** Mrs. J. W. Hicks has lived in Herford since the fall of 1903. She and her husband, the late Dr. Hicks, came from Arlington. Dr. Hicks died in 1931. Two children, Bernard and Miss Vida, has Mrs. Hicks reared in Herford. She is a real pioneer and booster for the country as are the children.

**MRS. N. M. PATTON** Mrs. N. M. Patton came to Herford in 1900 from Plainview, where she and Mr. Patton had lived three years. Mr. Patton bought out the Smith-Walker Dry Goods store shortly after coming here. He died in 1904.

Mrs. Patton has reared six children in Herford. They are John, Mrs. Leonard Ricketts and Mrs. Jack Newell of Herford; Mrs. W. J. Todd of Canadian, Mrs. W. A. Trotti of Fort Worth and Fred of Chicago.

**MRS. MARY PALMER** The T. M. Palmer family arrived from Wichita Falls in 1899 and settled on a 12-section ranch two miles north of town. Mr. Palmer was later in the lumber business. There were three children, Walter, Della and Mrs. Ezra Norton.

**FRANK BARBER** came to Herford with his parents in 1900 from Plainview. They were originally from Throckmorton. Frank was postmaster at Dimmitt from 1913 to 1917 and worked in the post office here before going into the insurance business.

**MR. AND MRS. J. P. ROBBERSON** settled on a farm north of Summerfield upon coming here in 1901 from Cleburne. Their family consists of Jack, Wiley, O. E., Miles, Dock, Mary Lou and Lillian (Mrs. W. A. Smith).

**MR. AND MRS. C. S. RICHARDS** came from Young county in 1900. They had a ranch near La Plata then. He was later a merchant here. The children are Frank, Emma, Elizabeth and LeRoy.

**GEORGE GUINN** brought his family to a ranch 10 miles northeast of Herford in 1901 from Quanah. In the family are Lester, J. T., Mrs. John Sherman, Mrs. Channess and Mrs. Frances McClendon.

**C. P. ARTHUR** was tax assessor from 1912 to 1916. He and Mrs. Arthur came in 1902 from Ellis county. Mrs. Nona Jowell is a daughter.

**J. W. ROBINSON** has been farming since his arrival in 1902 from Dallas county. He has one son, James.

**STEVE SANDERS** is going to wear his father's Confederate uniform in the parade of old timers tomorrow. He and Mrs. Sanders came in 1902 from Stephens county. Their children are Grover, Jim, Clemmie, Callie, Tom and Jay.

**D. W. HAWKINS**, who came as a school teacher, but was a partner in the Hawkins ranch. D. W. was later a partner in the Herford Brand.

**MRS. MATT GILLILAND** is a real old timer. She came in 1896 with Mr. and Mrs. W. B. Beach. Mr. Beach was president of the First State Bank. Matt came in 1903 from Gainesville. He and Miss Willie Dyer were married in 1906.

(Continued on page four)

**Drive In Here—Let Us Do Our Stuff!**

It's part of our service to fix you up right—fill your radiator and battery, test your tires and clean your car. But we do more than that—we give you Texaco Gas and Motor Oil.

**Texas Service Station**

GLEN SNYDER

**FURR FOOD STORES**

lower prices

**COFFEE**

Chase & Sanborn

1 Pound ..... 26¢

**SPECIAL SKINNERS**

the Superior MACARONI SPAGHETTI.

Pure EGG NOODLES

Two Packages ..... 15¢

**Skinner's Raisin Bran**

Two Packages ..... 25¢

**Two Schilling Coffees**

2 Lbs ..... 58¢

1 Pound Can ..... 30¢

**MALT BLUE RIBBON**

55¢

**LIBBY'S**

TOMATO JUICE, No. 1 Tall Can ..... 9¢

VIENNA SAUSAGE, 2 cans ..... 15¢

POTTED MEAT, 2 cans ..... 9¢

PINEAPPLE, Sliced or Crushed, No. 2 1/2 can ..... 21¢

SPINACH, Buffet Can ..... 5¢

**COCOMALT**

Chocolate Malted MILK

1 Pound Can ..... 43¢

**SALAD WEEK Specials**

**MAYONNAISE**

1000 Island or Relish Spread ..... 15¢

Kraft, Kitchen-Fresh ..... 15¢

**Salad Dressing**

GINGER ALE Or Sparkling Water, Clicquot Club, bottle ..... 11¢

MILK Peter Pan, 4 large cans ..... 25¢

LIMA BEANS Success, Fresh, No. 2 can ..... 10¢

APPLES Faycano, No. 2 1/2 can ..... 10¢

CHEERRIES Red pitted, No. 2 can ..... 15¢

**Shredded Wheat**

Two Packages ..... 25c

PEAS, American Wonder Early June, 2 No. 2 cans ..... 25¢

RAISINS Thompson's Seedless, 4-lb bag ..... 29¢

MARSHMALLOW'S Edward's, 1-pound package ..... 17¢

JELLO 2 packages ..... 11¢

ROYAL GELATINE 2 packages ..... 11¢

**SANI-FLUSH**

1 can ..... 21¢

**MELO**

2 Cans ..... 17¢

**HY-PRO**

Quart Bottle ..... 17¢

**WHITE KING**

Granulated Soap

Large Package ..... 33¢

**TOILET SOAP**

3 Bars ..... 14¢

**LUX FLAKES**

Large package ..... 24¢

**LUX TOILET SOAP**

Lux, 2 bars ..... 13¢

**STRAWBERRIES** Quart Boxes 18c 35c

CARROTS, RADISHES GREEN ONIONS, 3 large bunches ..... 10¢

POTATOES, Idaho Burbanks Good for baking, 10 pounds ..... 19¢

ORANGES Navels, fresh, juicy, 2 dozen ..... 25¢

**LOAF MEAT**

Fresh Ground Pork Added, Lb ..... 15c

BACON Armour's Sliced, pound ..... 29¢

ROAST Pork Shoulder, lean, pound ..... 21¢

CHEESE Long Horn, pound ..... 22¢

LAMB Leg O' Lamb, pound ..... 22¢

VEAL CUTLETS Pound ..... 23¢

BARBECUE FREE GRAVY, pound ..... 23¢

**BROOKS' DRUGS**

"PAY CASH AND SAVE"

PHONE 99 WE DELIVER

**GLOBE BLACKLEG VACCINE**

FOR COMPLETE PROTECTION AGAINST BLACKLEG

UNIVERSALLY USED SINCE 1918

We have just received a complete line of GLOBE Vaccine and Stock Remedies which we will keep refrigerated all summer.

KRESO DIP, gallon ..... \$1.50

SODIUM FLUORIDE, 1 pound ..... 25¢

BLACK LEAF "40," pint ..... \$1.75

GLOBE CHICKEN TABS, 100 ..... \$1.50

EPSOM SALTS, 5-pound bag ..... 39¢

GLOBE SCREW-WORK KILLER, pint ..... 50¢

GLOBE HORN PAINT, quart ..... \$1.00

ALSO COMPLETE LINE OF LE GEAR'S STOCK REMEDIES

**FURR FOOD**

PRICES GOOD FRIDAY AND SATURDAY

FREE DELIVERY PHONE 74

# Old Timers

## Always Finds a Welcome

# At Ike's

We are always honored to serve our pioneers and you old-timers will find that we take extra pains to please you. We hope you all have a grand time at tomorrow's celebration.

And don't forget to come here when you are hungry. Generous portions of good food—cooked right and served promptly—that is our motto.

And Remember—

**WHEN BETTER COFFEE IS MADE—IKE WILL MAKE IT.**

## Your wife will know why we buy from Western Electric

As the world's best purchasing agent, she applies the same rules of thrifty buying used by the Bell System.

A special study based on 3,000 separate items of telephone equipment and supplies indicates this fact: Western Electric, as supply unit of the Bell System, sells to Bell operating companies for a fourth less, on the average, than the lowest price offered by independent supply firms.

This, of course, does not mean a saving of a fourth on every item bought from Western Electric. Some supplies, such as paper, paints, poles, for example, range from 5 to 17 per cent under usual market prices. Others, such as telephones, cables and

switchboards, show similar variations in the amount saved.

But the important point, clearly indicated, is that Western's prices are appreciably lower to us than open market prices.

As one of the 24 associated companies of the Bell System, we buy most of our equipment and much of our supplies from Western because we get bargains there, because we get uniform quality and the assurance of exact performance, and because Western Electric parts are so designed that future improvements and developments will fit into and work with equipment already in use.

These factors help us materially in achieving the Bell System policy of good telephone service at fair cost to the user.

SOUTHWESTERN BELL TELEPHONE COMPANY

## School Cantata Tuesday Evening

More than 100 grade school children will participate in a juvenile cantata, entitled "The Brownie Band," next Tuesday, May 14, in the high school auditorium. There will be singing, dialog and beautiful costumes in the full evening of entertainment. The Junior Band and rhythm band will play before the beginning of the play, which has only one scene, that of the woods.

In the play is a group of school children, together with the owls, butterflies, fairies, wood nymphs, gnomes, brownies and wee-wees. Special parts are played by Mary Elizabeth Angelo, as little lost Leda; John Estes, as Billy Big-Eye; Richard Ireland, as Tommy Long-Wing; Billy Dameron, principal brownie; Vivian Olson, as Fairy Queen; June Dameron, as Fairy Princess; and special school girls are Rachel Ireland, Mary Elizabeth Hicks, Gertrude London, Billie Louise Davis, Theresa Smith, Nellie Pauline Spradley, Lois Standifer.

According to Miss Thelma McMinn, director, there will be two performances, a matinee for the small school children Tuesday afternoon, and again Tuesday evening at 7:15 for the general public. Admission for evening is 10 cents for school children and 20 cents for adults. Proceeds will go to help buy song books for Central school and art equipment. Miss Belle Harris, art instructor, has charge of costumes and Miss Eunice Rutherford is assisting in the rendition.

FOR RENT. FOR SALE CARDS AT BRAND OFFICE. CHEAP

## Want Ads

For Sale or Trade

FOR SALE: Fresh Jersey cow. Clarence Smith. 17-2p

FOR SALE: Model A Ford truck with grain body. See Bill Smith at Magnolia Agency. 17-2c

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

FOR SALE: Pure bred Duroc boar and sow pigs. Mrs. Bess Turrentine. 18-2p

FOR SALE OR TRADE: Model A Ford truck, terms or exchange for Ford or Chevrolet coupe. Ralph Barnett, Hereford, Texas. 18-2c

FOR SALE: One 15-30 McCormick-Deering Tractor. See C. A. Skelton. 1c

WILL TRADE: Ten-room modern tile stucco in Dimmitt for small farm or farm equipment and lease. Easy terms. J. W. Lile, Box 155, Dimmitt. 18-4p

AUCTION SALE: Every Monday, Clovis sales pavilion. Bring your livestock, farm machinery, anything you wish to convert into ready cash. The largest sale in the Southwest. Ray Barber, auctioneer. 1p

FOR SALE: Three quarter bed, complete with springs and mattress. A. B. London, Brooks' Barber shop. 1p

FOR SALE OR TRADE: A well improved 20-acre place, adjoining Hereford on Harrison Highway; caliche and pavement to both city schools, with H. O. L. C. loan. Will take very little cash to handle. -By Owner, P. O. Box 697, Hereford, Texas. 18-1fc

FOR SALE: A good young fresh Jersey milk cow. Troy Wombie. 1p

## For Rent

FOR LEASE, Sale or Trade: Four small improved homes, 20 acres on West Addition, City. 80 acres 12 miles southwest of city. 70 acres in Howard County, Arkansas; also six room modern home in Amarillo. Trade clear for clear. Col. W. S. Williams, 1314 Rosemont Ave., Amarillo, Tex. 17-1f

FOR RENT: Three room furnished apartment. 312 E 6th St. 1p

FOR RENT: Modern five room stucco, furnished, Kelvinator. Three doors west of Stalon Park. See G. M. Hudson. 18

FOR RENT: Furnished light house keeping rooms, with private bath. Phone 43. 1c

FOR RENT: Front bedroom; modern. J. F. Ward, Telephone 250-W. 1c

## Wanted

SALESMAN WANTED: Man with car for Raleigh route of 800 customers. Good proposition for the right man. Route experience preferred. Write Raleigh, Dept. TXE 352 MA, Memphis, Tenn. 17-5p

## Lost and Found

FOUND: Pocket watch. Owner call at Brand office and describe watch. 18-1f

LOST OR STRAYED: One Duroc Red boar hog, weighs about 350 pounds, left home April 25. R. R. Falkerson, Rt. 4, Hereford. 1p

LOST: One sorrel, one paint and one black horse. Notify Will S. Kerr. 1p

LOST: Tail light and license plate assembly, No. 42-157. C. O. Wilkins, Hereford, Texas. 1p

## Irrigation Plans

(Continued from page one)

tion of Rural Rehabilitation Projects and hope that you will be successful in your efforts toward securing such a project.

**McDonald Gives Facts.**  
D. L. McDonald, the man who pioneered irrigation here, furnished scientific data for the brief, showing that for all practical purposes the water here is inexhaustible. Says Mr. McDonald:

"During the winter of 1909 and 1910 following two extremely dry years, the first successful attempt to develop water from wells for irrigation purpose was made by the writer, about three miles southeast of Hereford in the Frio Draw.

"This was followed . . . by other wells. From this start during the next few years approximately 50 irrigation wells were installed in the Hereford shallow water district comprising some 250,000 acres where water is found at less than 100 feet from the surface.

"Location of wells scattered as they are over a wide area proves quite definitely that irrigation water is available over a large area of the Hereford district. It has been quite definitely determined that water stored in the sands underlying the Hereford shallow water district has its source in the porous catchment areas of the high plains country.

"Sixty days of continuous pumping from a well of proper construction will furnish the maximum amount of water needed on any plains farm unit of proper size; this means ten months rest each year during which time a lowered water table would reach its normal level. WET OR DRY SEASONS HAVE VERY LITTLE INFLUENCE ON THE GROUND WATERS AT HEREFORD, replenishment being from the higher levels.

"To say that any water supply is inexhaustible would be an extravagant claim, but to state that the ground water supply at Hereford is adequate to irrigate the land located within an economical pumping lift is a safe and conservative statement. Several hundred farms on the lowest lift can be operated successfully and profitably under irrigation by men who will work and farm intelligently. The water supply is dependable and adequate and with power at reasonable cost the lift is feasible.

"Electric power at low cost is not far off and when this is available modern farms of the highest type will develop.

**Land Options Obtained.**  
Options have been obtained on all the land in the proposed sites for development. Prices range below that at which land has sold here during recent years, the highest being \$35 per acre and the lowest \$33.40.

"It is the purpose of the sponsors of this project," says the brief, "to take 100 families off the relief rolls of Deaf Smith county and establish them in such a community that they will be permanently removed from any chance of needing relief in the future, and as an example that will be followed by landowners and private individuals.

"It is our plan that the activities of the whole colony should be supervised by a competent administrator or manager which will enable these families to do even better than individual families have already demonstrated can be done farming with irrigation.

**To Erect Improvements.**  
"On each individual unit will be erected dwellings which will have water, sewerage and on most locations submitted natural gas and electric service will be available. Other necessary structures such as sheds for dairy cows and poultry, garage and storehouse and irrigation unit will be needed.

"The subsistence and cash crops will be produced on each individual family unit together with feed crops for livestock used on the farm or feed for market."

Cost of the whole job is shown in the brief along with conservative estimates of probable incomes. It is shown that the farms will pay themselves out in a few years.

"This is Deaf Smith county's biggest opportunity," Hopkins declared. "If we can take advantage of our irrigation possibilities, we won't care if it never rains again. We'll prosper anyhow."

The campaign for the project is in line with proposals of Judge Carl Gilliland, who contends that the area's salvation lies in irrigation and that the days of profitable large scale dry farming are over.

## AT THE STAR THEATRE

Friday's picture, matinee and night, will feature the inimitable Katherine Hepburn in James M. Barrie's immortal masterpiece, "The Little Minister." This dazzling, dynamic and distinguished star is fiction's most bewitching heroine and is at her best in this picture.

Saturday, matinee and night, you will see the picture of the great out-of-doors, "Sequoia." This is a most unusual picture with many thrills and lots of entertainment.

The incomparable trio, Irene Dunn, Fred Astaire and Ginger Rogers, will be seen in the musical romance, "Roberta." This picture has thrills of rhythm, song and romance. Some of the song hits are Smoke Gets in Your Eyes, I Won't Dance, Yesterday and Let's Begin.

"One New York Night" will be the picture for Wednesday and Thursday, featuring Franchot Tone and Una Merkel. This is a good comedy.

## SOCIETY

### MISS SWISHER'S PUPILS TO GIVE RECITAL

Miss Mattie Mae Swisher will present some of her pupils in a recital next Monday evening at the Methodist church auditorium at 8 o'clock. The program will include songs from the old masters down to the present day writers, and will be composed mostly of songs the pupils have studied during the year. The public is cordially invited to attend.

### MRS. REED HEADS BAND MOTHERS

The High School Band and Orchestra mothers met in the home of Mrs. John Patton Tuesday, May 7, with 21 members present. The following officers were elected for next year: Mrs. H. D. Reed, president; Mrs. Cliff Estes, vice president; Mrs. Lee Conklin, recording secretary; Mrs. Gaston Baer, corresponding secretary; Mrs. Henry Williamson, treasurer, and Mrs. W. J. (Bill) Smith, reporter. A social hour was enjoyed following the business session.

### HOUSE WARMING GIVEN JONATHAN PITMANS

Last Friday evening, members of the Bridge Dinner club and other friends gathered in the suburban home of Mr. and Mrs. J. A. Pitman and surprised them with a delightful party. Mr. and Mrs. Pitman have recently moved to the Babcock home on 25-Mile Avenue and the party was a house warming with a picnic supper followed by contract.

Those attending were Messrs. and Mrs. Harry Fritz, Homer Fox, Jack Wayland, Oscar Easley, C. A. Skelton, C. C. Acker; Miss Eloyse Pitman, S. P. Rosson and Dr. T. L. Morgan.

### JUNIOR BAND MOTHERS TO MEET MONDAY

The Junior Band Mothers will have their regular monthly meeting Monday at the high school building in the music room. All members are urged to be there and a special invitation is extended to prospective band mothers of 1935.

### Progressive News BY OLIVE PERKINS

Many from this community are attending the revival meeting at the Hereford Baptist church.

Mr. and Mrs. C. C. Bowman and William, the Bowers and Caldwell were among those who attended singing at Ward Sunday.

Mr. and Mrs. Clarence Botts have moved to near Westway on a farm. T. E. Baker and family had been living on the place.

The club did not meet at its first meeting day in May on account of a dust storm.

Ira Jeanne Ricketts is visiting Odessa Cockrell.

Mrs. Ray Hershey is taking care

of her daughter, Mrs. Arch Conklin, of Hereford, who has the mumps.

Mr. and Mrs. Ira Ricketts and children, Mr. and Mrs. Luke McBrayer and daughters visited in the W. A. Ricketts home at Hereford Sunday.

The shower Saturday was not enough to do any good. Lucille Park is home from her school work at Wyche.

Mr. and Mrs. Gilbert Donovan are staying on the Powlson place for a few weeks while Gilbert is helping plow.

**Permanent Waves**

Make Nice

**MOTHER'S DAY GIFTS**

Sunday Is HER Day!

Make Her Happy!

We have a new Sanders Combination Machine. Permanents, \$1.50 up. Welcome, Pioneers—Come to See Us.

**STAR BEAUTY SHOP**

Mrs. Bess Jennings

**YOU BET WE HAVE**

**Low prices**

ON LIFETIME GUARANTEED

**GOODYEAR SPEEDWAY TIRES**

**LOOK AT ITS GRIP!**

**THE NEW GOODYEAR ALL-WEATHER**

Gives you the famous Goodyear Margin of Safety—14% to 19% Quicker Stops—for 43% More Miles—at NO Extra Cost!

**FRIDAY, MAY 10, IS PIONEER'S DAY A PRE-CENTENNIAL CELEBRATION**

**Ireland-Beavers Motor Co.**

**MOTHER'S DAY**

Sunday, May 12

Let Us Bake Your MOTHER'S DAY CAKE

To Your Special Order—the Kind That Mother Likes Best!

Try our pastries, cakes, bread and rolls—you will like them. During the warm weather especially, it's better to buy than to bake.

**HEREFORD BAKERY**

WELCOME PIONEERS!

**SATISFACTION**

IS GUARANTEED USERS OF NATIONAL TIRES

The insured tires and tubes that absolutely protect you against all road hazards and defects for a year.

Adjustments . . . Are made by us right here and we guarantee to satisfy the customer.

WE'LL TRADE FOR OR BUY YOUR USED TIRES OUT RIGHT.

**Conoco Products**

**Woodford Service Station**

PHONE 588

**Sunday is MOTHER'S DAY**

*Make it a Happy One*

Gift Suggestions Are Gloves, Purse Handkerchiefs, Housedresses

And for the Mother who would like to make her own dress—we have lovely materials, such as Prints, Batiste, Dimity and Voiles that will make cool and attractive dresses for summer.

**Kangaroo Oxfords and Shoes**

**\$6.00 Value at \$4.98**

This Is An Arch Support Shoe.

**Dress Oxfords**

Calf Skin—All-Leather Sole

Special Price . . . . . \$1.98

**Something New—Water-Proof Straw-Felt Hats**

These hats can be sponged clean at any time. They are classy looking in several styles and in colors of Gray, Tan and White.

At Special Price . . . . . \$1.95

OLD SETTLERS! WELCOME TO HEREFORD!

**Sprows & Cronin**

# The Whiteface Roundup

NEWS OF HEREFORD HIGH SCHOOL

## SOPHOMORE CLASS

The Sophomores were guests of honor at the Baptist church last Thursday night at 7 o'clock.

For the program, the Sophs gave, R. A. Daniel, president, led two songs, Madelyne Whitehead read the scriptures, Virginia Lee Hussey gave a brief talk on "The Right to Work," Mary Lee Alexander gave a poem on "Christian Life."

After these services, members of the class present, amounting to 15, marched into the auditorium, only to be surprised with the church being decorated in the class colors, orchid and white.

## AGES AND ACTIONS

Among the 115 freshmen there will be several different ages, of course, but the youngest we find is Bennie Rutll Garrett, who is 12 years of age. Bennie Ruth acts older, even tries to write poetry now and then. The older freshmen is Francis Hill. Does he act his age? Well, you guess.

From the Sophs come the youngest girl of that class, Mary Ann Baird, who is 13. Mary Ann is quite a lady for 13. Ercel Brasher is the oldest, with 19 hard years of work behind him.

Now for the Juniors. Virginia Nix and Faye Russ are the youngest in that class, each being 14. But they want to be older. Is there a reason? Ted Clancy, the ice cream man, and the Junior's most promising young man, is 22. And he acts dignified.

Ab! the Seniors. Geneva Sue Benton, the one and only, is but 15. Why couldn't I be sweet, sixteen, she thinks to herself. The oldest, well here they are: H. D. Blythe, Arlice Mobley and Morris Sowell, who top the age at 19. As for actions! Blythe goes in for marbles, Mobley studies, and Sowell is hunting for a new flame.

## SPORT NEWS

Did you see that football game last Tuesday? What a game! And what a team Hereford is going to have next year. Although most of the squad was young and inexperienced, they out played the seniors in a game which ended in a 0 to 0 tie. They have plenty of fight and power.

## HI-Y

The Hi-Y meeting of May 1 opened with some good old fashioned singing. After the singing, the boys got to work. It was decided that the Mother-Son banquet would be at the Presbyterian church. The banquet committee gave its reports, which were accepted. The remainder of the meeting was spent electing next year's officers. The officers are Roger Brunley, president; Roy Hastings, vice president; Elmo Hicks, vice president, and George Conklin, secretary.

## TEXLESS TAXAN

Weather: Looks like we will have a little fair weather now that the Senior game is over. A big black storm is expected within the examination season when these brain storms go together. This said is about to get your old friend Tex down to the last notch. I went to Oklahoma last week and saw a big cyclone coming toward the Texas line, and as soon as it had got to the line, one of our Texas windstorms came up and tore that cyclone all to the Dickens.

Coming back the same day, I killed one of those tough rabbits. I shot him 14 times before I finally got him, and when I picked him up the sand just poured from those bullet holes like I had a flour sifter.

Some of you folks will not believe a bit of what I am telling you but some of you folks out in the country will, because you know the whole business is possible.

Classes here in the old school house will not be going much longer because the term is about over. All school is over for some of the Seniors, and then some more of the Seniors will keep on going to school until they make something out of themselves.

I have a lot of worries on my mind lately, and I wish some one would relieve me of the agony of thinking. I would like to know who has been ruining interference for last year's captain. Seems like someone has broken up his best line and now it has gone all to pieces.

I was kindly informed the other day by a good looking young lady that I was a mugwamp. I asked her to explain herself fully and she answered me: "A mugwamp is a bird that stays on one side of the fence." I couldn't understand why I was one of those things then I happened to remember that I had had a date with the lady the night before. From now on I am going to see what the other side of the fence looks like.

Have you done your good deed today? I have, and I was rewarded the best yet. I found a picture of a little girl and when I returned it she gave me a sweet come-up-and-see-me-sometime smile and said thank you very soft and rolled those eyes—Oh boy! now I am asking boys to turn their good deeds over to me. I am very prompt.

I haven't seen Spike Harris around anywhere lately. Where has he gone? I wonder if a little girl has kidnapped him. Such things are possible and oh so probable. Spike is very popular and couldn't be trusted to be out by himself.

I'll not be seeing you much more this year, so before I forget it—be good little boys and girls through the summer months. Clinton, you and Jerry do likewise. The Seniors gave the Juniors a swell picnic the other day. Everyone had plenty of fun and have you seen a lot of white trousers? You should have been along. All of them were not white at all.

Last week the classes put on programs at church in the young

people's department, and every one of them were exceptionally good.

Talk about you folks having fun and what-nots. Well, I happen to have obtained some inside information about the FFA camping trip, and learned that they really had a good time in their own way. Wish all you folks could go with us. I got a special invitation from the president of the club to go along and I accepted.

## "WELL—IT'S LIKE THIS—"

Folks, if you like to see people look pathetic, come around to the office and listen to the "10 o'clock scholars." It is really a side show without admission charges.

Just think, friends, a young man came in the other day and when asked to give an excuse for being tardy, he replied that his family expected him to be a man and go to school, too. How absurd for anyone to expect that of a high school boy!

There are others who say, with their tongues in their cheeks, that they had to wash dishes, or walk to school, and besides all that, a train was on the track. Personally, I can not furnish individual state does not furnish individual taxes for students. Then there is the big brother who just must take his little brother to school. Did you know that this town is positively overrun with slow clocks? You have no idea!

It is not surprising that every one has an expression of horror on his face when he finds some little green marks by his name.

## JUNIOR CLASS

The Juniors elected officers for next year in their last meeting. George Conklin was the choice for class president; Elmo Hicks, vice president; Mary Virginia Eberly, secretary, and Jean Snyder, treasurer.

They also elected staff members. Ralph Jennings was chosen as editor and chief, with Louise Frye as his assistant.

The Junior girls lost the game with the fish, sophs and seniors by one point, the score being 22 to 23. Two of the Juniors' best players, Genevieve Orr and Phillene Arthur, were ill and unable to play. The Junior girls wish to challenge the team to another game as soon as their players recover from illness.

The Junior class is happy to see Phillene Arthur back in school.

## WANT ADS

WANTED: More small, beautiful blondes. Richard B.

WANTED: A beautiful, graceful dog. Dennis.

WANTED: Someone to gently but firmly exterminate Fanny's dog. Several People.

WANTED: More girls to flirt with me. Willie McLean.

WANTED: To be a heart-breaker like Ralph Jennings. Arlice.

WANTED: To be as accomplished in music and other things as Wayne. Everybody.

WANTED: To court Sue every night. L. W.

## SUGGESTIONS TO STUDENT COUNCIL

It is Thursday morning, just before a championship football game which is to be played out of town. By 8 o'clock the school bus is filled with hilarious football men, and about 8:05 the door is shut and bolted and the bus starts on its journey in the midst of cheers from the rest of the student body. No thought is given to the means of getting to the destination by anyone except Mr. Hopkins and Coach. "We hope we win," and that is all.

Mr. Hopkins, however, is troubled by financial worries. He can only estimate the amount to be expected from the gate receipts of the game. His expenses, however, are entirely concrete—too concrete, and too high.

Hereford wins the game! Everybody is happy—all except Mr. Hopkins. His expenditures have far exceeded his income. The debt of the Athletic Association is already too high, but it must be subjected to a substantial decrease. Money must be raised. The rest of the story need not be told. Shows are sponsored, box suppers are held—anything to raise a little cash.

This story may be so close to home that it does not sound tragic. Trade it is, however, and its tragedy seems to increase every year. Actually, the story is only half told. Where the Athletic Association has at least a means of income, the other departments have no means whatsoever by which they can participate in interscholastic events. The expenses for all speech events have to be borne by contestants and Miss Crawford. Even the basketball and track fall to bring in enough revenue to pay ordinary running expenses. Athletes of Hereford High school never know whether or not to expect sweaters until the season is over and

all other expenses, more pressing, have been paid. The financial end of school activities in Hereford High school has been sadly neglected.

What this school needs is a general fund to which everyone contributes and out of which all expenses for interscholastic and other school activities can be met. The necessity of such a fund is undoubtedly recognized by every student and teacher of Hereford High. Having recognized the urgency of the situation, everyone concerned ceases thinking, and abolishes all intentions of action. The only time most of the various groups think about money is when they want to do something or go somewhere, and then it is almost too late. Obviously, something needs to be done.

The logical agency to negotiate ways and means of creating such a fund is the Student Faculty Association. The student intelligence of that body should be superior to that of the remainder of the

school. The faculty intelligence connected with it is, beyond a doubt, finely fitted for such a position. Suggestions from all persons interested could be considered by the Council. Original ideas could be created within the Council. By all means, if nothing more, an earnest effort to cope with the situation could be made. Under the circumstances, it would seem that such an effort not only could be made, but should be made and not only should be made, but must be made. It is the duty of the Council to consider the matter; it is the duty of the student body to help and support the Council.

## SENIOR GIRLS ENTERTAINED

April 29, at 8 o'clock, the Business and Professional Women's Club entertained the Senior girls with a deck party. The room was tastefully decorated and furnished in equipment suitable for the deck of a liner. Games were those suited to activities on board ship.

Refreshments of cucumber salad, sandwiches, potato chips and cookies were served after which the girls departed, declaring that this was the best party they had attended this year.

## ASSEMBLY PROGRAM

Tuesday morning of last week Mr. Powell, an out-of-town visitor, entertained the student body with songs, whistles and a very interesting talk. Every student sang, "And the Simke Goes Up the Chimney Just the Same," with the gestures. "It was more fun! Then Mr. Powell whistled "The Mocking Bird," accompanied on the piano by Miss McMinn. He explained how he learned each distinct call of the bird.

Mr. Powell's talk was entitled, "Taking Care of the Mind and Body." In the short time he had there were many interesting things given. Everyone enjoyed this program and we hope he may give another talk before he leaves Hereford.

ATTEND THE PRE-CENTENNIAL CELEBRATION, MAY 10

# Personal Appearance

Counts a great deal in every walk of life. It matters not how brainy we are—if we neglect our personal appearance, we are handicapped.

We have equipped our shop with the conveniences necessary to take the proper care of your clothing—Send them to us and we will do our part to help.

May 1st we bought the interest of Roger Corbett in this shop. George Clark is our new operator in charge of the cleaning and pressing—and will give you good service and good work.

PHONE 111

## MR. and MRS. CHARLIE CARROLL

### To protect your car fully, your motor oil must do two things:



1. It must be on duty during the starting period!

More than half of all motor wear occurs in the five minutes after you start, because straight mineral oils drain away, leaving parts dry. Even in warm weather your motor makes at least a thousand revolutions before the quickest-flowing oil can reach all parts.

Only Conoco Germ Processed Motor Oil cuts down costly starting wear. It is the only oil that penetrates and combines with metal surfaces, forming a "Hidden Quirt" that never drains away. Your motor is lubricated before you touch the starter! You know your motor is protected!



2. It must withstand unusual driving stresses!

Cars built in 1932 and since have greatly increased power and speed. Bearing pressures and crankcase temperatures have increased in proportion. Flashing pick-up and high speeds make it necessary to have an oil with enough extra oiliness and film strength to withstand the increased load.

Conoco Germ Processed Motor Oil protects modern motors better because it has 2 to 4 times the film strength of any oil not Germ Processed! It maintains this high film strength at high temperatures. Say "O. K.—Drain"—fill with Germ Processed Oil and get full protection for your motor!

"Motor oils generally have no more oiliness and film strength now than they had 10 years ago. Many new refining methods now used to make oils free from carbon and sludge have lowered instead of increased oiliness and film strength, the very qualities on which depends an oil's lubricating value!"  
Germ Processed Oil is free from carbon and sludge troubles. But more important, the Germ Process puts into it 2 to 4 times the film strength of straight mineral oil, as Timken machine tests have proved!

CONTINENTAL OIL COMPANY · Est. 1875



ANOTHER SYMBOL of REAL PROGRESS

California Pacific International Exposition, May 29-November 11

Chicago in 1933 and 1934—San Diego in 1935—on every front we're marking milestones on the great road to greater progress. (The exposition at San Diego which is scheduled to open the end of this month is but one more notation in man's history of advance. As a bank we are vitally interested in these evidences of scientific and mental progress—progress which we endeavor to adapt to our daily modes of living and doing business.

# First State Bank

WELCOME OLD SETTLERS!

From the diary of two National Park explorers—



"The Conoco Travel Bureau at Denver sent my sister and me road maps for every state, travel booklets and hotel and camp directories—all free of charge."



"With the marked road maps to guide us, we drove through National Parks and Forests with ease and knew the most interesting things to see."



"Conoco men everywhere were respectful and courteous. Anybody taking a trip should apply at a Conoco Station for this free Conoco Travel Bureau service."

# Innell Describes Tillage Methods In Battle On Erosion

**ELTER TREES SHOULD BE PLANTED ON EAST AND SOUTH SIDES**

This is the last in a series by Finnell on causes, prevention and control of wind erosion.

(Continued from last week)

By Dr. H. H. Finnell

Trees planted along highways should be placed on the south or east sides of the road, in order to prevent the blocking of traffic during winter months by snow drifts. Sites naturally favorable along level stretches of the roadway where surface waters collect, stand in the ditch and soak to the soil, thus providing an important additional moisture supply to enable tree maintenance without cultivation or irrigation. Other naturally favorable locations may be found along drainage ways and small lakes in pasture areas adjacent to farm lands. The control of drainage water from roadways by means of loose rock dams, supported by appropriate vegetation, may also serve to extend the site in either direction. Such engineered treelines should be developed with strict regard to the area, supplying them with drainage water. It is possible also to obtain water in some cases for the support of trees by use of diversion structures.

Species which have proved their hardiness in the Panhandle area and which are suitable for wind break plantings are Chinese elm, apricot, Russian mulberry, honey locust, flowering willow, Russian olive, green ash, cottonwood and tamarisk.

Where larger tier tree stock is set out, some effective temporary protection against rabbit injury is necessary until the tree is large enough to withstand rodent attacks. However, if whips are set out, which would undoubtedly be the economical plan, it is thought better to provide a permanent, rabbit guard of wire netting. The species of trees best suited to various soil types and various degrees of moisture supply can best be determined by trial. However, it has been recommended generally that the trees stand from 8 to 10 feet apart in the row with interplantings of the more shrub like species such as tamarisk and flowering willow.

Tillage methods at best afford only temporary relief and must be repeated at intervals during the season, all of which is done at an expense which is usually unproductive. In no case should tillage operations for erosion control be continued after an opportunity arises to start either a regular crop or an emergency cover crop. It is not intended to minimize the importance of soil mechanics but to point out the waste of relying unnecessarily on such methods. They should be used diligently when all other measures have failed, serving as a fourth line of defense against wind erosion.

Where erosion prevention tillage can be combined with necessary soil preparation or moisture saving practices, the usefulness of the operation is much increased. In this connection it is needless to say that any tillage operations on soil requiring contour treatment should, for the best moisture utilization, always be carried out on the contour.

**RECONDITIONING LANDS DAMAGED BY WIND EROSION**  
Character of Erosion.

The most common effects of wind erosion consist of removing the topsoil to the depth of plowing and piling it up in hummocks or drifts of wind blown soil. A common condition of neglected fields is to find the topsoil blown out on some areas and piled up in others. Hummocked fields are sometimes so rough a tractor cannot be driven over them. Frequently considerable irregular parts of the field may be filled in to a depth of 6 to 18 inches by soil transported from another part of the same field. Too often the topsoil has been carried completely away and deposited in fence rows, roads, about buildings of any other obstruction which may serve as a wind barrier.

The first step toward reconditioning wind eroded soil is to accumulate a moisture supply and level where necessary to permit ordinary farming operations, in order that either a regular crop or an emergency cover crop may be obtained at the first available opportunity.

Hummocks and drifts are usually formed about weeds and contain a relative high amount of unrotted organic matter, though much of this may be in a finely divided condition. To return areas of this kind to a productive state of fertility ample moisture supply is necessary. During drouthy period a considerable time may be required to obtain this and whatever tillage treatment may be necessary to prevent further erosion must be carried out. When opportunity presents itself to bring the land under vegetative control it should be immediately utilized.

The same may be said of areas where the topsoil has been removed, excepting that the greatest need in this case is a renewed supply of organic matter, which can only be accumulated from successive crops.

If the necessary moisture conservation measures have not already been put into effect this work may be combined with the reconditioning operations and may aid materially in hastening an increasing the moisture supply and opportunity for the first crop, by improving the natural moisture distribution.

Where erosion prevention tillage can be combined with necessary soil preparation or moisture saving practices, the usefulness of the operation is much increased. In this connection it is needless to say that any tillage operations on soil requiring contour treatment should, for the best moisture utilization, always be carried out on the contour.

## Ford Doings

MRS. H. M. BENSON

Pretty weather brought an increased attendance at Sunday school, with 37 present. Reverend Boyd of Vega will preach Sunday.

Mr. and Mrs. J. E. Hill have returned from Mineral Wells.

Mrs. Joe Phipps who has been ill for some time, was at Sunday school last Sunday.

Miss Mary Louise Loyd of Vega called in the H. M. Benson home Friday morning.

W. M. Stewart attended an agricultural meeting in Amarillo last week.

Miss Maude Schwartz of Hereford and Mr. and Mrs. Joe Phipps took dinner in the T. R. Langley home Sunday.

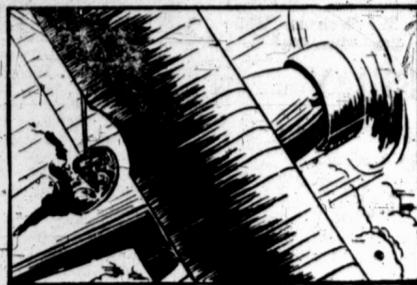
Mr. and Mrs. Bob Orr and family went to Hereford Saturday.

A number of Ford people attended the birthday dinner at Ward Sunday, honoring Mr. Gibson who has reached 79 years of age. Attendees report a wonderful dinner and pleasant day.

F. C. Benson spent Saturday night in the T. E. Majors home at Hereford.

The agricultural meeting will

be held Friday night. This will in connection with the AAA program to be voted on May 17, and there are many things to come up everyone is urged to attend.



## 17 Years of Air Mail and what it means to BANKING

Air mail was first established on May 15, 1918. An innovation which meant to business men, speed—and to the world, progress. Now, seventeen years later, we pause to note this date in the history of progress—and to note that the pace of improvement and advancement in air mail has been matched in the business field by sound banking.

## THE FIRST NATIONAL BANK

OF HEREFORD MEMBER FEDERAL RESERVE SYSTEM A Strong Bank Thoughtfully Managed

WELCOME, PIONEERS!

Remember Mother

# Mother's DAY

May 12th Is Mother's Day

What a treat you'll give your mother if you make your Mother's Day gift

Martha Washington Cookies

Special Mailing Service

Candy packed for shipping and mailed to your order anywhere in the United States. Add postage only

## Close Drug Store

# Formal Opening

## FRIDAY MAY, 10

Our store is being completely remodeled and renovated for our formal opening which will be all day Friday. J. C. Parker, former operator of the Star Theatre, has become a partner in the firm, buying out the interest of O. G. Hill.

We will feature a completely clean and sanitary market and grocery, carrying all standard lines of groceries and fresh, home-killed meats.

## FREE FAVORS FOR PATRONS

All day Friday we will have favors for everyone who visits our store. There will be ice cream for all the women and children and cigars for the men. Be sure to come and get yours—we want you to have it.

## NOBODY SELLS CHEAPER THAN WE

We will meet all advertised prices on groceries, meats and produce. Just come in here to do your shopping and find out we mean what we say.

And, by the way, don't forget to ask about our contest in which the winner will receive a brand new KELVINATOR.

## WELCOME OLD SETTLERS

# Texas Market & Gro.

J. WALLACE ROBINSON PHONE 353 J. C. PARKER

## Every Day Specials In Drugs & Sundries

# CLOSE DRUG STORE

— Headquarters for Old Settlers —

## ASK ABOUT OUR KELVINATOR CONTEST

35c <b>FREEZONE</b> For Corns	<b>Ucatone</b> The new Vitamin Tonic that makes you eat better, sleep better and feel better. Nourishes, strengthens and invigorates—gives you a new lease on life. Large bottle <b>\$1.00</b>	60c <b>Miles' Alka Seltzer</b>
27c		49c
Pkg. of 10 <b>Gillette Blue Blades</b>	<b>Ultra Witch Hazel</b> A soothing rub for muscular soreness—bruises and scratches. Full pint bottle <b>39c</b>	50c <b>Prophylactic Tooth Brush</b>
49c		39c
50c <b>Yeast Foam Tablets</b>	<b>Danderine Hair Tonic</b>	60c
42c		44c
Large tube <b>Nyal Magnesia Tooth Paste</b>	The value of your prescription as an aid to regain health depends on the accuracy and care taken in its compounding. Patronize our prescription service and be sure.	35c <b>Odor-o-no Liquid Deodorant</b>
39c		31c
25c <b>Mennen's Talcum Powders</b>	<b>LYSEPTOL</b> ANTISEPTIC-MOUTH WASH AIDS IN KEEPING MOUTH FRESH & CLEAN FULL PINT <b>49c</b>	50c <b>Lysol Disinfectant</b>
19c		39c
35c <b>Barbasol Shaving Cream</b>	<b>POND'S Cold or Vanishing Creams</b>	35c
24c		29c

# STAR THEATRE

Hereford, Texas  
Old Timers, We Welcome You to the Star Theatre!

**FRIDAY**

**MATINEE AND NIGHT BARGAIN DAY**

**10¢**

## II VOLCANIC! Hepburn



**The Little Minister**

with **JOHN BEAL** and **ALAN HALE**

Produced by **Richard Wallace**  
Directed by **Sir James M. Barrie**

**SATURDAY**

**Matinee and Night BARGAIN DAY**

**10¢**

**JEAN PARKER**

**"SEQUOIA"**

A story of the great out-doors—of a boy... a girl... a mountain lion... and a deer. One of the most unusually thrilling and entertaining stories that you will witness on the screen.

Also **TWO-REEL COMEDY**

**Sunday, Monday Tuesday**

**PREVIEW**

**Saturday Night**

# PERSONALS

C. N. Harrison was in Canyon Sunday.

Bill Fletcher of Amarillo was a business visitor here Tuesday.

W. G. Riddle and Earl Scruggs, Amarillo, officials of the telephone company, were here this week.

Don Taylor and Allen Heater of Pampa visited in the J. H. Pitman home Sunday.

A. H. Elliston, E. E. Fridley, Henry McLean and T. L. Welch, the latter of Black, attended a W. O. W. meeting Monday night at Plainview.

**BAKE SALE**—Saturday, May 11. St. Anthony's ladies are holding a bake sale at Piggy Wiggy. Welcome.

Mr. and Mrs. Arch Foster attended the convention of the Panhandle Press Association last Friday and Saturday at Amarillo.

Mrs. T. L. Morgan and daughter, Margaret Joyce, returned home Tuesday night from a two weeks visit with relatives in Dallas and Fort Worth.

County Judge C. W. Humble talked to a group of county and city officials Monday evening in Tulia about the state park here. Swisher county is seeking a park.

Bryan Osborne and family of San Bernardino, California, former residents of Hereford, stopped over Tuesday to visit with Mr. and Mrs. Jack Rose and other friends here. They were enroute to Michigan.

Mrs. B. T. Bell left Monday for California to visit her sons, Barclay of Los Angeles, and James of San Diego. Mrs. Bell makes her home with her daughter, Mrs. E. S. Ireland.

Mrs. S. P. Rosson and Jo Ann returned home Monday from a month's visit with Mr. and Mrs. James R. Rutherford in Jackson, Miss. Mr. Rosson drove to Abilene to meet them.

Mrs. Arlie Dean and daughter, Miss Mary Louise, of the Dean community returned Monday from Therna, N. M., where they had been the past month to get away from the dust storms. Mr. Dean drove over for them.

Mr. and Mrs. D. C. Laird left last Thursday for Amarillo to visit their daughter, Mrs. M. Y. Galloway for several days before returning to their home in Kilgore. Mr. and Mrs. Laird have been visiting relatives here the past week.

D. E. Colp, chairman of the state park board, inspected the Hereford Park this week. He was well pleased with the progress in the local park. He ruled that a fee will be charged for fishing in the park.

Mrs. G. A. F. Parker and Mrs. Clifford C. Acker left Wednesday morning for Houston and Galveston and other South Texas points for a visit with relatives and friends. Mrs. J. H. Galbreath accompanied them as far as Corsicana. She has been visiting her sister, Mrs. M. A. Fox, the past two weeks.

**Card of Thanks.**  
We want to thank our friends and the fire department for their aid in putting out the fire at our place.  
Mr. and Mrs. Joe Bodkin.

Vernon Jones of Summerfield band credit recently granted. Thus, Summerfield third. They made 350 and 333 points, respectively.

Judge C. W. Humble, Commissioners Wiley Roberson, Jack Rose and Ernest Allred, along with several other citizens conferred with Harry Hines, new state highway commissioner, last week in Amarillo in regard to the highway needs of the county. They asked for immediate completion of Highway 33 by contract.

Mary Louise Dean scored 396 points out of a possible 452 in the state achievement tests recently given all seventh grade pupils of the county schools. Average grade for the state is 277. Miss Dean was first among 38 students in eight of 12 subjects, second in three and third in one.

**FOR SALE**  
3—Used 3-row listers.  
1—Used four-row loose ground planter.  
1—Used two-row loose ground attachment planter.  
1—Good used Farmall.  
Plenty of new 3-row listers.  
**BUCHANAN & ROSSON**

### COUNTRY STUDENTS TAKE COLLETS ENTRANCE TEST

Eight students of rural schools who have finished their high school work in the country schools took state college entrance examinations here last Friday and Saturday.

They were Burdine Brunson, Ford; Luzern Dever, Daniel; Frank Zinzer, Ward; S. J. Cook, Pauline Edwards, Leon Hartman, Walter Reeves and Sylvia Walker, Westway.

Results of the examinations will not be known for some weeks, according to C. W. Humble.

### SEVERAL HUNDRED SEE PAINT DEMONSTRATION

More than 500 people attended the two-day demonstration of BPS paints held last Friday and Saturday at the store of Rockwell Bros. & Co., lumber. John Olson manager, said customers were well pleased with the instructive work of Harvey Cooper, factory representative who conducted the demonstration. Free sample cans of paint were given to those who called.

### YOUNG MAYTAG VISITS WOMBLE, LOCAL DEALER

Fred Maytag, Jr., of Newton, Iowa, grandson of the founder of the Maytag factory, visited with Mack Womble, Maytag dealer here, yesterday. He is making the rounds visiting all the dealers in the Southwest.

A group meeting for Maytag dealers of the section was held last night at Panhandle where young Maytag showed a film he made and edited, depicting the manufacture of the Maytag washing machine.

### APPLICATIONS TAKEN FOR ROW CROP LOANS

Application for row crop seed and feed loans are being taken every day at the chamber of commerce in the city hall, says Miss Peggy Mitchell, who is taking the applications.

Wheat and summer fallow loans are not yet available. Money being loaned now is for putting in feed crops only.

Limit on all loans, both wheat and feed crop loans, is \$500 per farmer. No deadline on making application has yet been set.

## Dr. Finnell Is Lions' Speaker

"Wind erosion can be prevented by sound farming methods," declared Dr. H. H. Finnell at the Lions Club luncheon yesterday. Dr. Finnell, head of the erosion project at Dalhart, addressed the club on the subject.

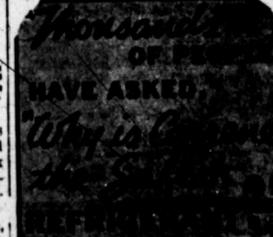
"There is no set formula for fighting erosion," he pointed out. "Every farm presents a different problem and it is a continuous fight. The permanent government program is going after the fundamentals, and that is why it will be slow in getting in operation."

"Cover crops are the surest means of preventing wind erosion. Wheat farmers may not like it, but they have got to raise more sorghums."

W. H. Upchurch, Randall county agent, and Rev. J. R. Sharp of the CCC crew in the curtain con.

**FOR JOB WORK, TRY THE BRAND**

What would please Mother more than the **SAFE GRUNOW!**



The answer is that Carrene is a liquid refrigerant that is handled like water. You can taste it, smell it, light a match to it with no harmful effect.



Come into our store and let us make the thrilling Carrene demonstrations for you. We have a Grunow style, size—priced right for your needs and we sell them on easy terms.

*It's what's INSIDE THE COILS that counts*

## Grunow SUPER-SAFE REFRIGERATOR

Visit Our Store Friday—Old Settler's Day—It's a Pre-Centennial Celebration!

**Kester Jewelry and Optical Company**

COMPARE THE PRICE OF THE COOKING FAT YOU ARE USING WITH CRISCO... **CRISCO** THE DIGESTIBLE SHORTENING **3 lb. can ★ 1 lb. can**

# CRISCO

**3 lb. Can . . . . 64c**  
**1 lb. Can . . . . FREE**

COFFEE	Schilling's, 2 pounds 58¢, 1 pound	30¢
SPINACH	No. 2/can, 3 for	25¢
BEANS	Cut green, No. 2 cans, 3 for	25¢
KRAUT	No. 2 cans, 3 for	25¢
TEA	Lipton's 1 tea glass free with each ¼ lb ¼ lb 45¢, ¼ lb 23¢, 1 pound	85¢
MALT	Puritan, for better bread	39¢
SOAP	Palmolive, 3 bars	14¢
SOUP	Heinz, 57 varieties, can	9¢
PRUNES	3 pounds	25¢
MUSTARD	3 pounds	25¢
PEAS	Early June, No. 2 cans, 2 for	25¢
FLY SWATTERS	Cellophane, 3 for	25¢
OATS	Large package	19¢
MACARONI	Or SPAGHETTI, package	5¢
SUGAR	Cloth bag, 10 pounds	58¢
JELLO	All flavors, 3 packages	19¢
CORN FLAKES	Package	10¢

**SOAP, Camay, bar . . . . . 5c**  
**OXYDOL, 1 Bar Lava Soap FREE . . . . . 23c**  
**SOAP, P. & G., 5 bars . . . . . 16c**

SALAD DRESSING	Worth	29¢
RINSO	Large box	23¢
SALMON	No. 1 tall can	10¢
CRACKERS	A-1, 2-pound box	19¢
PICKLES	Sour, quart	17¢
RIPPLED WHEAT	Package	10¢
COCOA	Mother's or Blue, 2 pounds	19¢
SYRUP	Pure cane, gallon	55¢
PIMENTOS	2 cans	25¢
RICE	Blue Rice, 5 pounds	13¢
VANILLA WAFERS	Pound	17¢
PEACHES	No. 2 ½ can	27¢

## FRESH FRUITS and VEGETABLES

ORANGES, large California sweet navels, peck . . . . . 30¢  
LEMONS, dozen . . . . . 15¢  
LETTUCE, nice firm heads . . . . . 6¢  
BEANS, fresh green, pound . . . . . 5¢  
NEW POTATOES, pound . . . . . 5¢  
STRAWBERRIES, Arkansas, quart box, two boxes . . . . . 25¢

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see the display of articles that our mothers and fathers used—then look through the stock on our floor and compare with the furnishings of yesteryear the things we now offer for the home.

Articles that are a necessity, those of usefulness, convenience and beauty.

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dazzling musical romance... screened in a suburb of splendor!  
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