

SURFACE WORK ON HIGHWAY GAP HERE LET TUESDAY AT \$87,667.99

AROUND TOWN

Sights and Faces Seen
Ab Posey denouncing the fact at Easter comes on Sunday, and declaring that if it would only come on Saturday, or Monday, he would get a holiday—and every one agreeing with him that bankers should be entitled to a holiday occasionally.

The eyes of 182 Lions and ladies Tuesday night focused on Tom McCallum, Dr. G. W. Heard, Nestor Bass and G. H. Dillehay, none of whom were habitual smokers, as the four men sportingly fired up play pipes at the meeting.

Wilson Gyles rushing spring fashions, and causing much comment with his new checkerboard pants.

L. W. Carlyle, who has been working at Furr Food Store, is now employed at Weir's grocery and market.

Kellogg Sponsors Special Contest

Offering a total of \$200 in prizes, J. W. Kellogg this week announced the opening of a local contest for women in this trade area. The prizes include a bedroom suite, cedar chest, pyrex cooking set, two dinner sets, chest of Community plate silverware, lady's wrist watch, luncheon set, table lamp, and radio lamp. In making the announcement he stated that the contest will start March 20, and listed a number of special dates upon which free votes will be given.

"This is not a beauty contest, or a game of chance," he said. "Entries get votes by conforming with special contest rules, which are listed in a Brand advertisement this week." He also stressed the fact that the contest is open to all girls and women over 15 years of age, who reside in the Hereford trade territory.

The prizes will be awarded Saturday, May 1, which has been set as the closing date of the contest.

Seek Caliche On Third Street To Meet Highway 60

Application has been made through WPA for caliche surface on the east end of Third Street to connect with Highway 60, announcements stated. The city and county will cooperate with WPA in completing the strip, which is between 400 and 500 feet.

Officials expected to hear from the application in the near future, and state that the connection will give local persons an entrance into town over good roads, saving extra driving down the highway to Main Street.

Officers of the Prairie Dairy have been moved to the old West Tailor shop on West Third Street. The dairy will keep someone on duty at all times in the new location.

Rural Trustees To Be Elected April 3

A rural school trustee election will be held in each of the eight districts here Saturday, April 3, County Judge Earl W. Wilson said today.

Application to place name on the ballot must be made at least 10 days prior to the election, Mr. Wilson said, "and filed in the office of the county superintendent. The applications must be made in person or else carry the names of five qualified voters of the district."

One trustee will be elected in each rural district, one trustee

Schedule For Annual Event Is Published

With representatives of every school in Deaf Smith county scheduled to take part in the Inter-scholastic League meet here Friday and Saturday, March 19 and 20, announcements today stated that the meet this year is expected to be one of the best in the history of the county. More than 200 rural children will participate in the various events.

PUBLIC INVITED TO ATTEND COUNTY MEET THIS WEEK

Friday will be devoted to the literary division of the meet, and the track and field events are scheduled for Saturday. Directors of the league this year are H. E. Barnes, director general; W. B. Wilson, director of extemporaneous speech; Miss Ruth Wolfe, director of declamation; Tandy Legg, director of athletics; Ralph Arsenaux, director of debate; Miss Ethel Womble, director of spelling; Miss Emily Minter, director of the "wearing of the green."

Literary Events. The complete program for the meet is published in the "wearing of the green" section of this issue.

(Continued on last page)

Steers Average 1,033 Pounds

Considerable interest focused here Monday morning on the sale of 142 head of Hereford steers by John A. Pitman. Although the steers have been sold for some time, they were loaded for shipment Monday, and scores of residents watched the loading of the animals.

The steers averaged 1,033 pounds and brought nine and one-fourth cents. Mr. Pitman has been feeding them for 120 days. They were consigned to Cascade, Iowa, where they will be fattened out further before they are butchered.

Knox-Richardson Buy Cafe Here

Debb Knox and Buck Richardson this week purchased Painter's Cafe from Hiram Painter, and assumed management of the place Tuesday morning. Both boys are experienced cooks, and until recently have been employed in the bakery here.

Mr. and Mrs. Painter stated that they will visit relatives in Memphis and Breckenridge for a few days, then leave for Los Angeles, California, where they have been employed by Ike Crosthwait, former Hereford cafe operator.

Local Company to Open Branch Agency at Vega

The Brumley Woodford Co., Chevrolet and Oldsmobile dealers for Hereford, have acquired the associate dealership for Vega, and in the near future will open a branch agency there, according to announcements today.

The branch agency will include new cars, used cars, accessories and shops.

Amorillo Couple Buys Club Cafe

Nation May Again Export Wheat

An Associated Press release from Chicago this week indicated a good price for wheat in 1937. The article stated that the scramble for the world's dwindling wheat supplies, which has lifted prices to eight-year peaks, gave the American farmer a golden opportunity to resume the role of exporter this year. The press release continued:

"Board of trade specialists predicted that if domestic wheat production in 1937 is as large as expected, vessels once again will be leaving the United States wharves bound for Europe with large quantities of grain. The United States has not been a wheat exporter for many months, because the cumulative effect of several seasons of short crops has reduced stocks in this country to the lowest point since 1919.

"In direct contrast to conditions a few years ago when the bins of virtually every big exporting nation in the world were bulging with grain for which there was no market, re-arranging European nations now find themselves scouring the Southern hemisphere for wheat to feed populations and store reserves for possible war."

Deep Well Pumps 2500 Gallons Minute

W. W. HILL COMPLETES "DADDY OF IRRIGATION WELLS"

The "daddy of all irrigation wells" in this section was completed recently, and Tuesday morning was pumping out more than 2,500 gallons a minute. The well is located on the W. W. Hill farm, four miles north of here.

It is 235 Feet Deep. Sunk to a depth of 235 feet, the well is the deepest in this section. The average irrigation well depth is around 115 feet. A total of 185 feet of perforated casing was used in the well, which is diesel powered, with an 80 horsepower motor and a special pump.

After pumping sand for several days the well settled down this week and has increased from 2,000 to 2,500 gallons a minute. Mr. Hill says he believes the well will continue to pump at this rate, or even a greater volume.

To Make Tests. "I purposely dug the well deep," Mr. Hill said, "because there has been considerable talk about a drop in the water level here. I believe that by going deep enough, there will be no noticeable decrease in the amount of water."

"I intend to make a test out of this well," Mr. Hill stated, "and if it works out like I think it will, I plan to install another well, even deeper."

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Amorillo Couple Buys Club Cafe

Mr. and Mrs. W. E. Self recently announced the purchase of the New Club Cafe from Mr. and Mrs. Doug Henson. Mr. and Mrs. Self assumed management of the cafe Friday morning, and have already moved to Hereford, where they will make their home.

Irish Theme Prevails At Lion Festive

Amid a setting of Irish Shamrocks, gay green colors and festive gaiety, members of the Hereford Lions Club and ladies who were guests for the occasion, Tuesday evening heard Cal Farley of Amarillo, review his trip to Europe last summer. The meeting was attended by 91 Lions, accompanied by their guests.

Sees European War. Predicting war as inevitable in Europe, Cal Farley, the principal speaker of the occasion, said that Hitler and Mussolini were "in a hole" and war was the only solution. He also stated that the populace of Germany and Italy did not want to fight, but predicted that they would have to go to war. He also pointed out that European nations are already seeking loans from the United States, and predicted that they will probably get them.

During the course of his talk, Mr. Farley also reviewed his visit to points of interest to him, a World War veteran, and brought in the names of several local persons who served in the war.

Banquet Success. Following Farley's talk, Captain Hager, manager of the Cal Farley Flying Dutchman Circus, was introduced.

As Lions and their guests entered the Presbyterian church, where the banquet was held, the ladies were presented with small green, ruffled aprons and appropriate shamrock leaves to carry out the motif of the "wearing of the green."

Boys Lion Ralph Smith opened the program by immediately appointing six tall tail-twisters, Jimmy Gammill, Glenn Weir, Gaston Baer, Lee Morgan, Bill Smith and Harry Rice. The tail-twisters added to the humor of the occasion by pursuing a policy of "fine them if they do, and fine them if they don't."

The meal, served by the Presbyterian ladies, consisted of fried chicken as the principal course, and was termed by guests as the best meal ever served to the club. Following the meal, clay pipes were passed out to the men, who either smoked them, or paid a fine to the tail-twisters.

The gathering featured humorous entertainment throughout, and was considered one of the best ever sponsored by the Lions Club here.

Hereford Penney Store Sets Pace For Other Stores

The J. C. Penney store in Hereford during January and February of 1937, showed a greater percent increase in business over the same two months of 1936, than any other of the 1,500 stores in the Penney organization, according to Ray Jenkins, district manager, of Oklahoma City, who was a visitor in Hereford Tuesday.

Mr. Jenkins, who has supervision of stores in Texas, Oklahoma, Kansas, New Mexico and Louisiana, was high in his praise of the local store, and of C. F. Moore, local manager. In January, he said the store here showed an increase of 102 per cent in sales over those of January, 1936, while February showed an increase of 97 per cent over the corresponding month of last year.

Mr. Moore expressed his faith in the development of the Hereford territory, and is building up his store to meet the demands of increasing business.

Funeral Services Held Sunday for Charles Carroll

Funeral services for Charles R. Carroll, 36, were held from the First Baptist church in Hereford Sunday afternoon, March 14, at 3 o'clock, conducted by Rev. J. C. Thorns, pastor of the Presbyterian church. Mr. Carroll died Saturday, March 13, after an illness of one week.

He was born November 25, 1900, in Collin county, Texas, and at the age of two years came to Deaf Smith county. Since that time Hereford has been his home, and he was widely known over this entire section. He attended high school here, and joined the United States Navy. He remained in the navy until 1920, when he received his discharge.

Plan Easter Egg Hunt and Kiddies Show

Kiddies of Deaf Smith county and the Hereford trade territory will be invited as special guests of the Hereford Lions Club and the Star theatre to attend a big kiddies show and a community Easter egg hunt in Hereford Saturday, March 27.

The special kiddies' show has been scheduled for 10 o'clock Saturday morning, according to John Roberts, manager, who says admission to the show will be three hard-boiled eggs, and that every boy and girl in this section is urged to attend. A special program has been ordered out for this show.

Sponsored by the Lions Club, a community Easter egg hunt will be staged at 3 o'clock Saturday afternoon. All kiddies under 12 years of age are invited to attend this hunt. According to present plans, prize eggs will be hid along with other eggs, which will be collected from the admission eggs to the kiddies show Saturday morning. Complete details regarding this big hunt will be available next week, leaders said.

Demonstration, Free Show and Lunch Planned

Featuring a free show, lunch, and a special tractor demonstration at the old Baskin Farm, Davis & McCracken, local implement dealers, today announced the special attraction here on Thursday, March 25.

Acres of Action, a musical farm attraction, is being brought here by the Minneapolis - Moline Company, and free tickets are now being distributed at the Davis-McCracken office in Hereford. As an added attraction the dealers plan the free lunch at noon, followed by the free show at 1 p. m. The special demonstration will be held at 10 o'clock Thursday morning.

F. J. Owens To Visit Tennessee

F. J. Owens left this week for Murfreesboro, Tennessee, where he will visit his mother and other members of his immediate family. He was accompanied by his aunt, Mrs. Gull, of Pampa. He expects to be away for two or three weeks on the trip.

Although he makes the trip each year, he was especially anxious to visit his home this year since his mother has been in poor health since December.

Local Teachers Attend Annual Meet In Canyon

Observing a special holiday from classes for the occasion, teachers of Hereford and Deaf Smith county Friday attended the North Texas Teacher Conference in Canyon. The total attendance for the day was set at 2,500 Panhandle teachers.

Included among the outstanding speakers of the conference were Dr. Carlton Washburne, superintendent of schools, Winnetka, Illinois, and Dr. Harold G. Hand, professor of education, Leland Stanford University.

Those from Hereford who took part in the activities were Miss Neville Wrenn, C. H. Dillehay, Jesse Stanford and G. M. Hudson.

Completed Gap Will Connect Road Network

LOCAL RESIDENTS HOPE FOR EARLY COMPLETION OF PROJECT

The state highway commission Tuesday checked through bids and announced the Lone Star Construction Company, Texas, as low bidder on the Highway 33 gap through Deaf Smith county. The bid was for \$87,667.

Specifications on the bid called for a caliche and limestone base course, and asphalt base preservative, from Castro County line through Hereford to Randall county line.

FAP Wage Scale. No definite time was set for starting the work in this county, but it was designated that the work shall be done on the following minimum wage scale: skilled labor, 75 cents an hour; intermediate labor, 45 cents an hour, and unskilled labor at 30 cents an hour. The work is designated as Federal Aid Project 639-E, and 174-B, in Deaf Smith County.

A hope for beginning actual work in April or May was expressed by local officials. They also expressed a hope for completing the work as soon as possible.

Important Connection. With the completion of the road from here to the pavement in Randall county, a direct connection will be made with several networks of highways leading from Amarillo.

Work has been in progress for some time on Highway 33 west of Summerfield in Parmer county. When this project is completed, the road will run into Clovis, following on the north side of the railroad track.

When surface work on highway 33 has been completed through this county, local residents are looking forward to a continuation and expansion of development of lateral roads over the county.

Weather Chart

Day	Max.	Min.	Moist.
Thursday	74	34	0.00
Friday	70	28	0.15
Saturday	30	21	0.10
Monday	37	19	0.00
Tuesday	62	24	0.00
Wednesday	68	44	0.06
Thursday	??	33	0.00

Redecorate Office. Work continued this week on repainting and decorating the office of the West Texas Gas Company. The improvements are expected to be completed this week.

Farm Elections To Be Held In County

Two meetings will be held in the near future for the purpose of electing officers in the 1937 Agricultural Conservation program, according to Alex R. Bateman, county agent, this week. Three community committees and two alternates will be elected in each of the meetings.

Farmers in the south section, including Messenger, Westway, Wyche, Dawn and Hereford communities, will hold their election at the court house in Hereford at 2:30 o'clock Saturday afternoon, March 20, 1937. Farmers whose work sheets are numbered above 468 should attend this meeting.

All producers residing in the north section, including Ford, Daniel, Bippus and Fairview, are to meet at the Ford school at 8 o'clock Monday night, March 22, for the purpose of electing officers. This section includes work sheets from number one through number 468.

"Every producer has a voice in selecting the committees," Mr. Bateman stated. "We urge each farmer to attend the meeting for his section and to take part in the election of these men. Now is the time to vote your commitment in regard to your committees."

Deputy of the Devil

BEN AMES WILLIAMS

W.N.U. SERVICE

(Continued from last week)

"Not right away," she told him. "I won't go till he can. I wouldn't want to be there alone. Not with Mother—down here." Her tones were husky; she said: "Father starts his vacation next week-end. He may want me to go away somewhere with him; or he may want just to go to the Lake. He loves it there. I'll do whatever he wants."

Dan nodded. "It's a grand place," he assented.

"If we go up there, Dan," she decided, suddenly near panic at the thought of being alone with her father, "you must come up. I can't be alone with him. I'll miss Mother so."

He said doubtfully: "I've had about all the vacation I ought to take."

"I'll need you dreadfully, Dan," she said, and he cried: "God knows I'll need you, Nancy! Always!"

She turned off the highroad into a byway; the road degenerated till there were only wheel-ruts in the sand. They passed through an oak wood which closed like a screen behind them, and she stopped the car at last on a tufted slope, fragrant in the slanting sun. Below lay the marshes and the meandering river, and far away the wooded hills rose gently.

Nancy stopped the engine, and looked at Dan; and he leaned to ward her, held her for a moment close and tenderly.

They descended from the car. On the firm turf she lay at length, her arms across her eyes, in the full beat of the sun.

He sat down beside her. After a moment she looked up at him, and her eyes drew him down. He said huskily: "Your lips are trembling."

"I'm not—trembling or afraid, or doubtful any more, Dan," she whispered. "I know what I want."

His eyes were troubled. She covered her eyes with her arm again, and spoke, slowly and carefully:

"I won't argue with you, Dan, my dear," she said. "I've made up—our minds." Her lips smiled faintly. "No need of going over the same ground again and again and again. Of course, we will wait a little while, for Mother's sake. But waiting will be hard, and it musn't be long, because the world is settled, for us. No matter what you think, you're going to marry me."

"We'll be deary poor," he confessed. "I've nothing but my salary—never will have."

"Dan, my dear, you're so commercial," she reproached him whimsically. "A body'd never think you were bent on marrying money."

He said, laughing with a deep delight: "You're as obstinate as I'm not," she protested. "I'm not obstinate. It's only obstinate when you insist on doing the wrong thing, so you're the obstinate one." Her arm reached up and drew him nearer. "Don't be so strong and stubborn, Dan!"

He whispered, stammering and breathless: "Nancy, you'll have me—drunk with your sweetness, in a minute. Let me keep my head."

"I want you drunk and quite mad, and wholly irresponsible," she insisted. "I don't want you to keep your head." Her arms were tight around him. "Dan, Dan, I want you with me, to fight with me, to stand with me, to hold me."

"I am holding you, Nancy."

"Never let me go," she whispered. "Never let me go."

And she said: "I want it settled finally, and absolutely, and always and forever between us, Dan. Do you hear?" And she cried, a half sob in her tones, "Oh, it's only so that nothing can happen, so that I can stand up to Father, and so



He Said Huskily: "Your Lips Are Trembling."

air away before it. They stayed a while, watching the purple flood that flowed across the marsh; and it grew cooler, and Nancy said at last, in a tone of surprise:

"Dan, my dear, I'm hungry."

"It's dinner time," he assented, laughing at her. "Why shouldn't you be?" Their voices were rich and husky.

It seemed to them the essence of perfection to eat hamburger sandwiches at a lunch cart on the way home, where two truck drivers ate beside them and discussed the day's ball game with the cook. Yet afterward they were reluctant to go on, and it was late when Nancy brought Dan at last to his own door.

"She would not come in. I don't even want to see Mary Ann tonight," she said.

He spoke soberly: "Nancy, there is one thing: Jerrell's a good man, and a fine man. And he's been mighty nice to you. You must tell him, Nancy."

"Why?" she asked curiously.

"I will, of course, if you think so, Dan. But why?"

"No man likes to find himself in the position of making love to an engaged girl," he explained. "It makes him ridiculous; and Jerrell's too much of a man for that."

"If he doesn't want to be ridiculous, he shouldn't make love to a girl half his age," she protested, mischievously.

Dan insisted: "I like him, and respect him. Nancy, you'll do it."

She said demurely: "Who am I to oppose you, Dan, my dear? I'll do exactly as you say." She urged then, happily: "But let's not tell anyone else, till we're ready to be married the very next day!"

He nodded: "All right. But I'd like to shout it."

"I'd like to sing it, darling,"

she whispered. "Kiss me now." He did. "And good night. Tomorrow night, Dan?"

CHAPTER VII

Doctor Greeding decided that he would go to the Lake for his vacation, just as he had planned. He said to Nancy, "I think your mother would want us to go," and he explained: "I shall do some work. I've papers to prepare. Miss Carlisle can get the data together and bring the material up to me."

Nancy nodded, and he added: "She's a very capable girl, Nancy."

"Oh, yes," she agreed. "Yes, Mary Ann's fine."

"I've never worked so well as since I took her on," he said. "She—" He spoke of details, till it occurred to Nancy, incredibly, that he protested overmuch. She said at last, faintly disgusted by his reiterations:

"You don't have to praise Mary Ann to me, Father."

He flushed, but then he laughed.

"Fine," he said. "I'm glad you won't mind her being up there with us."

"I'll ask Dan, too," she said.

"So that I'll have some one to play with while you and she are working."

He hesitated. "I don't know whether that's—wise, Nancy. So soon after your mother's death."

She did not urge the point, assuming that when the time came, Doctor Greeding would be more complaisant.

desire to be selected as the depository of the county and school funds of Deaf Smith County for the years 1937 and 1938.

By EARL W. WILSON, County Judge.

(Continued next week)

NOTICE TO BIDDERS

Notice is hereby given that the Commissioners Court of Deaf Smith County, Texas, will on the 5th day of April, 1937, receive proposals from any banking corporation, association or individual banker in Deaf Smith County that may

Protect What You Have INSURE John McLean Insurance Agency Phone 273

MERIT

FEED FACTS and CHICKS START 'EM RIGHT

Your selection and use of feed is a vital factor in determining the number of chicks you will raise—also the number you will lose—and you just can't beat MERIT STARTING MASH!

It contains the right proportion of oat groats, dried buttermilk, charcoal, alfalfa leaf meal, other essential ingredients, and plenty of cod liver oil.

Buy Profits By the Bag!

FEED Merit Egg Mash

West Texas Feed & Seed

PHONE 265

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Switch TO DODGE and Save Money!

Your Last Chance at \$300.00 in PRIZES!

Offered By The Shamrock Oil & Gas Corp. For A Name For Its New Polymerized Gasoline

1st Prize \$100 Cash; 2nd Prize \$50 Cash; 3rd Prize \$25 Cash; 25, \$5 Gasoline Coupon Books

READ THE FACTS, given below, about Shamrock's new, high quality gasoline. Then, send in one or more names you believe best suit this new and better gasoline! Name desired should be appropriate for use with the word "Shamrock," such as, "Shamrock Shur-Fire," "Shamrock Green-Glow," etc. Several good names will occur to you in a moment's thought. But you'll have to send them in at once because this contest closes at midnight, Tuesday, March 23. Your suggestions may win one of the big prizes.

This contest is open to everyone except Shamrock employees and their families. In case of a tie, duplicate prizes will be awarded.

FACTS—about Shamrock's New Gasoline!

Shamrock's new gasoline contains an exceptionally high percentage of Polymer. QUICK STARTING: This high-test, 70 octane gasoline starts your engine instantly, warms it fast, gives it pep and power, No choking, sputtering, missing! SMOOTH RUNNING: It gives you high anti-knock performance without the addition of dope, no vapor lock, smooth dependable operation in all kinds of weather—and more miles per gallon.

FILL OUT THIS ENTRY FORM AND MAIL BEFORE MIDNIGHT, MARCH 23.

The Shamrock Oil & Gas Corp., Amarillo Building, Amarillo, Texas.

Gentlemen:

I submit below my suggestion (s) for a name for your new high quality gasoline:

(Print suggestions above)

(Name)

(Address)

For additional name suggestions attach extra sheet.

The name for Shamrock's new gasoline will be announced in this newspaper early in April. The gasoline will be offered for sale at that time.

Act Now—Send in Your Entry Today!

and when she went there the cupboard was bare!

And a systematic, organized bank account or savings account would have eliminated Mother Hubbard's sad story. You, too, can avoid such circumstances. We will be glad to carry your account, and to assist you in planning such an account.

Hereford's Friendly Bank Appreciates Your Patronage!

First National Bank

OF HEREFORD

MEMBER FEDERAL RESERVE SYSTEM

A Strong Bank Thoughtfully Managed

SOCIETY

MRS. JOHN McLEAN, Society Editor. Phone 181-W

SENIOR BAY VIEW CLUB HONORS JUNIOR CLUB

A social highlight of the week for members of the Junior Bay View club was the buffet supper given in their honor Friday evening at the club house by the Senior Bay View Club members.

Patrick's Day anticipations were suggested by the invitations for the affair, which read: "You are invited to the Pig and Whistle Club house Friday, March 12, at 8:30. Bring the best Irish joke you know."

In spite of a rain storm without, guests found the club house a veritable scene of spring with, as though a bright spot of the Emerald Isle had been cornered on the occasion. The dull wood-paneled of the building furnished an attractive background for gay decorations and table appointments.

The table was covered with a shamrock trimmed cloth and centered with a cluster of sweet peas and green fern, flanked by slender green candles. At small tables places were marked by green noise makers which proved to be tall green hats and when unfolded revealed individual Irish fortunes. The Irish motif was reflected in the colorful menu.

Mrs. D. H. Alexander, president, was toastmistress. Features of entertainment were Irish songs, sung by Mrs. R. P. Conaway, accompanied by Mrs. W. J. Stanford, and Irish jokes told by the guests in the glow of the open fire, pungent with cedar.

Arrangements were in charge by Mrs. Paul Mathers, assisted by Mrs. H. G. Conkwright.

Attending were Rhita Jean Sullivan, Gwendolyn Spradley, Edna Laghete, Ruth Conkwright, Fern Arliss, Ina Mae Gilbreath, Mary Fraser, Ernestine Warland, Eloise Fraser, Katherine Kirby, Eloise H. Alexander, J. W. Kirby, E. W. Harrison, Tom McCollum, W. M. Emmons, G. M. Hudson, A. M. Jones, B. F. Guthrie, of Sanford; ones, B. F. Guthrie, of Sanford; Paul Mathers, Essie Cardwell, Bob Wilson, John Olson, J. M. Simpson, Jr., of Amarillo, W. J. Stanford and Miss Lillie Hostetter.

TWO HONORED AT FAREWELL DINNER

A farewell dinner honoring Mrs. O. Crosthwait, who is leaving for Long Beach, California, and Mrs. Belle Hodges, who left Saturday for Los Angeles, was given Thursday at the home of Mrs. Vern Witherspoon.

Co-hostesses with Mrs. Witherspoon were Mrs. Henry Hastings and Mrs. Esra Norton. After the dinner croquet, knitting and conversation furnished entertainment.

Those present were Meses. T. M. Palmer, Buddy Witherspoon, D. H. Alexander, Hodges, Crosthwait and the three hostesses.

PETERSENS ENTERTAIN WITH DINNER PARTY

Mr. and Mrs. A. Petersen entertained with a lovely dinner party at Thursday evening, followed by St. Patrick bridge party. Table appointments in green and decorative shamrocks carried out the St. Patrick motif.

Those enjoying the occasion were Messrs. and Meses. J. Wallace Robinson, Reed Williams, A. R. Batenan, Ellis Coombes, Luther Reece and the hosts.

MISS ELIZABETH CHAPMAN, PAUL J. OBRECHT MARRIED

Miss Elizabeth Chapman, daughter of Mr. and Mrs. J. M. Chapman, of Sims, and Mr. Paul J. Obrecht, son of and Mrs. W. H. Obrecht, of Panhandle, were married Friday evening at the home of Mr. and Mrs. F. P. Lyon of this city.

The impressive ring ceremony, read by Rev. J. C. Thorns, pastor of the Presbyterian church, took place in the presence of a small group of relatives and close friends of the couple. Greenery banked the improvised altar.

The bride wore a tailored blue dress with gray accessories. She carried an arm bouquet of pink roses.

After the ceremony guests were served a lovely turkey dinner. Out-of-town wedding guests were Mr. and Mrs. W. H. Obrecht, Fred Obrecht, Mrs. W. H. Lusk, Harry Vance, H. Chenoweth, and Mr. and Mrs. R. H. Robinson, all of Panhandle; Miss Jewel Christopher, Canyon; Miss Ruth Wolfe, Dawn; Mr. and Mrs. E. C. Chapman, Buster Chapman, Buddy Chapman, Robert Chapman, Mr. and Mrs. J. M. Chapman, Miss Virginia Chapman, Wilbur Chapman and C. L. Chapman, Adrian.

Other guests were Mr. and Mrs. A. D. Godwin, Mrs. J. E. Gyles, Mr. and Mrs. N. C. Vogele, Mr. and Mrs. F. P. Lyons, Virginia and Joe Lyons.

Mrs. Obrecht is well known in Deaf Smith county, having taught one year in the Sims school. She attended WTSTC, Canyon, and Baylor University at Waco. She was outstanding in 4-H club work. For the past two years Mrs. Obrecht has taught at Liberty. The young couple plan to live on a farm near Panhandle, where he is engaged in the cattle business and wheat farming.

GUESTS ENTERTAINED BY BRIDGE CLUB

A table of guests played with members of the London Bridge club Thursday afternoon, when the club met at the home of Mrs. Emmett Milburn. Green and white colors carried out the Irish motif suggestive of St. Patrick's Day.

High score for the club went to Mrs. Lee Morgan, while Mrs. W. R. Kimbrough won high for guests.

Special guests were Mrs. Sherman Morgan, Mrs. Frank Cogdell, Mrs. Grant Fuller, Mrs. W. R. Kimbrough and Miss Mildred Buck. Club members present were Meses. Charles Brooks, J. T. Gilbreath, Jr., O. C. Holt, Nelson McRight, Ernest Medkief, Lee Morgan, R. R. Willis and the hostess.

Mrs. S. E. Askren and Mrs. W. M. Bell were Amarillo visitors Friday.

DECORATIONS ADD TO ST. PATRICK'S DAY LUNCHEON

Gay colored table appointments and a green and white color theme in decorations formed an attractive setting when members of the Wednesday Luncheon club were entertained Wednesday of last week at the home of Mrs. W. M. Emmons.

The entire luncheon reflected the influence of St. Patrick's Day. An Irish lace cloth covered the table which was centered with a glazed crystal cluster of fruit on a mirror base. Tallies and prize wrappings in the Irish motif completed the decorations. After the luncheon games of contract were played. Mrs. C. C. Rockwell won high score prize for the club and the guest prize went to Mrs. Tom McCollum.

Those enjoying the lovely affair were Meses. B. M. Wiltshire, Jack Wayland, C. C. Rockwell, W. L. Davis, T. H. Coursey, S. P. Ross, Tom McCollum and the hostess.

Mrs. Seth B. Holman spent the week end in Amarillo with her friend, Mrs. R. E. Townsend.

C. E. HONORS MISS FAYE CROSTHWAIT

Naming Miss Faye Crosthwait, who is leaving soon to make her home in Long Beach, California, as the honoree, the Presbyterian Christian Endeavor entertained last Friday night with a buffet supper at the Presbyterian manse.

Decorations suggesting the approach of the Easter season were used. Easter bunnies, downy baby chicks and small green nests, filled with vari-colored Easter eggs emphasized the Easter theme.

Miss Elsie Wilkins, Endeavor president, presented Miss Crosthwait with a lovely gift from the Christian Endeavor group.

Members of the organization are Viola Phillips, Mary Ann Baird, Barbara Brotherton, Virginia Nix, Melvina Stewart, Elsie Wilkins, Vivian Olson, Ray Nunn, Bill Montgomery, Donald Conklin, Ben Conklin, and Rev. and Mrs. J. C. Thorns and the honoree.

Mrs. Belle Hodges left Saturday for her home in Los Angeles, after spending several months here with her sister, Mrs. T. M. Palmer.

BIPPUS CLUB MEETS WITH MRS. MASON

The regular meeting of the Bippus Demonstration club was held at the home of Mrs. Rufus Mason Wednesday, March 10. An all day meeting was enjoyed, with a covered dish luncheon at noon.

In the afternoon a short business meeting was conducted. Mrs. Mason gave a talk on How to

Make Candle Wick Bed Spreads.

Mrs. Jack Fortenberry won the club prize, and hostess prize was awarded Mrs. Clinton Homfield.

Members present were Meses. E. Morrison, Jack Fortenberry, C. V. Griggs, Emory Burks, Doris Pinnell, Clinton Homfield, Frank Knabe, Jones and the hostess. The next meeting will be held at the home of Mrs. Homfield on March 24.

Son Born to Mr., Mrs. Dean Rice.

Mr. and Mrs. Dean Rice of Duncan, Oklahoma, announce the arrival of a son on March 13, at the Deaf Smith County Hospital in Hereford. He weighed seven pounds, and has been named Don Richard. Mrs. Rice is the former Miss Imogene Wilson, daughter of Mr. and Mrs. John L. Wilson, of this city.

SHERIFF'S SALE—REAL ESTATE

STATE OF TEXAS, COUNTY OF DEAF SMITH

BY VIRTUE of an Order of Sale issued out of the Honorable District Court of Bexar County, 57th Judicial District of Texas, on the 3rd day of March, 1937, by the clerk thereof in the case of Aetna Life Insurance Co. vs. The Seven Bar Cattle Co. et al. No. B-85,019

Section No.	Capital League No.	Acres
NE 1/4	378-387	160
S 1/2	378	320
S. 120 acres of W. 320 acres of N. 200 acres of		
W 1/2	13	378
SE 1/4	9	378
N 1/2	18	394
SW 1/4	10	395
NW 1/4	4	394
S 1/2	8	388-394
NW 1/2	8	394-395
N 1/2	28	377-378
	22	388
SE 1/4	3	376-377-388-380
	59	388
W 1/2	27	393-394
SW 1/4	7	387-388
	27	388
	33	403
	33	403-414
S 1/2	26	403
SW 1/4	23	404
		160
Total		6,080

and to me as sheriff directed and delivered, I will proceed to sell to the highest bidder for cash, between the hours of 10 A. M. and 4 o'clock P. M., on Tuesday, April 6th, A. D. 1937, at being the first Tuesday of said month, at the court house door of said Deaf Smith County, in the City of Hereford, the following property situated in Deaf Smith County, Texas, to-wit:

Levied on the 6th day of March, 1937, and to be sold to satisfy a judgment dated January 25th, A. D. 1937, and recorded in the Minutes of said Court in Vol No 16, pages 542-544, in favor of the Aetna Life Insurance Company against The Seven Bar Cattle Company and W. I. Valentine for the sum of \$38,800.00 principal and \$11,791.00 interest, with interest on both said sums at 10% per annum from January 25th, 1937, until paid, and \$5069.00 attorneys' fees, with interest thereon at 6% per annum from said date until paid, and all costs of

suit, together with foreclosure of deed of trust lien on the above described property as said lien existed on August 3, 1923, or at any time thereafter, against the defendants, The Seven Bar Cattle Company, Henry Wilkinson, W. I. Valentine, G. W. Burch, C. R. Smith, Hugh Fortenberry, J. W. Kirby, Mrs. Mina D. Jones and the Estate of A. M. Jones, deceased.

Given under my hand March 6th, 1937
J. O. NEWELL, Sheriff
of Deaf Smith County,
Texas.

Under New Management The New Club Cafe



We have purchased the New Club Cafe from Mr. and Mrs. Doug Henson, and have already assumed management! Through years of experience in the restaurant business, we feel that we will give you the kind of a cafe you want—and the kind Hereford needs and will be proud of. We have already moved here and intend to make our home here. We invite you to give us a trial, because we know that you will be satisfied.

MR. AND MRS. W. E. SELF.

To Serve You Better

We have cleaned the cafe thoroughly from front to back, and will serve only choice meats, vegetables and groceries. We intend to give this business our personal attention—and you will agree with us that eating here is like eating at home. We serve Folger's coffee, and it is really good. Don't delay your visit to The New Club, now under new management.

THE BEST STEAKS IN TOWN

We Specialize In Short Orders



Steaks and Chops

SPECIAL MERCHANTS' LUNCH

Everything you could ask of a lunch... your choice of meats; plus vegetables, drink and a dessert.

35c

WHEN YOU COME TO THE LEAGUE MEET—VISIT US FOR GOOD FOOD AT REASONABLE PRICES

New Club Cafe

Mr. and Mrs. W. E. Self

THANKS A Million

This has been said many times before, but never before more sincerely than now. We have enjoyed the loyal patronage accorded us by our friends while in Hereford, and truly would like to live in Hereford, but due to circumstances, we must leave Hereford, as much as we regret to do so.

AGAIN, THANK YOU!

Mr. and Mrs. Hiram Painter



GET CHANGED TO OIL-PLATING

Spring's here, but let's not put any loud "new suits" on all the old oil bogeymen. After all, botherless engine lubrication gets down to a few calm facts that are facts.

No. 1... You want to be certain that your engine doesn't grind every time you start, while oil is "coming up" from below. Oil-Plating, produced only by Conoco Germ Processed oil, can never lose time "coming up," because it's already there!

For the patented Germ Process creates such a powerful attraction between oil and metal that the inside of your engine becomes Oil-Plated. And you know that platings aren't runny, but stay up in place. That's the way Oil-Plating will stay up to ward off all the worst starting wear you ever heard of.

And No. 2... Whether you've got a "good old car" or the latest thing, you

want to make any driving schedule without being nervous about the heat indicator and the oil level. You can easily keep them where they belong. This is exactly why: the Germ Process creates a far stronger normal type of oil film and then checks friction still further by means of modern Oil-Plating—entirely extra... exclusive to Conoco Germ Processed oil. Costs no more when you change; costs you less all season. Continental Oil Company



GERM PROCESSED OIL

The Hereford Brand

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

MRS. SETH B. HOLMAN Publisher and Manager
JIMMIE GILLENLINE Editor

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

GRAND SALINE PLANS

An example to all the towns of Texas is being set by Grand Saline, Van Zandt County town of about 2,000 population. Members of the Grand Saline Planning Board, after hearing from John E. Surratt, secretary of the Kessler Plan Association, of the progress being made by towns which are following a planned and constructive program, last week appointed twelve committees and set to work. An idea of the kind of work that is to be done may be gained by considering the committees themselves. Here they are: road committee, streets, sidewalks and automobile parking committee, park committee, farm marketing, city planning and zoning, soil conservation, farm home beautification, public buildings, rural electrification and telephones, recreation and culture, health protection and schools.

That's a pretty complete list. Grand Saline is to be congratulated on possessing the civic leaders who are pushing the planning program. And it is something for other Texas towns to watch. Those towns and cities that plan their progress along definite lines are the ones that progress most rapidly and soundly. Grand Saline aims to go ahead. It is setting about it in a way that will get results.—The Texas Weekly.

Like many other Texas towns, Hereford is also planning a program of extensive development during 1937. Committees have been appointed to develop trade, agriculture, livestock, industry, roads and transportation. The success of these projects will depend entirely upon the cooperation which these chairmen receive from the remainder of the populace. This area is gifted with tremendous irrigation possibilities, which many other communities do not have. The development of this phase to its fullest extent will call for industrial growth; for factories to can produce, perhaps even a sugar factory in time. This development will benefit the entire community, and every person who lives in this territory—from the most humble to the owner of the most property. It is, therefore, essential that we all answer promptly, when summoned for some community task, or placed on some committee.

Mr. and Mrs. Woodrow Watkins visited Mr. and Mrs. Frank Robinson in Hereford Sunday.
Miss Helen Lyles, Episcopal student worker in WTSTC, Canyon, is visiting Miss Eleanor Pierle in Hereford.

New Location

121 WEST THIRD STREET

The Prairie Dairie has moved to the location formerly occupied by West Tailor Shop, and will be glad to serve our patrons there in the future.

SOMEONE WILL BE AT THE NEW OFFICE AT ALL TIMES

Retail Milk, Cream, Chocolate Milk and Bottled Orange Juice

Phone 6 Prairie Dairie

HERB SINDT

Social Security Outfit

COMPLETE

\$125 EACH

10 Employees Or Less

NO. 50-10 OUTFIT CONSISTS OF:

Loose Leaf Ring Binders, 8x10, Personal Record Sheets, Employees Earning Sheets (Large Outfits Proportionately Priced)

All Necessary Information For Social Security Records

NOW ON SALE AT

THE HEREFORD BRAND

PHONE 30

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 16, 1906.)

Ira Cochell, student in the Christian College here, had gone to his home at Umbarger for the week end.

Both the First National and the Western National Banks carried full page ads in this issue of the Brand.

Supposed to have started in the Elk's saloon or in some other part of the Elks club rooms, Amarillo's most disastrous fire destroyed about \$75,000 worth of property.

Asked by his wife to purchase a baby buggy for use of a new son, Hon. Carl Gilliland was later seen rushing madly up Main Street pushing a wheelbarrow. The manner of his reception at home was not known.

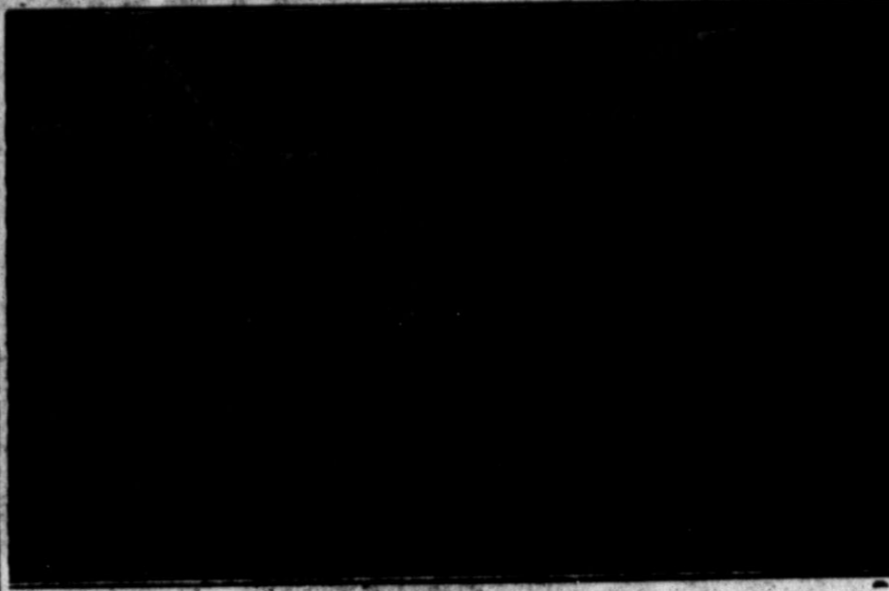
It was snowing in Hereford on March 16, 1906.

Miss Susan B. Anthony, 86, temperance advocate, died at her home in Rochester, New York, March 13.

Sam Bratton was expected home from near Claude, where he had been teaching several months. Sam was to re-enter school here and graduate with his class in May.

(From The Hereford Brand, March 16, 1916.)

Hereford was striding along the path of progress in nine



They raised 'em like this—"A Long Time Ago"—but now the region is noted for its wonderful herds of Pure-Bred Herefords.

league boots—the latest step being hastened by the addition of a general delivery service by automobile. A can of soup! Sack of flour! It was there with all the speed and dispatch afforded by a "jitney".

A local firm had just received a car of brand new ice, guaranteed to be cold. Delivery anywhere, at any time except Sunday or too late at night.

"To insure publication, the current week community items must reach this office not later than Tuesday noon. (And, incidentally, that still goes.)"

"The best love plot is 50 by 140 feet, and paid for"—was the way the Salina Journal put it.

Archie Conklin was stepping proud. He had just trapped an unusually large coyote.

Temple Sites, Eddie Connell, centers; Susie Mackey, Lelia Patton, guards; Sena Mae Mounts, Elizabeth Oberthier, forwards, composed a basketball team which was scheduled to meet Amarillo high school girls' team March 18. The Hereford lassies had not lost a game that season.

Stude: I want my hair cut.
Barber: Any special way?
Stude: Yes; off!

Schubert's Symphony Club of Chicago had been engaged by the Chorus Club of Hereford to play a concert here—the third return of this popular company to this city.

By Their Words AND OURS

The Oldham County News, published at Vega, is a new exchange paper arriving at the Chief office. The News was recently established by H. H. Weimhold of Sudan, which took the place of the Vega Sentinel, discontinued. The Weimhold's are natural born newspaper men and will give Oldham county a paper anybody would be proud of.—Miami Chief.

Ever since I was a wee, wee tot, I have been told that women were frail but charming, brave, yet feminine in comparison to man who was supposed to possess all the strength, stamina and brawn. Since reading Archibald's dissertation in the Hale Center paper attacking my theory on long handles, I am inclined to believe the three adjectives used above in describing man's potency should be spineless, sissiness and baloney.—Jeanne Suits, in Lockney Beacon.

Secretary Wallace has endorsed a plan for crop insurance that is embodied in a bill introduced by Senator Pope. The plan would be limited at first to wheat. If it proved successful, it would then be extended to other crops. Under the bill a farmer may take out insurance on the basis of the average yield for his section. He would pay premiums either in cash or produce, and if his yield for the year fell below the average, he would be compensated for the amount of the loss. This would not only protect the farmer against the hazards of nature, but would stabilize prices and thereby benefit the consumer.—Turkey Enterprise.

When you buy the new automobile license plates, you will be patronizing the Texas penitentiary, as these plates were made in a factory at Huntsville.—Memphis Democrat.

Most Muleshoe women are good losers—especially when they are losing weight.—Muleshoe Journal.

The Highway Planning Survey is now collecting important information from car owners of Hutchinson county. Each car owner as he pays his 1937 registration fee at the office of the county tax collector will be handed a post card questionnaire upon which to note a few essential facts. These cards are self-addressed and require no postage. Vehicle owners should fill them in and mail them at once.—Borger Herald.

The new state highway signs: "If you drive, don't drink; if you drink, don't drive."

Wheat prospects are fine and no dusters for over three weeks. Some dust in the air Tuesday but it was coming from distant points and not out of the fields in the Perryman area. Can it be possible that we are off to another one of those

wheat crops that gained for Ochiltree county the title of being "The Banner Wheat County of Texas"—Ochiltree County Herald.

In considering life as a whole, I should say that the period at which a person first enters upon a satisfying method of living is to him the most enjoyable of his earthly existence—the mature period at which, weary of floundering about in confused circles and chasing chimerical Bacchus, he moors himself to the lighthouse of faith, that keeps him in the even tenor of existence.—Floyada Heverian.

Mr. and Mrs. Coleman Wright and baby left Monday for their farm in New Mexico, south of Albuquerque. Mr. Wright has been employed as a mechanic at the Hereford Motor Company.

W. W. Henslee of Dallas, and George Roots, both with the Caterpillar Tractor Company, were here Tuesday inspecting the W. W. Hill Irrigation well.

Vondell Brooks New Bookkeeper At Brand Office

Miss Vondell Brooks Monday assumed the duties of bookkeeper and office assistant in the Hereford Brand. For the past 15 months, she has been employed in the Star Theatre, and previous to that time worked in the J. C. Penney store here.

After graduating from Hereford High School in 1930, Miss Brooks attended Fleming Business College in the fall of 1930 and studied bookkeeping.

Mr. J. M. Simpson, Jr., of Amarillo visited in the home of her mother, Mrs. E. W. Harrison, last week. They were joined here Sunday by Mr. Simpson and went to Farwell to attend the wedding of their brother and son, David Harrison, to Miss Beulah Norris.



DRESS UP for spring

DRI-SHEEN

Just Arrived—**ANKLETS** 3-ply buffer heel and toe

SHIRTS and SHORTS HATS Collegian and Stevens New snappy shades and colors!

It's not too late to get that new Tailored Suit—We give you six-day service!

will make those last spring clothes look like new. Bring us your suits and dresses in time to get them ready for Easter. If you are a regular customer, you know what Dri-Sheen will do; if not, one trial will convince you!

We Dri-Sheen Curtains and Draperies at a low cost to customers!

FOX

Cleaners & Hatters

HOMER FOX

PHONE 111

AUTHORIZED DRISHEEN PROCESS

Want Ads

For Sale or Trade

FOR SALE: Bundle feed, cane and hegarla. See Frank Bezner, at Sulphur Park. 10-3p

FOR SALE: Light stock trailer at the Public Sale at the Bull Barn next Tuesday. O. T. Larson. 1p

FOR SALE: About dozen English White Leghorn pullets. Inquire at Brand office. 1c

BEAUTIFUL hand-made corsages from California Fadeless Wood Fiber. Mrs. M. E. Moore, one mile north on 25-Mile Avenue. 1p

FOR SALE: Modern stucco, four rooms and bath, good stucco garage, large lot. See Ralph Smith. 1c

WANT TO TRADE: Oil leases for home in Hereford. See A. L. Thomas, 610 Miles Avenue. 10-3p

FOR SALE: Plenty of good bundle cane and hegarla. D. R. Carmichael, six miles southeast of Hereford. 9-6p

FOR SALE: Five room modern house, double garage. Located on pavement, priced reasonable. Phone 401. 800 Lee Avenue. 7-4c

TRACTOR BARGAINS: We have some exceptional bargains in used and reconditioned tractors priced to move. Liberal terms. Clovis Farm Machinery Co., Clovis, New Mexico. 5-8c

FOR SALE: 1931 International 1 1/2 ton truck. Sacrifice at \$115 for cash. Hugh Auda, 610 Lee Avenue, Hereford, Texas. 1p

FOR TRADE: One row binder, broadcast binder, two-row go-devil and one mower. Will trade for milk cows. See Buck Hines, second house south of Frio Draw, on east side of old Dimmitt Road. 11-3p

FRYERS FOR SALE: Hellman's 201 B Street, Hereford, Tex. 1

FOR SALE: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 606. Prairie Dairie. 20-

For Rent

FOR RENT: 120 acres farm land. Will sign waiver for reliable party. See Claude Higgins. 9-8

THE NEXT 10 young people who enroll in this school can do so on unheard of terms of tuition. You can also earn your board and room. Write for information! Fleming Business College, 808 Polk St., Amarillo, Tex. 8

Wanted

WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hatters. 11-

WANTED: General housekeeper. See Mrs. T. J. Carter, telephone 327-J. 7

JOB WANTED: Experienced machinist general farm work. Married, will work single handed or will bring family. Write Carl Sevier, care E. F. Sevier, Route 3, Hereford. 11-

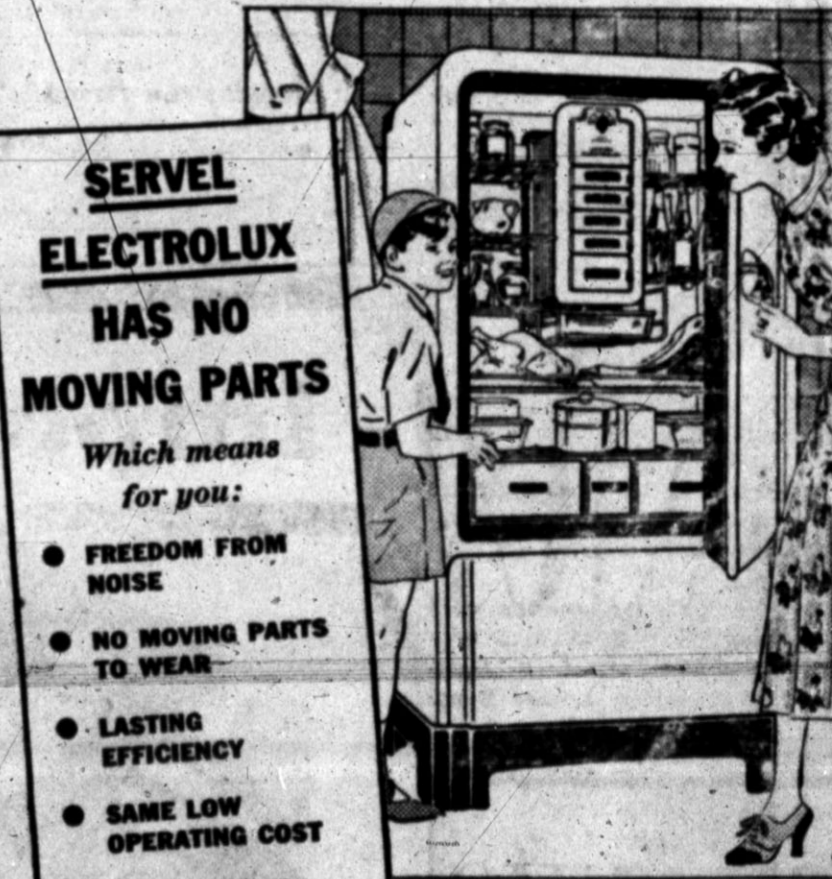
MALE HELP WANTED: Steady work, good pay. Reliable man wanted to call on farmers in new county. Make up to \$12 per day. Write McNeess Co., Dept. Freeport, Illinois. 11-

WANTED TO RENT: Section land to summer till to wheat. Have new tractor. T. H. Bone, Bellview, N. M. 11-

WANTED: About 500 ladies try our new kerosene. The best kerosene in the Panhandle. Moco Independent Oil Company, Phoenix, 161.

ENJOY PERMANENT SILENCE

...CONTINUED SAVINGS



- SERVEL ELECTROLUX HAS NO MOVING PARTS**
- Which means for you:
- FREEDOM FROM NOISE
 - NO MOVING PARTS TO WEAR
 - LASTING EFFICIENCY
 - SAME LOW OPERATING COST
 - FULLEST FOOD PROTECTION
 - SAVINGS THAT PAY FOR IT
- Besides...
- Every Modern Convenience
 - Streamlined Beauty
 - Extra Roominess
 - Greater Ice Cube Capacity

Choose the GAS refrigerator for longer, more satisfying service!

THERE'S good reason why Servel Electrolux is a favorite of thrifty women! Year after year, it provides the same worth while savings—the same permanent silence—it did when new. For, this basically different refrigerator has a single moving part in its freezing system. A tiny gas flame does all the work. It circulates the refrigerant that produces constant cold and cubes of ice unflinchingly. Drop in today and inspect the new 1937 Servel Electrolux now on display.

Ask about our Easy Purchase Plan

HEREFORD IMPLEMENT and APPLIANCE COMPANY

HEREFORD, TEXAS

**Win A
Beautiful
PRIZE**

**KELLOGG'S
BIG PRIZE CONTEST!
\$200.00 FREE
IN PRIZES**

Enter Your Name NOW - It's All FREE!

How To Win

ALL PRIZES are given free of charge on the last day of the campaign to persons having the most votes. This is not a Popularity or Beauty Contest. It's free and open to anyone, married or single. Ladies living out of town have an equal chance with those living in town. (Read Program.) It does not cost you one cent to enter this great campaign. Votes will be given with each purchase, and for the sale of merchandise bonds.

Votes are given at the rate of 10 votes for each one cent purchase; 20,000 votes given for the sale of each \$2.50 merchandise card.

Thousands of free votes given daily. Read the program given below.

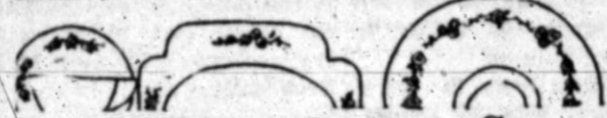
You can nominate yourself or some friend. Thousands of free votes given to each contestant. Join now! Get in touch with your friends who will help you!

10 BIG PRIZES



4-Piece Bedroom Suite

10-PIECE
Pyrex Cooking Set



42-Piece Dinner Set

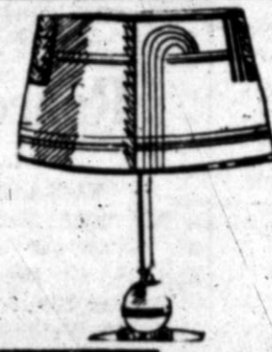
32-Piece Dinner Set

Chest Community
Plate Silverware

Walnut Finished
CEDAR CHEST

Purchased from Black Furniture Company

TABLE
LAMP
RADIO
LAMP



LADY'S WRIST WATCH
LUNCHEON SET

See these prizes on display at the store. For complete information see Mr. J. W. Kellogg, campaign manager, at the store.

These prizes are given the last day of the campaign to contestants having the most votes. The contestant having the most votes takes her choice, then the next one takes her choice, and so on, until all prizes are taken.

**Campaign
Rules**

1. Prizes given last day of campaign to contestants having most votes.
2. Standing of contestants posted at the store daily.
3. Votes cannot be transferred after being cast.
4. Votes must be cast each day as they are received.
5. Votes must not be solicited in or directly in front of store.
6. Any person may enter, subject to approval of contest manager, except relatives of anyone actively connected with the store. Organizations barred.
7. In case of a tie, duplicate prizes will be awarded.

NOMINATION COUPON
25,000 FREE VOTES

I Nominate _____
Address _____
Not good unless brought to the store personally or mailed to Campaign Manager. Only one nomination credited to each candidate.

Contest Starts Saturday

Important Days During Campaign



SATURDAY, MARCH 20, CONTEST STARTS

MONDAY, MARCH 22, FREE VOTES

Come to the store Monday and guess at the number of pennies in our show window and receive 1,000 free votes for your favorite contestant. No purchase required—it's all FREE—anyone over 15 years of age may guess.

EACH TUESDAY—DOUBLE VOTES

All votes will be doubled on each purchase made on each Tuesday during campaign.

EACH WEDNESDAY—REGISTRATION DAY

votes as follows: If you live in town, or one mile from town, you will receive 1,000 free votes; if you live two miles from town, you will receive 2,000 votes; and three miles, 3,000 votes; four miles, 4,000, and so on—1,000 votes per mile up to five miles, which would be 5,000 free votes. Traveling men, tourists and visitors allowed 1,000 votes. Anyone over 15 years of age may register.

TUESDAY, MARCH 30—EXTRA VOTES

Watch for "Extra Votes" items on this day. Extra votes are given in addition to regular purchase votes.

SATURDAY, APRIL 3—DRESS DAY

25,000 extra votes will be given for each \$1.00-print dress bought on this date.

MONDAY, APRIL 5—WEIGHT DAY

Come to the store on this day and weigh free and receive 10 votes for each pound you weigh. Come in and bring your friends—it's all free. All over 15 years of age.

FRIDAY, APRIL 16, COAT HANGER DAY

1,000 votes will be given for each wire coat hanger turned in at the store on this day. Must be good hangers, no rust. Hangers must be tied securely in bundles of 25. Start saving your hangers now—ask your friends for theirs. 2,000 hangers is the limit any contestant can turn in. 8:30 a. m. to 6:00 p. m.

SATURDAY, APRIL 24—EGG DAY

2,000 votes will be given for each hen egg turned in at this store on this day.

SATURDAY, MAY 1—LAST DAY

Contest ends Saturday night and prizes awarded to winners.

FREE
VOTES
EACH

Wednesday

ENTER
YOUR NAME
AT THE STORE NOW
AND WIN A PRIZE

CONTESTANTS
NAMES
WILL BE POSTED
AT THE STORE
DAILY

VOTES
GIVEN
With Each
Purchase

5¢
\$1.00

KELLOGG'S

HEREFORD
TEXAS

Mrs. Frances McClendon returned home Sunday from Amarillo, where she visited in the home of Mr. and Mrs. Watson B. Hamilton the past week.

Misses Ruth Conkright, Vida Hicks, Katherine Kirby and Rhita Jean Sullivan were among the Amarillo visitors Saturday.

Miss Swisher Improving.
Friends of Miss Mattie Mae Swisher will be glad to know that recent medical examinations show her to be gradually improving. Miss Swisher suffered a broken hip from a fall which occurred in Amarillo in December, and has been in St. Anthony's Hospital since that time.

COURTHOUSE RECORDS

Warranty Deeds.
J. M. Murchison et ux to A. N. McWright; lots 10 and 11, block 7, Evans addition, Hereford. **Quit Claim Deed.**
Berry L. Orr et ux to J. M. Murchison, lot 11, block 7, Evans addition, Hereford.

Marriage Licenses.
Miss Mary Elizabeth Chapman and Paul J. Obrecht.
Mrs. Anna Mae Johnson and Forrest Minton.

Messenger News

BY MRS. J. N. MESSENGER
Georgia Nell Coleman is back in school at Friena after several days of illness.

Mr. and Mrs. Rouse went to Borger Friday to visit their son and his family a few days. Glovis and Ralph Smith took them and then visited their sister in Amarillo.

Mrs. Geo. C. Messenger and baby visited her mother and brother at Vigo Park last week. Geo. and girls went Sunday and brought them back home.

John B. Abbott, grandson of J. N. Messenger, who has been attending Baylor at Waco, took dinner with them last Tuesday. His health is some better.

The teachers, Wilson, Loyd and Brookfield, dismissed school Friday and attended the teachers' meeting in Canyon.

A half inch of snow fell here Saturday and Sunday. It is sufficient to keep wheat alive and growing. Messenger seems to have some extra good wheat at this time.

Rance News

EDNA BEHREND'S
Mr. and Mrs. Henry Behrends of Kress are visiting the A. L. and H. G. Behrends homes.

Forbus Blakemore returned from Paducah Friday, where he visited his sister, Mrs. Easley.

Mr. and Mrs. J. H. Florey and daughter, Jean, of Amarillo, and Mr. Churchill called in the Story home Friday. Mr. Churchill remained for a few weeks visit.

Edna Behrends visited in Canyon Friday and Saturday and also attended the teachers' meeting.

Agnes Behrends attended a birthday dinner Friday, given in honor of Faye Waincott.

Beef Calf Is Profitable To Wildorado Boy

A total profit of \$100.84 was made by Byron Campbell, Wildorado 4-H club boy, from his baby beef calf, which took fourth place from a group of 80 entries at the Amarillo Livestock show last week. Byron gave \$20 for the calf June 1, 1936, and it weighed 225 pounds. He has fed the calf a mixture of grain, molasses and roughage; the grain, at \$2 a hundred, cost him \$27.32; the protein supplement, \$4, and the roughage \$4.72. Including the \$20 purchase price, he spent \$56.04 in producing the calf at the show.

By winning fourth in the show, he was awarded a prize of \$10. His calf sold at auction, bringing \$146.80, thus giving him a total of \$156.88 for the calf and prize. He deducted the expense, which left him a profit of \$100.84.

The calf was bought in Amarillo by the Hereford Lions Club at 18 cents a pound, less four per cent for shrinkage, bringing the actual weight down from 830 to 816 pounds. The club returned the calf here and sold it at auction to O. G. Hill at 12 1/2 cents a pound.

Bippus Items

BY RUTH REESE
A light rain fell here Friday and will be of material aid to farmers who are busy plowing land.

Mr. Whittington of Amarillo called in the C. T. Reese home Sunday.

Miss Stella Fortenberry attended the teachers meeting in Canyon last Friday.

The club met with Mrs. Rufe Masson last Wednesday.

Mr. and Mrs. J. F. Reese have returned to their home in Idalou after a visit here with their parents, Mr. and Mrs. C. T. Reese. Virgil Walton was absent from school Tuesday.

Mrs. Homer Dodson is on the sick list this week, as is C. T. Reese and Mr. Bippus.

Marvin Morrison was in Hereford last Friday. He is irrigating his wheat.

Billy Nugent and Jerry Dale Burks are on the sick list.

E. Morrison was in Amarillo last Wednesday.

Daniel News

BY PAULINE MOORE
A light snow fell here the past week end. Wheat looks good.

A large number were present at a surprise party given in honor of Misses Posey and Thomas last Wednesday night at the school house.

Joe Moore and family and Dave Moore visited in Baylor county last week.

J. S. Finney of Runningwater is spending a few days with his daughter, Mrs. Dave Moore.

Mr. and Mrs. Erwin Shugart were in Amarillo Wednesday.

H. F. Moore of Seymour is visiting his sons, W. R., A. D. and J. S. Moore.

Miss Izora Clark and Mr. Matthews were married Sunday. They will reside in this community, where Miss Clark is having a new home erected.

Floyd Tomlinson has been in Canyon the past week.

R. E. Gill was in Amarillo last Thursday night.

Mr. and Mrs. W. R. Moore were in Hereford Saturday.

Floyd Tomlinson and family were in Amarillo Thursday night.

Bellview News

MRS. R. H. JOHNSTON
This area received a light rain Saturday, and snow Saturday night which will be a help to wheat. Wheat is growing and everyone is optimistic concerning prospects.

Some farmers are planting oats and barley. J. T. Reese believes barley a profitable crop. He made 130 bushels off a few acres last year with little moisture.

County tractors have been listing, and men employed by the county buying weeds in some sections of Deaf Smith county. Land has not blown much, and there is sufficient moisture for plowing.

Farmers are doing what they can to prevent blowing of land. Bonnie Parrish bought fat calves and yearlings here last week.

S. W. Mitchell has had his home stuccoed, and a new roof added. The Bellview teacherage is being torn down and will be rebuilt in such way that it will house all the teachers. This is a PWA project.

Mr. and Mrs. J. T. Dotts and daughter, Virginia, of Seminole, Okla., are visiting the John Stafford home. Mrs. Dotts taught school here several years ago.

Mr. and Mrs. Otto Stafford of Amarillo visited the Stafford home Sunday.

Gasoline Prize Contest Demands Much Attention

The current contest being conducted by the Shamrock Oil & Gas Corporation, Amarillo, to select a name for the company's new high-test Polymer process gasoline is bringing in many fine suggestions according to R. B. Day, general manager. Prizes totaling \$300 are to be awarded in the contest which closes at midnight, Wednesday, March 23.

An ultra-modern \$2,000,000 refinery is now under construction between Dumas and Sunray, in which this new gasoline will be manufactured. Scientific new refinery equipment, the first of its kind to be installed in the Southwest, will be used in this plant to give Shamrock's new gasoline an exceptionally high Polymer content. This type of gasoline is said to be highly advantageous in a number of particulars for modern high speed motors. Eighty-five employees will be used in this new refinery.

The Shamrock Oil and Gas Corporation has had a phenomenal growth and development. The new plant makes three refineries for this company in the Panhandle. In addition, the company owns and operates two natural gasoline plants and has extensive Panhandle oil and gas acreage and production facilities. President of the company is John J. Sheerin, and assistant secretary-treasurer is H. D. Thompson.

The company's new Polymer process gasoline will be on the market in April, and franchisees are now being negotiated with the leading jobbers in cities throughout the Panhandle.

Visits Hereford.

Mrs. Jimmie Gilentine of Wellington, spent last week end here with her husband, who is editor of the Brand. Mrs. Gilentine, who is a teacher in the public schools of Wellington, attended the Friday's meeting of the Teachers' Conference held in Canyon.

Miss Mary Broadwell, teacher in the public schools at Tulla, spent the week end in Hereford with her parents, Mr. and Mrs. H. L. Broadwell.

Miss Nina Ruth Short of Lubbock visited friends in Hereford Friday and Saturday.

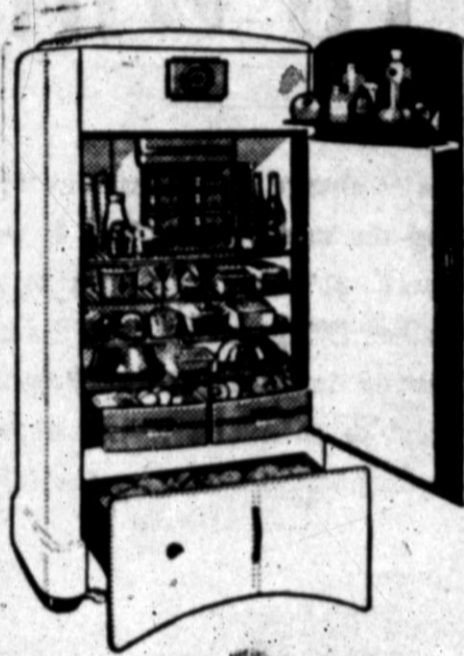
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I'M GOING AFTER ONE OF THOSE FORD DEALER USED CAR SPECIALS!

THEY'RE "specials" in used car quality as well as price! Stocks include lots of late model cars of almost every make. On many of the best buys, you'll find the famous R&G tag—mark of the top in used car value! For R&G means renewed and guaranteed—first class condition throughout, with a written promise of satisfaction or your money back in full! See your own Ford Dealer today. If you now have a car, use it for down payment on a better one. If you haven't one now—here's your chance to start riding high—at very little cost!



AT FORD DEALERS ONLY

THANK YOU! Friends & Customers

We appreciate your loyal patronage down through the years, and want to personally express our gratitude for your fine response to our recent sale. You have made it possible for us to clear our shelves of many things—and we are going to reward the confidence you have placed in us by stocking our store with new, 1937 merchandise, right from the markets.

Dependable merchandise at honest, fair prices has always been the policy of this store! We pledge you a continuation of that policy in the future. You know our reputation for reliability—and we always appreciate your patronage.

BIG SMITH Work Clothes

PANTS — OVERALLS — COVERALLS — WORK SHIRTS — JACKETS

We have added the famous Big Smith line of work clothes to our stock. If you have never worn this line before, we know that you have heard of it. Give it a trial.

Men's Pants \$1.00 Up Boys' Pants 79¢ Up.

New Spring Merchandise Arriving Daily



Yes, Sir, the very latest for spring. Much of this merchandise is already on our shelves . . . and more is coming in each day. For Easter you will be delighted with this new merchandise . . . See our White Shoes for Spring.



MEN! We Now Have That Spring Suit and Hat!

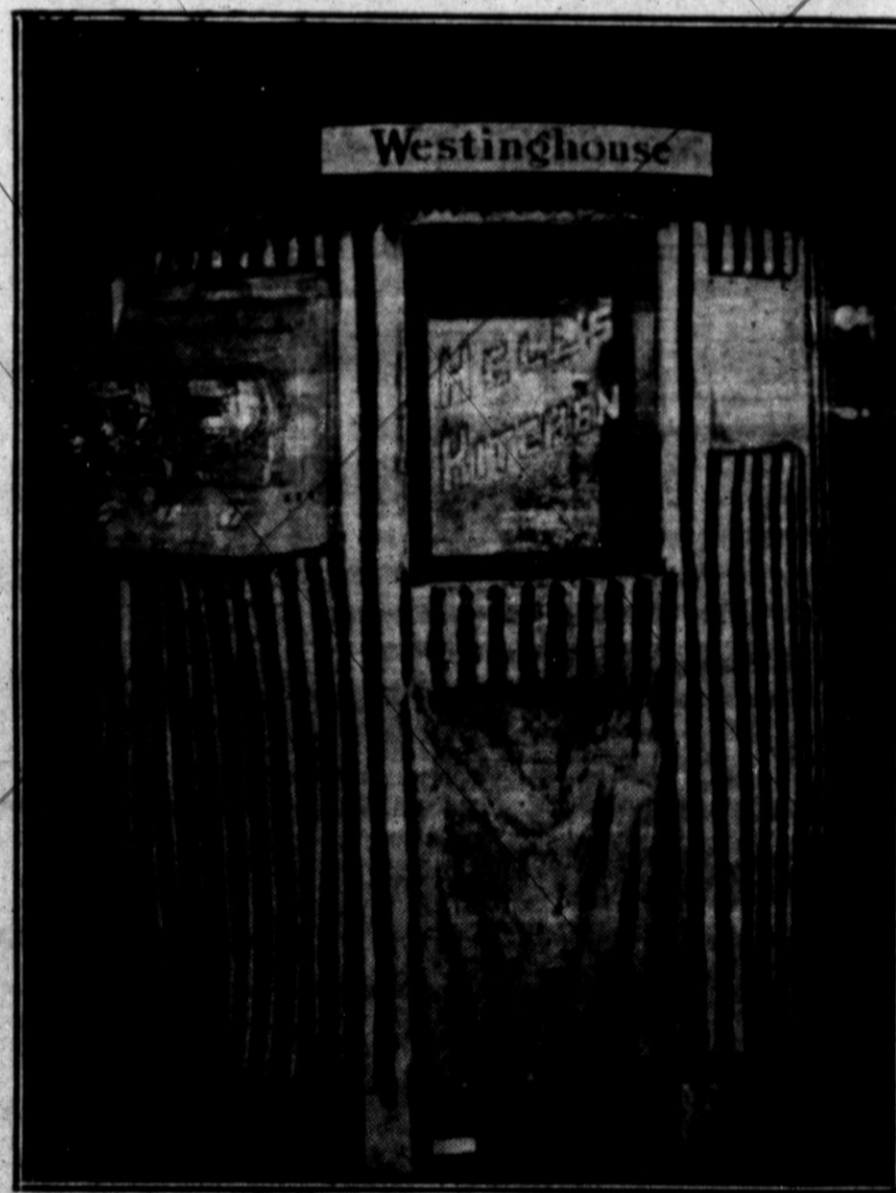
and all the trimmings. See them and save at our big, dependable store.

FRIENDLY FIVE and FLORSHHEIM SHOES
White . . . Tan . . . Black

D. R. GASS & SON
HEREFORD, TEXAS

Temperature Inside Kitchen 120° to 130° Fahrenheit

Temperature Inside Westinghouse Refrigerator well below 50° Fahrenheit



Tropical Heat in Hell's Kitchen

During the coming week we want you to see Hell's Kitchen on display in our showroom. Inside the kitchen we have placed a 1937 Westinghouse Refrigerator. Kitchen temperature is maintained at 120 to 130 degrees. Refrigerator

temperature is maintained well below 50 degrees. Meters on outside indicate amount of current used, time the refrigerator operates, temperatures of the kitchen, food and milk compartments. Be sure to see the showing.

Texas-New Mexico Utilities Company

Girls Beat Boys

In a snappy game Thursday night, March 11, the Hereford girls' team exhibited rare form and beat the Hereford boys' team 50 to 41. The boys were, however, handicapped by wearing boxing gloves. In spite of this, the boys played a very good game.

The starting lineup for the girls was Atchley, Turrentine and Love-lady at forward; Cawthon, Kuper and Snyder at guard. Substitutions used during the game were Schuk, Russell, Roberson, Danforth and Whitehead. Evelyn Love-lady was high pointer for the girls, with 20, Ruth Atchley coming next with 15 pointers, Turrentine 6, Russell 5 and Schulz 2.

The boys' starting lineup was Clyde Posey, Marian J. Fuller, Jasper Vaughn, Ray Nunn and E. B. Posey. Subs used were J. C. Vaughn, John Woods, Paul Foster and L. A. Ricketts. Clyde Posey was high pointer with 28, Vaughn made 6, Fuller 5 and Woods 2.

There were a total of 3 personal and 1 technical fouls called on the girls. The boys were called for 5 personal and 2 technical fouls.

The fast, exciting game was called by Mr. C. H. Dillehay, who surprised the spectators by calling a very close game.

The German Band entertained the spectators at half with some German selections played in their own inimitable style.

It is believed that everyone got his nickel's worth at the game.

IT'S ALL OVER NOW

Basketball season is over. No one knows it better than some of the ex-basketball players, who sit around now, looking as if they had spring fever. Perhaps the season was not so successful as it might have been. True, the team did not win district championship or first place in the Plainview A. A. U. Tournament, and some who had thought the team would win, were disappointed. But, stop and look at it from another view. Neither was the season so un-successful. The team made a reputation that will be of value to Hereford High School. Both for playing ability and good sportsmanship has the Hereford team been complimented. Favorable comment has also been heard on the behavior of the team as a whole.

Perhaps the girls did not win the district championship, but they won 30 out of 36 games in the season, winning the Dimmitt invitation tournament at the beginning of the season.

This record, while not wonderful, is not so bad, considering all the bad luck the team had, so do not be too hard on the team for their failure to come up on top in the last shuffle. Remember, many a good card finds itself on the bottom of the deck after the final shuffle!

HI-Y BOYS MAKE PLANS

The HI-Y boys have decided to have a party, to be held in the Gym Friday, March 18, at 8:00 p. m. A committee has been appointed to make other plans for the party.

There were only a few boys present at the last meeting, so Mr. Hudson read some in the "little green book". Plans are being made to attend the HI-Y Conference to be held at Plainview in the near future.

STUDENTS HAVE HOLIDAY

Hereford High School students like the proverbial mice, had an opportunity to play while their teachers were away working last Friday, March 12 was the teachers' meeting at Canyon and all the students had the day to use as they saw fit.

Do you not wonder how some of them spent their holiday?

EXCHANGES

"The meeting it was sudden: The meeting it was sad; She gave her young life. 'Twas the only life she had. The clover on the hillside, Is growing o'er her now, And that is what will happen When a freight train meets a cow."

—Panther's Scream, Panhandle.

BASKETBALL TEAM ELECTS CAPTAIN

The girls' basketball team held their last meeting of the year last week and concluded the season in a fitting manner by electing Thama Cawthon for next year's captain. Thama has been a very good player this year and is expected to be outstanding next year. The only catch is, whether she will remain eligible or not. Thama has gained the team's confidence and friendship, as was shown by her almost unanimous election.

COMMITTEE AT WORK

The Service Committee appointed to select a play for the Senior class has been busily at work reading the plays under consideration.

Those plays under consideration are largely three-act comedies. The committee is endeavoring to make a wise selection in order to give an opening to the unusual talent in the Senior class this year.

GUESS WHO??

The last persons described in this column were Bill Stanford, Senior, active in several club organizations and clubs, and Ruth Callahan, Junior, active in class and club organizations.

BOY

He is not very tall, but he is dark and handsome. As someone has said, he needs a magnetic personality switch with the power to operate it, in order to keep the girls at a safe distance. He is often described as the cutest thing on two legs. He has black hair that waves, blue eyes and a rather dark complexion. He is a Senior. Guess Who?

GIRL

She is also a Senior, has long brown hair, brown eyes, a rather dark complexion, and she is tall. She is talented in art and dancing, and is always in demand for character parts. Her manners are pleasing and she has the gift of originality. She is active in Senior class activities, HI-Y club, school activities. Guess Who!

SUPERSTITIONS OF STUDENTS

March 17 was St. Patrick's Day, the day on which Irish superstitions flourish. Perhaps you are superstitious and do not realize it. Some people say that superstition is just a form of ignorance, but you never can tell. The following are some of the objects of superstition regarded with awe and respect by Hereford High School students.

Nora J. Russell: Black cats.
J. J. Jones: Dropping a fork.
Bud Bradley: Put on left shoe first.
R. Petersen: Black cats.
Viola Phillips: Shooting stars.
Helen Barber: Picking up pins.
Elsye Wilkins: New moon over left shoulder.
M. Turrentine: Cold hands.
Leon Hartman: Horseshoes mean good luck.

SENIOR PERSONALITIES

Virginia Lee Hussey was born on June 21, 1921, at Frederick, Oklahoma. She attended the schools there until the fourth grade and has spent the rest of her school life in Hereford schools.

Virginia Lee has the distinction of being the youngest member of the Senior class, also the only Senior girl who has the drawback of having red hair. She has been elected president of the Student Council for the past two years. She expects to go to college just about any place that will allow her as a student. She has been thinking of following the dreadful vocation of teaching school, but it is not definitely decided.

Her favorite hobbies include sports such as tennis and swimming, and last but not least, eating.

Earl Oldham was born of April 16, 1920, near the small town of Claude, Texas. He has spent most of his school life in Hereford.

Earl said: "I do not remember of ever having received any honors, and I do not expect to." He expects to attend a business school. He is planning to follow in the accountancy line of work.

Earl said: "I have no hobbies that I know about." They wonder what those are that he does not know about.

BUDS AND FULL-BLOWN ROSES

Love is likened to a rose. First, it isn't there at all; then it begins to show. It grows until it is a green bud, then opens into a half bud. Finally it becomes a full-blown rose. So are the love affairs in school. One day it is not there at all. Then the next day it begins to appear as sweet looks are shyly exchanged by the youngsters. Soon, as a green bud, then a half bud, they become bolder. They talk to each other and show less bashfulness toward each other. Finally the young man gathers enough courage to ask for the first date. Soon they are going around together nearly all the time. Now they may be classified as a full-blown rose. Not only is there the full-blown rose, but there also is the rose that has shattered and is no longer pretty.

It is possible that all these stages in the life of a rose may be found in Hereford High School. Yes, one can find many examples of all stages here.

C. Higgins: Going under ladders.
Mary L. Alexander: Dreams.
Virginia L. Hussey: Bubbles in tea cups bring visitors.
Louise Frye: Bad luck to open an umbrella indoors.
Bill Stanford: Bad luck for 13 people to be at table.
Billy Smith: Initials of your future mate are in the palm of your hands.
R. Miller: Three on a match.
Caroline Frye: Charm of rabbit's foot.
Thama Cawthon: Four leaf clover.

Rail Men Visit Here.

Bill Conway and E. B. Wood, both of Amarillo, were visitors in Hereford Friday. Both men are traveling/freight agents for the Rock Island lines.

NOTICE BY PUBLICATION

THE STATE OF TEXAS, COUNTY OF DEAF SMITH. To the Owners, Lessees, Lienholders, and all other persons holding any interest of, in and to the following described tracts of land, or any part thereof—GREETING:

You are hereby notified that on the 9th day of November, A. D. 1936, the Governing Body of the Deaf Smith County Wind Erosion Conservation District determined upon a program of work embracing the land hereinafter described for entering upon, treating and/or constructing such improvements and maintaining such facilities thereon as determined upon for arresting or preventing soil erosion by reason of winds; has allocated a portion of the cost thereof to the following described tracts of land and the owners thereof, and intends to levy an assessment thereon in the amounts set opposite the description of said lands, to-wit:

All of sections 1 to 36, in Township 4, Range 2, East of a Capitol Syndicate Subdivision, in Deaf Smith County, Texas, \$13,324.00
All of sections 15, 16 and 17, in Township 5, Range 4, East of a Capitol Syndicate Subdivision, in Deaf Smith County, Texas \$1,152.00
Sections 1, 2, 3 and 4, in Block D, Deaf Smith County, Texas, \$1,536.00.

A hearing will be given and held by and before the Governing Body of the Deaf Smith County Wind Erosion Conservation District on the 22nd day of March, 1937, at 10 o'clock A. M., at the Court-house of Deaf Smith County in Hereford, Texas, at which time and place all persons owning, holding a lien or claiming any interest in any of the above described tracts of land are hereby commanded to appear to contest said proposed assessment, and to show cause, if any they have, why the proposed assessment thereon should not be levied upon such tracts of land and the owners thereof.

Given under my hand and the seal of said District, at office in Hereford, Texas, this 8th day of March, A. D. 1937.
(SEAL) L. H. FOSTER, Clerk of the Deaf Smith County Wind Erosion Conservation District. 10-2c

LOW
One Way Rail
FARES
Every Day
2c Per Mile
Good in Coaches and Chair Cars
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Good in All Classes of Equipment

Also Low Round-Trip Fares with liberal privileges
NO SURCHARGE IN FULLMANS.
These Low Fares apply anywhere on the Santa Fe and throughout the United States.

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604 East 11th Street
Piano Voice Theory

SENIORS VS. GRAMMAR

Have you noticed the sour looks on Seniors' faces as they come out of English room? Confidentially, they are having grammar trouble. Someone told Miss Crawford that the Seniors did not know grammar. She investigated, and lo, it was true! Sad, but true! So now the Seniors are filling out blanks with "he" and "him" and "who" and "whom". Do they like it? NO!

Jumbo News

BY MRS. ULLMAN HUNTER

Demonstration club met with Mrs. Addison Hunter Tuesday. A cheese demonstration was given. Those attending were Commissioners Acker of Nazareth, Lilly of Sunnyside and Gladden, Wayen and Thomas, Kenneth Turner and Miss Schultz of Dimmitt; Miss Cooper, district agent, of Plainview; Mmes. L. A. Matthews, M. L. Simpson, Adam Flowers, J. J. Wilder, Jessie McGinnis, Clem Gilliam, Peacock, C. C. Finis and Sam Hunter and the hostess.

Mrs. Charlie Kring left Tuesday for Carter, Oklahoma, to attend the funeral of her brother-in-law, J. O. McGinnis.

Miss Pauline Matthews and Orval Pierce of WTSTC spent the week end at home. Junior Woolery took them to Canyon Sunday afternoon.

Mrs. Wilford Taylor of Umbarger is spending a few days with her parents, Mr. and Mrs. F. L. Pinckert.

Mrs. F. G. Boggus, Sr., of New Mexico, who has been visiting her mother, Mrs. Kring, left for her home Wednesday.

Rev. Bessiere of Canyon preached here Sunday and visited in the M. L. Simpson home.

Frank Carlson and Yvonne of Sweetwater and his parents, Mr. and Mrs. E. Carlson of Bronte visited the Ullman Hunter home Saturday.

F. G. Boggus, Jr., of Ellaville, Texas, Charles McGinnis of the CCC camp, Canyon, and Paul Hicks visited in the Kring home Sunday.

Mr. and Mrs. L. A. Matthews were in Canyon Thursday.

Mr. and Mrs. E. D. Wilmeth, Miss Florence Currie and David Myers attended the teachers meeting at Canyon Friday and Saturday.

Mrs. Sam Hunter attended the quarterly conference at Baker Sunday afternoon.

The E. M. Allen family of East-er called in the Sam Hunter home Sunday evening.

Start Now!

Look toward the future. Now is the time to save while you can... Save for the unexpected.


Paint Your Own Picture

Paint your own picture of yourself enjoying the better things of life—vacations, travel, college for the youngsters, security for your old age. With a bank account the picture of life grows unbelievably rosier. And, best of all, you don't have to be a magician to develop a savings account to sizable proportions. Come in and let us tell you how.

First State Bank

PLENTY OF ROOM FOR YOU

..up front!



If you want to see why Buick is leader of the flock — just take seat behind this willing wheel and give the standout performer of 1937 its head.

You'll drive from dawn to evening—and want to keep on going, so fresh and eager and unwary do you feel—for the truth is you merely guide rather than drive this beautifully balanced car.

Carrying you onward is the ablest straight-eight engine in the world—the quiet, whineless Buick oil-cushioned valve-in-head straight eight. Easy-chair comfort rests back and shoulders all the way—stout frame and ample bulk give firm safety to your ride, steadiness to every mile.

So you set the pace—keep up front without fatigue or effort—because you're driving the bellwether car of the year.

There's room for you this year at the head of the procession. This standout car is yours for a mere three or four dollars a week more than those in the very lowest price field.

So come on, get up front, where you belong. If you see the nearest dealer now, you'll have a Buick in your garage by the time warm weather arrives!

★ ★ ★ ★

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN! Beautifully big, buoyantly able, a Buick Special 4-door sedan offers today at a price almost as low as the average six. See your nearest Buick dealer now!

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

NORTON MOTOR COMPANY
HEREFORD, TEXAS

PERSONALS

Miss Inez Clark spent last week end in Amarillo visiting friends.

Miss Nancy Millard is recovering at the home of her parents from an attack of influenza.

Charlie Gass is back from Amarillo, where he visited his wife and daughter, Dr. Evelyn Powers.

Mr. and Mrs. Alton Fraser left this morning for Fort Worth to spend the remainder of this week.

FOR SALE—Barley seed, \$1.05 per bushel. Farmers' Elevator Co., UMBARGER, TEXAS. 1c

Miss Martha Lee Messenger of Dumas visited Miss Anna Belle Robinson over the week end.

Mr. and Mrs. Homer Brumley returned Wednesday morning from a business trip to Fort Worth.

Mr. and Mrs. Alton Miller were business visitors in Clovis Monday evening.

Mrs. John Miller and sons, Gullford, Billy and Bobby transacted business in Hereford Tuesday.

FOR SALE—Barley seed, \$1.05 per bushel. Farmers' Elevator Co., UMBARGER, TEXAS. 1c

A. A. Ellwart of Happy was a business visitor in Hereford Tuesday.

Mr. and Mrs. Arthur Davis and family were Amarillo visitors Saturday.

FOR RENT: four rooms and bath. See Mrs. Haynes, 710 North Main Street. 1c

Mrs. L. H. Rhodes and children of Dalhart spent several days in Hereford last week visiting relatives.

Mr. and Mrs. D. H. Alexander transacted business in Amarillo Wednesday.

FOR SALE—Barley seed, \$1.05 per bushel. Farmers' Elevator Co., UMBARGER, TEXAS. 1c

Mrs. B. F. Guthrie of Sanford transacted business and visited friends in Hereford Friday and Saturday.

The Methodist Missionary Society will hold a Bake Sale at Furr Food Store on Saturday before Easter, March 27. 11-2c

C. A. Skelton returned here Monday night from San Jon, New Mexico, where he sponsored a tractor demonstration.

Mrs. Mal Stewart and daughters, Mildred and Melvina, spent last week with Mr. Stewart on their ranch.

Mr. and Mrs. Elmer Patterson and daughters, Geraldine and Nancy, visited her parents, Mr. and Mrs. W. H. Chambers, in Canyon Sunday.

M-S-T for the stomach. Sold on a 10-day FREE trial at the Corner Drug Store, Hereford, Texas. 4-1c

Mrs. Fay Montgomery of Amarillo arrived Saturday to be at the bedside of her mother, Mrs. J. W. Alexander, who is ill at the Deaf Smith County Hospital.

Mr. and Mrs. J. H. Brooks are entertaining as their guests for a few days, Mrs. Brooks' sister and husband, Mr. and Mrs. L. S. Jenkins, of Cisco, who arrived Wednesday.

Two Charged On Theft of Pipe And Implements

One man was in the county jail here, and another was out on bond as the result of charges of theft filed Tuesday, when a plow, well pipe, tractor, hitches and other items were recovered at Vega and Amarillo.

Everett Wiseman reported the loss of a plow; J. E. Hill, the loss of water pipe, and some farm implements, and B. J. Munsey of Amarillo, reported the loss of drilling equipment.

Sheriff John Halliburton of Vega, having been notified by local officers, held a truck loaded with pipe and implements at Vega Tuesday until Sheriff J. O. Newell, Deputy H. C. Baird, Mr. Hill and Fred Brunson could arrive. After identifying some of the load, the two men, along with two girls accompanying them, were brought to Hereford. Charges were filed against the men, who made statements, and went to a junk yard in Amarillo to identify other missing articles. The articles are now being held by the Amarillo dealer.

Garcia Test Is Down 3,650 Feet

Drilling on the Garcia Lake test well was Wednesday noon at 3,650 feet, according to C. R. Smith, who said that a layer of brown limestone was encountered Wednesday morning.

Mr. Smith also said that drilling is to continue 24 hours a day, and he predicted that the well will either become a producer or that contractors will reach their contracted depth of 4,500 feet by April 1, provided they continue at the present rate.

Local Boy Is On Honor Roll At University

A total of 668 students in the College of Arts and Sciences at the University of Texas made grades during the fall semester entitling them to places on the honor roll of that college. Both quality and quantity of work done by each student were considered in compiling the honor roll.

The list, just announced by Dean H. T. Parlin, included William Franklin McLean of Hereford.

Mr. and Mrs. W. L. Davis and son, Billy, returned Tuesday from a business trip to Dallas and Sherman. They left Hereford Sunday, spending Sunday and Monday nights in Sherman and most of Monday and Tuesday in Dallas.

Mrs. W. O. Fox has been confined to her home for several days with influenza.

Tag Sales Here Below Average, Says State Man

Stating that passenger car registrations and chauffeur license sales in Deaf Smith county were far below the average, as compared with other counties in this section, R. H. Routh, state highway division superintendent, Tuesday visited Hereford. Only 120 licenses had been issued here.

"The law says that an owner must register his car in the county in which he lives," Mr. Routh said. "The county keeps the entire registration fee for the purpose of maintaining lateral roads, and tax collectors have been instructed to not accept registrations from residents of other counties." He also pointed out that it is an offense for a driver to operate his car without a license after April 1, and said that all such offenders would be arrested if caught by patrolmen.

"Persons who drive a car operated for compensation, wages or hire, are also required to have a chauffeur's license," he said. "Failure to have such a license is also subject to immediate arrest of persons who violate this law."

Mr. Clifford Cox left Sunday for Corsicana, where she goes as a delegate from the Hereford Lodge to the Grand Chapter of the Rebekah and Odd Fellow Lodges.

The annual rainfall, if evenly spread over Texas, would cover the state to a depth of 26 inches, according to the Texas Planning Board's engineers, who are making a study of the water resources of the state.

Try First to Buy in Hereford.

League Meet

(Continued from page one)

League meet, Friday, March 19, follows:

- 9:00—General assembly and announcements.
- 9:15—Junior boys, declamations, district court room.
- 9:15—Story telling, first, county court room.
- 9:15—Preparing, second and third, room A.
- 9:45—Junior girls, declamations, district court room.
- 9:45—Story telling, second and third, county court room.
- 9:40—Music memory, room D.
- 9:45—Spelling eighth and above, room A.
- 10:15—Sub-junior boys, finals, district court room.
- 10:15—Three R contest, room C.
- 10:45—Sub-junior girls, finals, district court room.
- 10:45—Spelling, sixth and seventh, room A.
- 11:15—Declaration, seniors girls, district court room.
- 11:15—Spelling, fourth and fifth, Room C.
- 11:15—Arithmetic, seventh, room C.
- 1:00—Choral singing.
- 1:30—Declaration, senior boys, district court room.
- 1:30—Picture memory, room C.
- 2:00—Junior declamation, finals, boys and girls, district court room.
- 2:00—Ready writers, room A.
- 2:00—Extemporaneous speech, girls district court room.
- 3:15—Extemporaneous speech, boys district court room.

Track and Field, Saturday, March 20.

- 9:30—Volley ball, high school gym, pull up, sub-junior boys and pull-up, junior boys.
- 10:00—25-yard dash, sub-junior boys; three legged race, 25 yards, sub-junior boys; 25-yard dash, sub-junior girls; three legged race, 25 yards.

sub-junior girls; 50-yard dash, sub-junior girls; 50-yard dash, sub-junior boys; 220-yard relay, sub-junior boys; 220-yard relay, sub-junior girls.

11:00—50-yard dash, junior boys; 100-yard dash, high school boys; 440-yard relay, junior boys; 440-yard dash, high school boys; running high jump, junior boys; 220-yard run, high school boys, running broad jump, junior boys; one mile relay, high school boys, Rural Pentathlon, one mile run, pole vault, discus throw, shot put, javelin throw, all high school boys.

Tennis is to be arranged by the coaches both days.

Try First to Buy in Hereford.

STAR THEATRE

Thurs. - Fri.

A JULEP-TIME JUBILEE OF DIXIELAND, WHERE THE FUN REALLY SHINES ALL THE TIME!

Jane WITHERS

Can this be Dixie!

with SLIM SUMMerville HELEN WOOD THOMAS BECK

SOUTHERN BELLES AND KENTUCKY COLONELS

Saturday Only
Kiddies 10c Adults 15c
Box Office
Opens
12 O'Clock Noon

A RIGHTING FOOL OF THE RANGE CRACKS DOWN ON RACKETEER RATS!

RICHARD ARLEN
Harold Bell Wright

Secret Valley

VIRGINIA GREY

PLUS POPPYE CARTOON and ACE DRUMMOND NO. 7

Tues. - Wed.
BARGAIN DAYS
10c Matinee—Night 15c

MAD HOLIDAY

with LOWE LAND

Elissa

STAR THEATRE Hereford

SUNDAY — MONDAY

PREVIEW SATURDAY NIGHT

SWING WITH BING!

Hit the high road with Crosby! Swing to the rhythm of his 5 new song hits. There's a thousand and one surprises in store for you!

PENNIES FROM HEAVEN

5 Sensational Song Hits!

Bing CROSBY

MADGE EVANS - EDITH FELLOWS LOUIS ARMSTRONG and His Famous Swing Band - Story by Katharine Leslie

And Paramount News

Special Added Attraction

Bob (Bazooka) Burns In "Southern Exposure"

The Picture in Which He Was Discovered.

Our Annual Spring CANNED FOOD SALE

SOAP	T. N. T. 5 BARS	19c
SALMON	TALL CAN FOR	10c
PUREX	QUART BOTTLE	15c
SYRUP	LOG CABIN	Small Can 24c Medium Can 45c Large Can 89c
FRESH FRUITS AND VEGETABLES		
APPLES	Medium Winesape, dozen	19c
GRAPEFRUIT	Marsh Seedless, dozen	25c
BANANAS	Dozen	15c
CABBAGE	Pound	2 1/2c
CARROTS	Beets, Turnips, Radishes, 3 bunches	10c
CELERY	Large stalk	12c

Flour

GREAT WEST FLOUR

MADE AND GUARANTEED BY GREAT WEST MILLS & ELEVATOR CO. AMARILLO, TEXAS.

GREAT WEST FLOUR

Great West 48-POUND SACK

\$ 1.89

COFFEE GOLDEN LIGHT POUND 22c

THE ONLY COFFEE ROASTED AND PACKED IN THE PANHANDLE!

PRUNES	Dried, 3 pounds	19c	GELATINE	Royal, package	5c	O'CEDAR POLISH	\$1.00 size, O'cedar Oil FREE	89c
FRUITS FOR SALAD	Marco, tall can	15c	GRAPE JUICE	Pint bottle	15c	FIG BARS	2 pounds	25c
TOMATO JUICE	No. 10 can	39c	MINCE MEAT	White Swan, 3 pkgs	25c	MARSHMALLOWS		17c
TOMATO JUICE	3 cans	25c	SUGAR	Powdered or brown, 2 pkgs	15c	BRAN FLAKES	Marco, 2 pkgs	15c
PINEAPPLE JUICE	3 cans	25c	PEACHES	No. 2 can, 2 for	25c	PINEAPPLE	Broken slices, No. 2 1/2 can	19c
GRAPEFRUIT JUICE	3 cans	25c	HOMINY	No. 300 size, can	5c	TOILET TISSUE	Fort Howard, 3 rolls	19c
PEACHES	Del Monte, No. 2 1/2 can	18c	LYE	High test, 3 cans	25c	POTATO CHIPS	Marco, large, pkg	10c
BLACKBERRIES	Can	10c	POPCORN	Jolly Time, 2 cans	25c	TEA, Tender Leaf	7-oz can 29c, 3 1/2-oz can	15c
PORK and BEANS	11-ounce can	5c	OATS	Gold Medal, 5-lb sack	29c	MILK	8 large or 6 small cans	20c
PRESERVES	Del Monte, pure fruit, No. 5 can	59c	PRUNES	Fresh, No. 10 can	31c	CRACKERS	A-1 or Snow Flake, 2-lb box	19c

PIGGY WIGGLY

BUY AT HOME FRANK GYLES, Manager

PHONE 81.

TRADE
IN
HEREFORD

The Hereford Brand

Section 2
Hereford Brand
YOUR HOME-TOWN PAPER

Published Every Thursday

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57th YEAR—NUMBER 11.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MARCH 18, 1937.

FIVE CENTS PER COPY

REJOICE AT EASTER

Within the Welcoming Portals of Your Church

*These Churches Join In
Inviting You to Easter Services
Sunday, March 28, 1937 A. D.*

AND PRE-EASTER SERVICES THROUGH HOLY WEEK

An Invitation

The Season of rejoicing . . . EASTER . . . when life is reborn in mankind and Nature . . . brings a welcome invitation from all the churches of the city. Come to church . . . come to worship . . . come to rejoice in the spirit of a rebirth of life and beauty . . . in the joy of new hope, new power, new spiritual vigor that the awakening of Springtime brings to the hearts of all.

Spring is here . . . the slumbering soul of Nature arouses and blossoms in the verdant beauty of a glorious new season. A world re-echoes to the thrill of new life. To every man, woman and child comes the inspiration to grow in spiritual beauty . . . to respond to the great force that unifies the world at this joyous season.

The Easter bells ring out . . . calling all to join in the observance of this day of days. Hearken to the pealing bells. Let your heart respond to their call. Attend church. Spring . . . Easter . . . is here! Give thanks in His House.

FIRST BAPTIST CHURCH

FIRST CHRISTIAN CHURCH
Rev. H. M. Redford, pastor

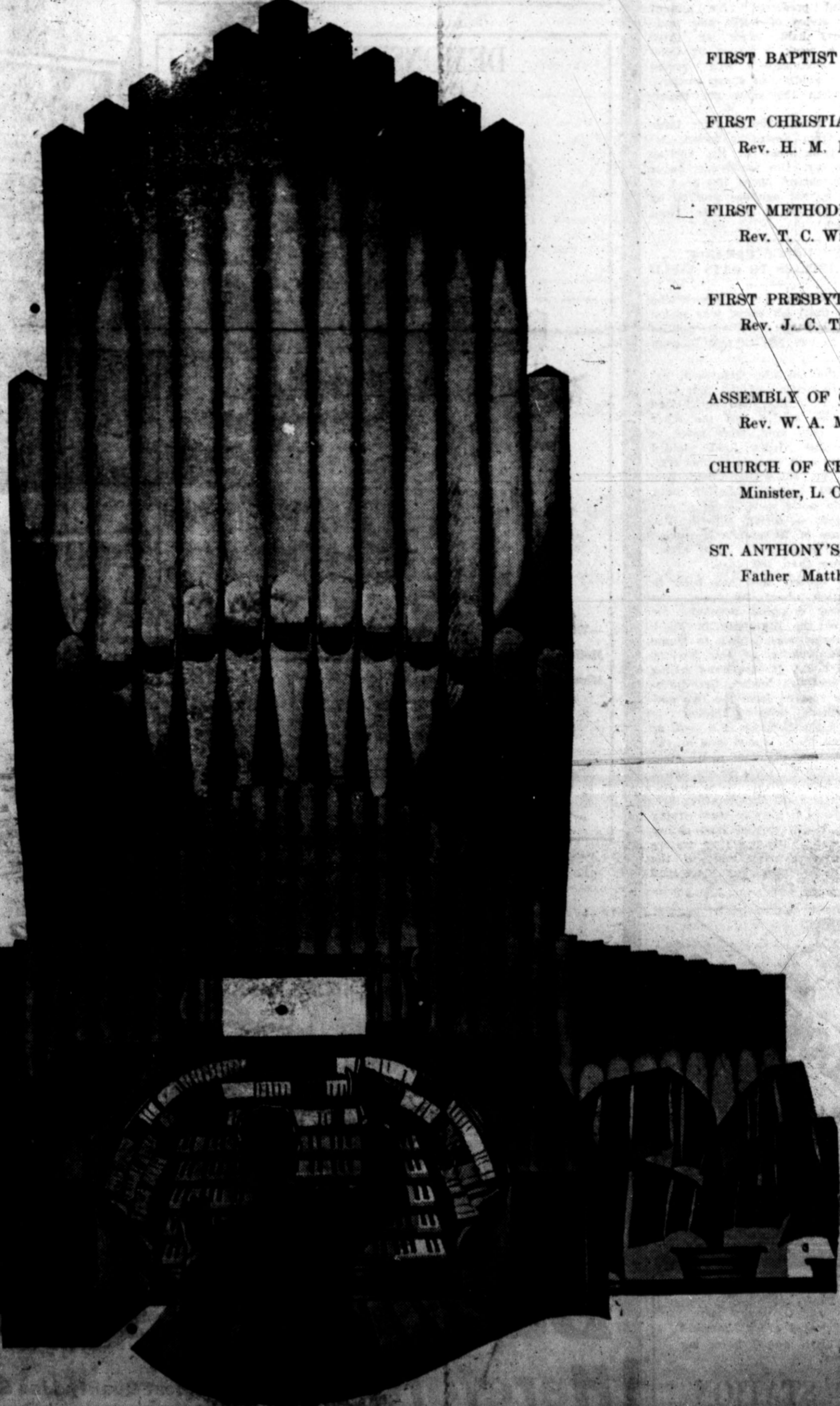
FIRST METHODIST CHURCH
Rev. T. C. Willett, pastor

FIRST PRESBYTERIAN CHURCH
Rev. J. C. Thorns, pastor

ASSEMBLY OF GOD CHURCH
Rev. W. A. McCann, pastor

CHURCH OF CHRIST
Minister, L. C. Chapen

ST. ANTHONY'S CHURCH
Father Matthias, S. A.



SIDELIGHTS

BY MARVIN JONES
Texas Congressman

I think the President's recommendation that the departments be reorganized is a good one. A number of agencies of government could be merged and their work simplified.

Conditions that prevailed at the time the new program started were so severe that quick action was necessary. The farm problem had been so long neglected that conditions prevailing on the farm were so desperate that immediate and far-reaching programs were essential in order to prevent their wholesale bankruptcy and distress.

It was necessary to approach many things hurriedly. Benefit payments to the farmer in an offset to the tariff, soil conservation and rebuilding, refinancing farm mortgages, crop production and other activities were begun. Each of these applied to a vital phase of the problem.

In preparing, however, for long-range activities, it seems to me that in the reorganization, provision can be made for a central point in each county where the different phases of these activities can function, either together as one agency or closely linked so as to prevent overlapping and duplication. In some instances the same personnel can be used. Where this is not feasible, the various groups can work alongside one another so as to make the entire program harmonize. The work of the different agencies has meant much to our section of the country. Had it not been for these activities, it is difficult to see how many of our people could have stayed on our ordinarily free and fruitful land during the period when the blight of drouth caused it to lose temporarily a great part of its productivity.

For many years the nation thought about and discussed only water erosion. It now appears that there is an equally great loss from wind erosion. When thinking people first began to talk about the prevention of wind erosion, many people scoffed. They scoffed again when other thinking people decided there was a way to prevent erosion by wind. Practical, hard-thinking people have found that there is a way.

I feel that in working out our national activities under the President's plan of reorganization, a committee should represent the Great Plains area so that the vital activities that have been directed toward saving our section of the country shall not be lost and shall not be dominated by people of other counties in the flood regions near the final outlets of our major streams. I think it is important to merge, and simplify and have united action in a less cumbersome way. However, I also feel that it is important that the fine work that has heretofore contributed so much to the welfare of our section and to the preservation of opportunities for its people shall not be allowed to be discontinued. For this reason I feel that under the plan of reorganization, the problems of the Great Plains should be carefully considered in order to promote in the best possible way the interests of the people who live on the farm and ranch.

LIGHTER WORK HORSES LIKELY IN THE FUTURE

Lighter draft horses are in the picture for the future, believes J. O. Williams, in charge of horse investigations in the United States Department of Agriculture. In the cities motor trucks in most cases have taken the place of the heavy horse.

On the farm mechanical power has relieved the horse of the heavier operations, such as plowing and harvesting, that usually have to be done quickly and in hot weather. The general farm work that remains, the lighter draft horse handles more easily and quickly, meanwhile keeping in good condition on less feed. A greater increase in prices for light draft horses in comparison with other types at the big markets reflects the new demand for the light types.

The fact that mules from lighter draft mares are usually a little more active and better suited for both farm work and most markets is another factor in the trend toward lighter work horses.

LOTS OF PEOPLE MAY BE LOOKING FOR WHAT YOU WANT TO GET RID OF. TRY A BRAND WANT AD NOW!

Horses More Popular Than Ever Before

Horses are more popular now than they have been at any time since 1920, according to Statistician F. K. Reed of the U. S. Bureau of agricultural economics. Despite the animal's increasing average year by year, popularity has raised the price per head to an amount matched only in wartime—\$96.06.

However, he said, war or war scare lends no factor to the present value of horses. He attributed increasing value of the steeds to motor driven farm implements, which drove down the horse's value to about half the present figure. Pressure brought upon prices by manufacturers of mechanical farm tools decreased the prices to where it was impracticable to raise new animals, which required more pasturage than a cow in summer and ate very heavily in winter.

As a result, Reed said, farmers in some cases, slaughtered some of their breeding and working stock and canned the meat for shipment to France, where horse flesh is considered a delicacy.

Horses fell off in number rapidly from 1920 until the present time. Last year, with the price per head at \$96, there was a decrease of only one per cent, lowest of the 17-year period.

Now that the animals are scarce, their value is increasing. A few horses are always necessary for farm work in which it is not practicable to use motor power.

Reed predicted the annual spring series of horse and mule auctions, held twice or three times a week in about 24 Colorado communities, will reveal farmers bidding in sharp competition when the sales get underway.

Speculators come in for a large profit from desirable horses, reports from some of the auction centers say. One non-farmer buyer who purchased about 150 head of horses a year ago has profited by nearly \$10,000 at this time, Reed reported.

STOLEN HORSE PARABLE APPLIES TO OATS YIELD

The parable of the farmer who waited until his horse was stolen before locking the barn applies today to the loss of soil through erosion.

At the Guthrie, Oklahoma, experiment station of the Soil Conservation Service, two equal-sized fields, one eroded and the other virgin grass land, were sown to oats. The virgin land yielded more than 40 bushels to the acre, while the soil-washed field produced 11 bushels. Losing oats, a prime horse feed, is in a way equivalent to losing horses. The difference of 29 bushels is enough for the usual work horse ration for more than 100 days.

The eroded land has been in cultivation about 30 years, and continued cropping accounts for some of the difference in yield. But erosion was largely to blame for the wasting of the fertility of the field. If oats were selling at 40 cents a bushel, the difference in returns from the two one-acre fields would amount to \$11.60. Furthermore, the cost of terracing badly eroded land on the Guthrie project was more than three times as great as on newly broken land. These facts, according to the Soil Conservation Service, shows it pays to start saving soil on newly cleared land rather than wait until washing waters have carried away most of the good soil which has developed through the years.

EXPECTATION OF LIFE HAS LENGTHENED IN TEXAS

"Adult life has been lengthened materially during the past 35 years. However, the gain largely has been made in the age bracket below the 45 year limit. The reason for this lies in the great progress made by medical science in preventing infant mortality. Or to express it otherwise, little folks on the average will live 15 years longer than was the case prior to 1900. While undoubtedly this is a magnificent achievement, it

also indicates that the obligation of the middle-aged and older, to be reasonably concerned about their health and life prospects, still entirely is justified," states Dr. Geo. W. Cox, state health officer.

"The truth is that the increase in deaths from heart, kidney and blood vessel conditions not only has been responsible for blocking an extension in life for the average person has reached the half-way mark, but from a statistical standpoint, to an extent has neutralized the successful inroads that

have been made against tuberculosis and some of the other devastating diseases. And it is right here where personal health interest should be more active than it is today.

"Faulty living habits perhaps more often are responsible for a prematurely shortened life than is any other single factor. The stepping up of life's tempo and the exertions associated therewith too frequently prove so absorbing and time-consuming that little, if any, thought is given to the real business of life which is to get out

of it in terms of health, happiness and longevity as much as one possibly can.

The family physician should be the counsellor in this connection. Too often, persons wait until they are ill before taking the doctor into their confidence. And sometimes, it is then too late. Indeed, it should be stressed that sound medical advice on how to keep well, and the early professional detection of an unsuspected condition can mean many added years of usefulness.

Progressive To Have Pie Supper

A pie supper and program will be held at Progressive Friday night, March 19, beginning at 7:30 o'clock, according to announcements today. The public is invited to attend, and a good program was planned for the occasion. In addition to the program, old fashion music will be played during the evening.

ATTENTION ALL FARMERS

ON THURSDAY

March 25th

FREE LUNCH AT NOON

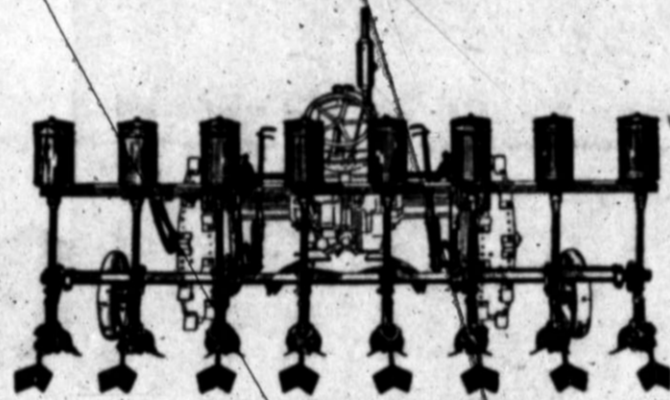
—on this day at noon, Thursday, March 25, we will serve FREE LUNCH to all the farmers attending our Farm Demonstration of Minneapolis-Moline Farm Implements on the Old Baskin farm. Lunch at our Implement House on West Second Street.

FREE MOVIE AT 1:00 P. M.

—showing "ACES OF ACTION," a musical farm attraction of modern Minneapolis-Moline farming methods and farm machinery in all parts of the United States. This picture also displays the M-M Harvestors. See us at once and get your FREE tickets to see "ACES OF ACTION".

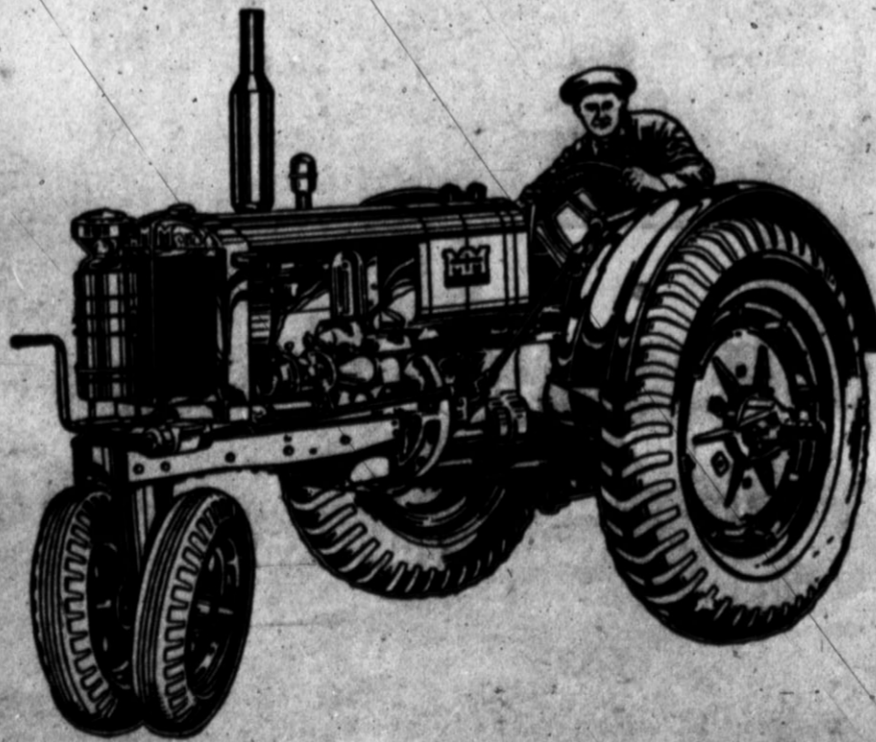
DEMONSTRATION AT 10:00 A. M.

On Old Baskin Farm
One Mile South of Town
On Dimmitt Highway



—This demonstration will demonstrate to the farmers Minneapolis-Moline's new, modern methods of farming, using the new, modern Minneapolis-Moline Implements.

- UNIVERSAL "J" TWIN CITY TRACTOR
- UNIVERSAL "MTA" TWIN CITY TRACTOR
- M-M LISTERS
- M-M PLANTERS
- M-M PLOWS

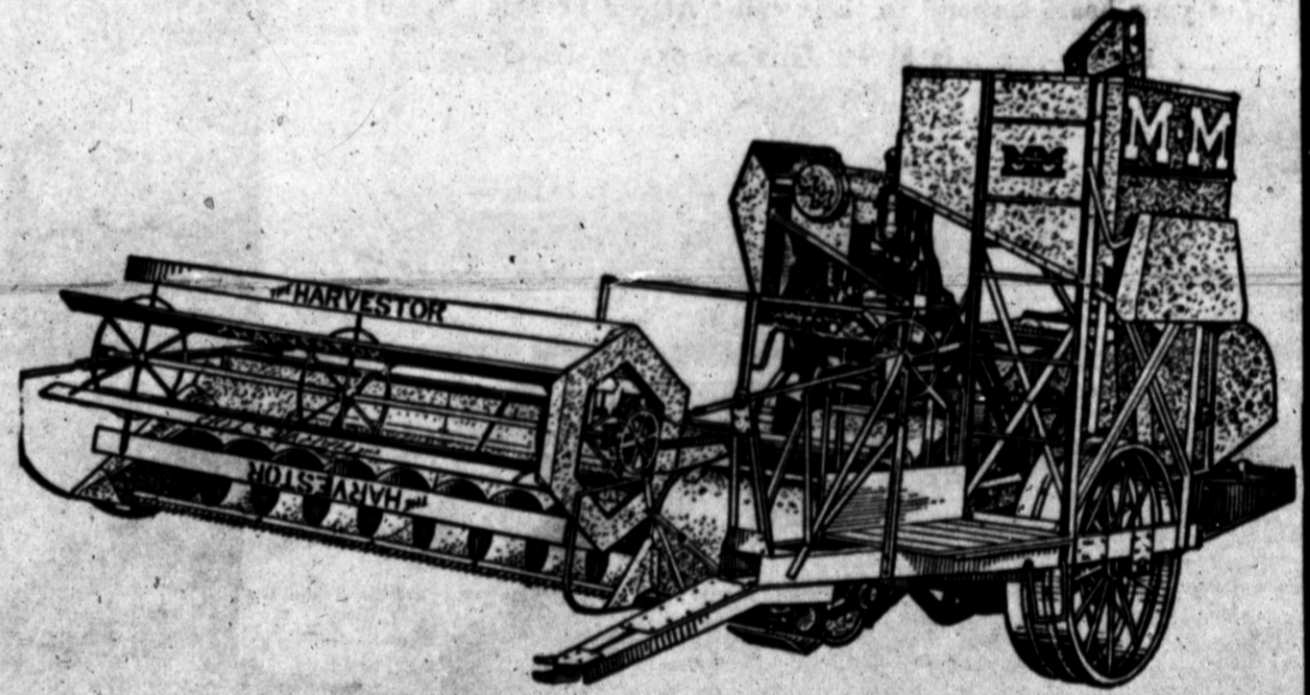


ACES OF ACTION
The Musical Farm Attraction

SEE MODERN M-M FARMING METHODS AND MACHINES IN ALL PARTS OF THE COUNTRY. ALSO 6-8 & 12 FT. M-M HARVESTORS

FREE TICKETS FOR FARMERS

See The New M-M Harvester



While you are visiting us, don't overlook seeing the New M-M Harvester—the new and modern M-M Combine, now on display at our Implement House. The new Harvester is so made and constructed to save you money, time and labor, besides saving you many dollars on your repair bills. SEE THE NEW M-M IRRIGATION INDUSTRIAL ENGINES!

Everybody Welcome
ALL FREE

Davis — McCracken
Hereford — Texas
M-M The Highest Quality Line Since 1865



ED: "I wonder what's the matter with this battery; you never seem to have any trouble with yours."

BILL: "I don't. I have my car lubricated every thousand miles at the TEXAS SERVICE STATION and I know my battery is checked."

TEXAS SERVICE STATION

CLAREN BRUYER PHONE 440

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

JUNIOR BAY VIEW CLUB HAS INTERESTING PROGRAM

Members of the Junior Bay View club met at the home of Eva Gilliland on Thursday evening, March 11. After a short business session, Dorothy Conkright, as leader, introduced the travel study program for the evening which included Belgium, The Netherlands and Denmark. An imaginary tour of these countries was conducted by Rhita Jean Sullivan. Waterloo and Brussels, the capital, were visited in Belgium, (often called the battlefield of Europe). The palace in Brussels was found to be one of the largest and finest in Europe, although the country itself is no larger than Maryland. Miss Sullivan said, "The Netherlands, or Holland, famous for its dykes, windmills and tulips, is made up of very small farms which are cultivated very carefully. Denmark is also a country of small farms, noted for its dairy products. It has the best plan of cooperative buying and selling in the world. The people in these countries are prosperous, happy and contented."

Refreshments were served to Fern Carlisle, Ruth Conkright, Dorothy Conkright, Edna Daughette, Mary Fraser, Eva Pitman, Eloyse Pitman, Gwendolyn Spradley, Rhita Jean Sullivan, Ernestine Wayland, Ina Mae Glibreath, and the hostess.

PLEASURE HOUR CLUB MEETS WITH MRS. LOMAS

Mrs. Harry Lomas was hostess for members of the Pleasure Hour bridge club Thursday afternoon at her home on B Street. Appropriate table covers, tattles and prize wrappings told the season's story in gay St. Patrick's Day colors. Lacy green shamrock leaves were used as favors. Mrs. Buford Farmer won both high score and cut prize in the games. Second high went to Mrs. Boyd London.

Members present were Mmes. Roy Jowell, James Wilson, Buford Farmer, B. R. Dixon, Smith McLeRoy, W. J. Smith, Boyd London and the hostess.

DINNER GUESTS IN HOME OF MRS. PALMER

Dinner guests of Mrs. T. M. Palmer Friday were Mr. and Mrs. Ralph McCullough, Donald Ray, Norma Jean and Pat McCullough, Mr. and Mrs. Vera Witherspoon, Mrs. Ezra Norton and Mrs. Belle Hodges. The occasion honored Mrs. Hodges, sister of Mrs. Palmer, who left Saturday for her home in Los Angeles. Mrs. Hodges had been visiting in Hereford the past five months and made many friends here. During the afternoon numerous friends called to say good-bye.

Crochet, sewing and conversation furnished interesting diversion as old friends enjoyed the farewell visit.

ANNIE MAE JOHNSON AND FOREST MINTON WED

Announcement has been made of the marriage of Mrs. Annie Mae Johnson and Mr. Forest Minton, both of this city. The ceremony was performed at the Methodist parsonage Friday evening, with Rev. T. C. Willett officiating.

The bride is the daughter of Mr. and Mrs. E. J. Hudson and is proprietor of the Personality Shop. Mr. Minton is connected with the Farmers Oil and Grain Company.

After a short wedding trip the young couple returned to Hereford, where they plan to make their home.

Card of Thanks.

The Band and Orchestra Parents sincerely thank the Junior Band Mothers for their gift of \$25.00.

Try First to Buy in Hereford.

MRS. BUFORD FELLERS HONORED WITH SHOWER

A post-nuptial shower honoring Mrs. Buford Fellers, the former Miss Birdie D. Schelbagen, was given at the home of Mrs. W. J. Smith Friday afternoon. Hostesses were Mrs. J. B. Cocanougher, LaVada Cox, Mrs. Ralph Smith and Mrs. W. J. Smith.

A pink and green color scheme carried out Easter decorations for the party. A clever little Easter cart filled with pastel colored Easter eggs and drawn by the proverbial Easter bunny, formed the centerpiece for the table. Nests of eggs here and there about the rooms were added Easter suggestions. The shower was introduced when a gypsy arrived and asked to read the bride's fortune in tea leaves. Her bundle when opened revealed gifts for the bride.

Mrs. Ray Coneway sang Because, and I Love You Truly, accompanied at the piano by Mrs. W. J. Stanford. Easter suggestions were used for the hand decorated guest book where guests registered.

Those present were Mmes. W. R. Schelbagen, Paul Foster, R. P. Coneway, W. J. Stanford, Drew Ridgway, Clarence Strange, Chas. Calloway, Homer Hensloe, Henry Williamson, Wiley Roberson, Ed Cox, Walter Easter, Frank Roberson, S. L. Easley, D. H. Bryant, Misses Lola Cox, Minnie Dea Smith, Annabelle Roberson and the hostesses.

JAPAN IS THEME OF STUDY CLUB PROGRAM

The Lone Star Study club met Monday afternoon at the home of Mrs. Roy Jowell. Mrs. Harold Close, president, directed the business meeting, when Mrs. Jim Higgins was elected as delegate to the Seventh District Convention of Federated Women's Clubs to be held in Canyon April 8-9. Mrs. Ralph White was chosen alternate.

An interesting program on Japan was presented. Mrs. James Alldredge discussed Japanese Cities and Customs, giving geographical and architectural descriptions of the principal cities. She told of the people, their customs, dress, living quarters and religious beliefs. Mrs. Jim Higgins' topic was the Life and Works of Kagawa. She gave an interesting account of the hunger, hardships and even disease that were experienced by Kagawa. In order to gain an education that he might help the under-privileged of Japan. Mrs. Higgins gave a sketch of Kagawa's life as a preacher and told of the sacrifices he had made and of the wonderful work he had accomplished.

Refreshments were served to Mmes. Harold Close, Tom Majors, James Alldredge, R. G. Ruc, Jack Grady, Jim Higgins, Roy Jowell, Pat Lawton, Ernest Medkof, Earl Phillips, A. B. Posey, Ralph Smith, Robert Thompson, E. W. Young, Ralph White, Joe Kendall, Owen Stagner, C. O. Phillips and Miss Helen Irving of Rawlins, Wyoming, a guest of the club.

The next meeting will be held at the home of Mrs. E. W. Young on April 5.

HIKE, PICNIC COMPLIMENT MISS FAYE CROSTWAIT

A hike and picnic as a farewell compliment to Miss Faye Crostwait, who is leaving soon to make her home in Long Beach, California, was enjoyed Friday by eight girls, close friends of Miss Crostwait. The girls hiked to State Park Friday morning and the day was spent in proverbial picnic fashion, with sailing as a special feature of enjoyment.

Those enjoying the outing were Barbara Brotherton, Helen Ann Snyder, Elyse Wilkins, Mary Ann Baird, Edith Jackson, Mary Jane Morgan, Melvina Stewart and the honor guest.

MUSIC STUDY CLUBS ATTEND CHORUS FESTIVAL, AMARILLO

Members of the Music Study club attended a Chorus Festival in the Crystal Ballroom at the Herling Hotel Monday afternoon.

Music clubs from Amarillo, Borger, Pampa and Hereford presented the program. The Hereford club gave a choral number, Evening, by Jahn, with Mrs. C. H. Dyar as accompanist and Mrs. A. C. Thompson playing the violin obligato, and assisted in the massed choruses given by all the clubs represented.

Hostesses for the occasion were Mmes. L. O. Thompson, I. D. Cole, H. A. Waller, J. M. Simpson, Jr., Dyke Cullum and Mary R. Warner. Mrs. C. J. Mountz, president of the local club, assisted in the receiving line which was composed of presidents of the organizations represented.

Mmes. Mountz and H. H. Hawkins poured tea at the lace covered table, which was beautifully decorated with St. Patrick's Day suggestions. Dainty shamrocks, pipes and gay green hats carried out the color theme, while at each end of the table green candles burned in silver holders. Green mints in shapes of hats and shamrocks adorned the refreshment plate.

The occasion honored Miss Matie Mae Swisher, retiring president of the Seventh District, Federation of Music Clubs, and Mrs. B. H. Hester, of Lubbock, the new president.

Those attending from Hereford were Mmes. Homer Fox, S. P. Rosson, B. M. Wiltshire, C. C. Acker, O. T. Williams, C. C. Ferguson, J. B. Jones, A. C. Thompson, H. H. Hawkins, A. O. Thompson, A. J. Schroeter, C. J.

Mountz, C. H. Dyar, Wiley Roberson, C. H. Dillehay, Jeff Glibreath, Ray Coneway, J. E. Beyer, and Misses Ruth Conkright and Eloyse Pitman.

Mr. and Mrs. Carl Laughery of Canyon were business visitors here Saturday.

Mr. and Mrs. M. Semmons, south of Hereford, were shopping visitors Saturday.

EVERYTHING TO WEAR FOR YOU - YOUR WIVES - YOUR HUSBANDS - SONS - DAUGHTERS!

PENNEY'S EASTER BARGAINS!

With Easter just around the corner, Penney's has prepared for the largest Spring business in its history! The newest, smartest fashions in men's and women's apparel are here! And SUCH values. You'll find just what you want from shoes to hats . . . and you may be sure you'll be dressed in the height of Easter Style!



NOW AS ALWAYS PENNEY'S

Dresses

Mean Smartest Styles at Lowest Prices **\$3.98**

A distinctive fashion for every hour of the day . . . for every day of the week! Different prints, stunning color combinations . . . one and two piece dresses! See this entire collection today!

"WE'RE UP IN THE AIR" ABOUT THESE NEW "TOWN CRAFT" Men's Shirts

Fine Materials! Nu-Craft Collars! **\$1.49**

Made to our strict specifications . . . they've got to be good! Of pre-shrunk broadcloth, chambray and madras. White, solid shades, fancy designs . . . fast colors. NuCraft, non-wilt collars, and the Duke of Kent style! Many other superior features—durable ocean pearl buttons, full cut sizes, pockets! These are great shirts!



Pre-Easter Selling Newest Hats 98c

EXCLUSIVE STYLES EASY TO WEAR.

Delightful new hats that will do much to enliven your Spring wardrobe. Wool felts, Pedaline straw, rough straws and novelty pedaline braids. In flattering styles for every type from junior miss to matron. Swaggers, bretons; mannish fedoras—small and medium brims. With Spring-like accents. Attractive new colors!

EXTRA LONG WEARING Fancy Socks PURE SILK AND RAYON

Popular Colors in Plaids, Stripes and Other Patterns **25c**

MEN'S HANDMADE Spring Ties

They tie easily. Resist Wrinkles, Smart and New Patterns **49c**

GAYMODE HOSE

Spring Shades **59c**

First quality, RINGLESS silk stockings in chiffon and service weights. 8 1/2 to 10 1/2. Buy now, save!

Sanforized Shrunken F.W.I.L. SLACKS

Bright Prints! **98c**

Solid colors, too! Some with overall suspender tops! Misses', 10 to 22. Girls' 6-12, 89c.

SANDALS

Patent Leather is "TOPS" in smartness for Summer Footwear. You should see this stunning assortment today. Sturdily constructed for long wear!

\$1.98

WHITES
BLACKS
BLUES
REDS

Ladies' Lace Trimmed and Appliqued **RAYON PANTIES 15c** Pair

Ladies' Pure Silk Knee Length **HOSE 25c** Pair

Ideal for School!

See our Big Assortment of Exclusive **"RONDO DE LUXE" 80 Square Dress Prints 19c** Yard

Bleached-Mangled **FLOUR SACKS 9c** Each

GOES ON SALE FRIDAY MORNING ALL REMNANTS Specially Priced

We have grouped all of our Remnants which have accumulated over a period of time in one lot. In this group are some very desirable and seasonable materials, and among these you will find some very worthwhile savings!

See Our Big Assortment of **SUMMER FABRICS 25c**

Just Received Another Shipment of **TOWEL MILL ENDS Big Assortment 7c** Each

CLEANSING TISSUES A Real Penney Value! Box of 500 19c Box

Men's Gray Overt Sanforized **WORK PANTS For Hard Wear! 98c** Pair

See These New **Easter Suits Today \$14.75**

WELL STYLED, WELL MADE AND PRICED TO MEET POPULAR DEMAND!

Whatever your profession, your vocation—your tastes—whether you are accustomed to paying much more—We urge you to see our new spring line up—There's Quality and Styling that you would never in your fondest dreams imagine possible! **\$14.75**

Mens Hats

Fine Quality and Style! **\$2.98**

In the newest styles and Spring Shades! Drop in today—there's one to fit you!



Big Savings On Irrigation Casing

ALL SIZES—HEAVY GRADE FOR IMMEDIATE DELIVERY

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PENNEY'S

J. C. PENNEY COMPANY, Incorporated

"Courteous Sales People To Serve You"

If More Convenient "Use Our 'Lay-Away Plan'"

THE CHURCH WORLD

Sophomore Favorites at T. C. U.

Church Plans Pre-Easter Revival Meet

Plans were today released for a Pre-Easter revival meeting to open at the Christian church here on Lord's Day morning, March 21, and to close Easter Sunday night, March 28. Minister H. M. Redford, pastor, will do the preaching for the revival.

The minister and congregation have made extensive plans for the revival, and special music will be featured at each of the services.

Sermons for the revival follow: The Entrance of God, Sunday morning, March 21 11 o'clock; Saving Faith, How Produced, Sunday night, March 21, 8 o'clock; Saving Faith, How It Works, Monday night, 8 o'clock; Saving Faith, How Expressed, Tuesday night; Saving Faith, How Further Expressed, Wednesday night; The Upper Room, Thursday night; Simon Peter, the Rock, three-act Biblical drama, Friday night; Easter Sunrise prayer meeting, Sunday morning at 6 o'clock; The Master Is Here, Sunday morning, March 28, at 11 o'clock; The Victory of Faith, Sunday night, March 28, at 8 o'clock.

Bible school will assemble as usual at 9:45 each Sunday morning, and the Christian Endeavor Societies will assemble at 7 each Sunday evening. A candlelight communion service will be held in connection with the service Thursday night. A welcome was extended to the entire community.

Thornton Shirley accompanied her uncle, E. M. Halle, to Kingman, Kansas, for a three weeks visit with relatives.

ST. ANTHONY'S CHURCH

Palm Sunday: Masses at 8 and 10 o'clock. Continuation of the study of our Lord's Life at 2:45. Benediction of the Blessed Sacrament at 4 p. m. Besides the blessing and distribution of the palm before second mass, there is read by the celebrant during each mass this day the Passion of Our Lord Jesus Christ, taken from the gospel of St. Matthew, 24, 1:75, 27, 1-66.

Monday, Tuesday, Wednesday, mass at 8 a. m. Lenten service Tuesday, 7:30 p. m. Holy Thursday, sung mass at 9 o'clock. After mass, stripping of altars, indicating interruption of the Holy Sacrifice until Holy Saturday. Watch will be kept Holy Thursday by parishioners. Good Friday, mass of the Presanctified at 8. Three hours commemorative service, 12 noon till 3 p. m.

BVM Sodality members will receive Holy Communion in a body on this third Sunday of the month. Their monthly spiritual meeting will be held Monday evening.

St. Anthony's choir has been practicing Tuesday evenings to make the sung mass on Easter morning a success. As members wish to receive Holy Communion that day, time of mass will be 8 instead of 10 o'clock. The 10 o'clock mass will have Easter hymns.

Week End Guests.

Mr. and Mrs. Donald Hawkins and Miss Kathleta Hawkins, all of Amarillo, spent last week end in the parental D. W. Hawkins home. Donald and Miss Kathleta are with the Rural Resettlement office in Amarillo. William Dean Hawkins of Mobeetie, was also a week end guest of his parents. William is a teacher in the high school in Mobeetie, this being his second year there.



Four sophomore girls have been selected by vote of their classmates as the most popular co-eds in the class of 1939 at T. C. U. The four honored are: Misses Barbara Ann Arnold, Eastland; Emajean Haggard, Plano; Betty Brimm, Dallas; and Emilie Mae Bass, Fort Worth.

GRASSES HOLD THE SOIL AGAINST RIPPING WINDS

Farmers in the Texas Panhandle are learning how to save soil imperiled by ripping prairie winds. "In large areas of the Panhandle much land that seemed doomed to desert conditions last spring when dust storms were tearing the Plains to pieces, has been stabil-

ed by listing, contouring and seeding to adaptable soil-holding vegetation," H. H. Bennett, Chief Soil Conservation, says. "Some of the recently treated desert areas are still drifting in dune formations and are continuing to endanger good land on the lee side. We believe, however, that most of these wind-plagued sections can be saved by nailing down the windward sides of the dunes with appropriate plantings of such crops as sorghums, Sudan grass and small grains." On one particular 600-acre tract, Mr. Bepnee collected approximately a quarter pound of drifting sand in two minutes by holding the end aperture of an ordinary envelope about one inch above the ground during a light breeze.



ATTENTION! Mr. Business Man!

Don't Wait Until You're Completely Out OF OFFICE SUPPLIES

Why not check up right now while you think of it? Remember, by placing your new order well in advance, you avoid all possibility of running short on some necessary items. Let us figure on your next job—no matter how small or how big.

- ENVELOPES
- FOLDERS
- PROGRAMS
- MENUS
- CIRCULARS
- BILL HEADS
- LETTERHEADS
- INVOICES
- STATEMENTS
- CATALOGS
- CALLING CARDS
- CHECKS

WE DO PRINTING OF ALL KINDS—QUALITY WORK AT REASONABLE PRICES!

Our Office Supply Dept. Can Fill Your Needs

- Paste, Mucilage
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- Carbon Paper
- Marking Pencils
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- Letter Files
- Ink Eradicator
- Inks
- Receipt Books
- Paper Clips
- Second Sheets
- Hotchkiss Staples
- Order Books
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- Filing Folders
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- Card Index Alphabets
- Letter Clips
- Cloth Index Tabs
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Any Item Not In Stock Will Be Ordered

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OFFICE SUPPLY DEPARTMENT
PHONE 20
HEREFORD, TEXAS

Plenty of SPACE to cook and serve



on the top of this MAGIC CHEF GAS RANGE

No matter how large your pots and pans, whether you are preparing a meal or doing the canning, you'll find ample room on top of these latest model Magic Chef gas ranges with the divided top burners. There are two burners on each side of the range, with a large serving space in between on which extra dishes and cooking utensils can be placed. And this is only one of the many features of these modern, automatic Magic Chef gas ranges. There are many others—features which mean the saving of time and gas in meal preparation, elimination of much of the tedious work of cooking, and a real saving in your cooking costs. See the many models on display in our store today.

- MORE REASONS WHY YOU'LL WANT A MAGIC CHEF**
- High Speed Oven,
 - Swing-Out Broiler,
 - Automatic Top Burner Lighters,
 - Non-Clog Top Burners,
 - Red Wheel Loris Oven Regulator,
 - Timer,
 - Full Insulation and many other features.

MODEL SHOWN SERIES \$00-27.99
Other from \$22.99 to \$29.99

LOOK FOR THE RED WHEEL WHEN YOU BUY A MAGIC CHEF

Special Drama By Christian Young People

Simon Peter, the Rock, Biblical drama by Mary Hamlin for the churches, will be presented by young people of the Christian church in the auditorium on Good Friday night, March 26, at 8:00. The play is presented under direction of H. M. Redford, pastor, assisted by Mrs. Redford and other church members. Mrs. Redford has participated in this play several times before. Plans are to present the play in Amarillo, Lubbock and other places after Easter. Simon Peter, leading character, will be played by Rev. Redford. Other roles will be taken by Lotie Tyson, Betty Cockrell, Carl Oldham, Jasper Vaughn, Nora Jean Russell, Clyde Oldham, Earl Oldham and Walter London. Special music is being arranged. Mrs. B. R. Anderson, formerly of this city and now of Borger, will be present to sing The Holy City. It is announced. No admission, but a free will offering will be taken to help pay for costumes and other equipment for the play.

CHRISTIAN CHURCH

H. M. Redford, Minister.
Mrs. C. P. Cockrell, Assistant Superintendent.
Bible school, 9:45.
Morning worship at 11.
C. E. Societies, 7:00 p. m.
Evening worship, 8:00.

METHODIST CHURCH

Sunday school, 9:45 a. m.
Preaching, 11 a. m. and 7:30 p. m.
Epworth League, 6:45 p. m.
Why not make your plans to attend church next Sunday? You will hear a message and receive a welcome at the Methodist church.
T. C. Willett, Pastor.

PRESBYTERIAN CHURCH

The Triumph of Christ will be the Palm Sunday message at the First Presbyterian church by the pastor, Rev. J. C. Thorns. The evening service is at the Vesper hour of five.
Sunday school, 9:45 a. m., G. M. Hudson, superintendent.
Christian Endeavor at 6:30 p. m.
Prayer meeting, Wednesday at 7:30 p. m.
Communion, Good Friday at 7:30 p. m.
Special music at all these services under the direction of Mrs. Homer Fox.

ASSEMBLY OF GOD CHURCH

Morning service, at 11. Dedication of Children services.
Christ's Ambassadors, 6:45 p. m.
Evangelistic services, 7:45 p. m.
G. T. W., Wednesday, 7:45 p. m.
W. M. C., Thursday, 2:30 p. m.
C. A. Evangelistic services, Friday, 7:45 p. m.

McConnell Has Contest Entry Blanks Here

Announcing that plenty of entry blanks are now available at the McConnell Electric Company in Hereford, George McConnell today said that a new five-foot, de luxe Leonard refrigerator will be given to some woman in this district through a contest now being sponsored by the makers of the boxes. In the contest, entries must describe in 100 words, the new master dial featured on the Leonard boxes. Only one entry may be offered by each person, and the contest is open to all adults except manufacturers, distributors, dealers and their employees. Disinterested judges will make the final decision in the contest.

INCREASED DIABETES PRESENTS PROBLEMS

The increasing incidence of diabetes presents a serious problem to the physician and the average citizen, according to Dr. John W. Brown, state health officer. "Ordinary diabetes, that is diabetes mellitus, which is often referred to by many persons as a disease of the kidneys, is not a kidney disease, but a disease of the pancreas in which there is deficient production of insulin," Dr. Brown said, "and this mistaken idea that diabetes is a kidney disease probably results from the fact that the insulin deficiency causes large amounts of carbohydrates (sugar and starch) to pile up in the body. The result is that the patient drinks large amounts of water, and because of this, large amounts of urine containing sugar are passed. "The pancreas is a vital organ, located in the upper abdomen behind the stomach. It has a double function: it supplies the most powerful digestive juice in the body, known as the pancreatic juice, which it pours into the intestine through special ducts developed for that purpose; and it makes another substance called insulin, which goes directly into the blood and is essential for the use of sugar in the body. "Obesity and heredity overshadow all other factors in the causation of diabetes. Most diabetes are fat. Not every fat person, of course, gets diabetes. Heredity seems to be the most important link in the chain of diabetes from generation to generation. In the adult, however, obesity brings out the predisposition to the disease. "Early diagnosis by a competent physician, with consequent treatment, enables the diabetic person to live a useful life, and retards the development of complications."

W. A. McCann, Pastor

West Texas Gas Co.
GOOD GAS WITH DEPENDABLE SERVICE

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

DAVID HARRISON MARRIES FARWELL GIRL

Miss Beulah Norris, daughter, of Mr. and Mrs. J. E. Norris, of Farwell, became the bride of David Harrison, son of Mrs. E. W. Harrison of this city, in a beautiful ceremony performed Sunday morning at 10 o'clock in the home of the bride's parents.

An attractive arrangement of fernery and snapdragons furnished the background for the ceremony, with Rev. Hershel Thurman of Aspermont officiating, assisted by Rev. B. L. Butler of Farwell. Preceding the ceremony, Miss Iona Lovelace sang "I Love You Truly." She was accompanied by Mrs. J. M. Simpson, Jr., sister of the bridegroom, who also played the wedding march as the bridal party entered. Miss Rose McDowell acted as bridesmaid, and Henry Norris served as best man. The bride was attractive in navy blue taffeta. She carried an arm bouquet of tallman roses and sweet peas. Miss McDowell wore a dress of gold crepe.

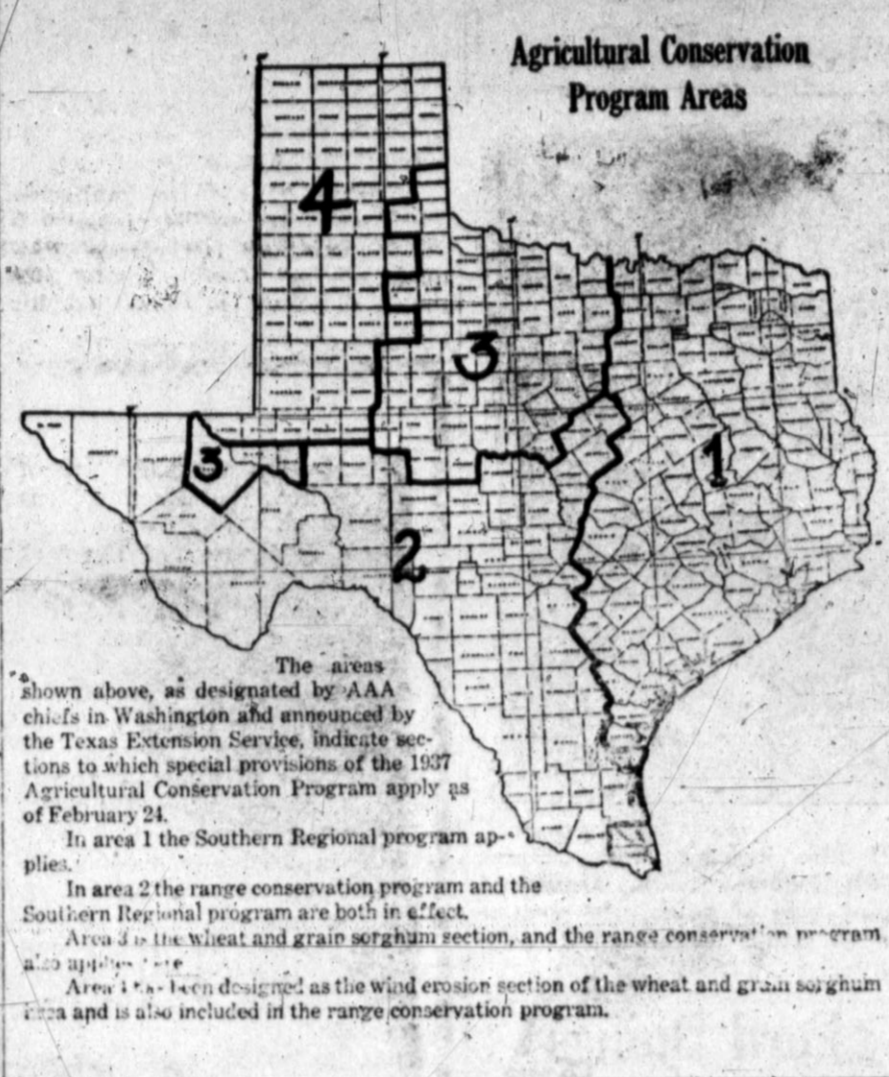
Following the ceremony, a reception was held in the dining room. The lace covered table was adorned with a three tiered wedding cake topped with a minia-

ture bride and groom, and a low bowl of sweet peas. Coffee was poured by Miss Iona Lovelace and Miss Doris Blair. Mr. and Mrs. Harrison left immediately for a short wedding trip to San Antonio and points in Southern Texas. Mrs. Harrison traveled in a gulfstream blue suit. Her accessories were gray.

Those attending the ceremony were Mr. and Mrs. J. O. Landon and family, Bob Williams, Mr. and Mrs. E. G. Blair and family, Jason O. Gordon, Miss Irene Sacks, Miss Iona Lovelace, Mr. and Mrs. G. D. Anderson, Mr. and Mrs. Paul Jones, Wayne Robinson, Mr. and Mrs. J. E. Bingham, and the parents of the bride.

Out-of-town guests were Henry Norris, Lamesa; Miss Rose McDowell, Santa Fe, New Mexico; Mr. and Mrs. J. M. Simpson, Jr., Amarillo; Mrs. E. W. Harrison, Hereford; Mr. and Mrs. H. W. King, Childress; George Turrentine, Hereford, and Miss Doris Blair, San Jon, New Mexico.

David Harrison is a graduate of Hereford High School, and received his A. B. degree from State University at Austin in 1933. The young couple will live in Farwell, where he is cashier of the Security State Bank.



METHODIST CLASS ELECTS OFFICERS

Three hostesses whose birthdays occur in March entertained members of the Win One class of the Methodist church Tuesday afternoon at the home of Mrs. Fred Millard. Mrs. T. C. Matthews and Mrs. Florence McClellan were co-hostesses.

Mrs. McClellan, president, presided over the business meeting. Mmes. J. E. Beyer and H. H. Hawkins sang "I'll Go Where You Want Me to Go." New officers elected were Mrs. E. W. Harrison, president; Mrs. T. H. Coursey, vice president; Mrs. W. O. Fox, devotional; Mrs. J. B. Jones, secretary; Mrs. Andy Thomas, treasurer; Mrs. J. E. Beyer, visiting chairman; Mrs. D. H. Bryant, flower committee; Mrs. J. F. Ward, teacher; Mrs. D. W. Hawkins, assistant teacher; Mrs. Florence McClellan, reporter.

Mrs. S. L. Easley had charge of the program at the social hour. Irish games were played and a Bible contest was enjoyed. St. Patrick Day ideas were carried out in decorations and refreshments. The next meeting will be on the third Tuesday in April.

MEN OF CLASS PREPARE DINNER

An unusual feature of entertainment for members of the Pep class of the First Christian church was the lovely dinner given at the church Tuesday night, and all prepared by the men.

The committee for arrangements consisted of Carl Williams, Earl Phillips, Travis Dameron, Clyde Gregg and F. L. Lucas. A great deal of entertainment was furnished by the chefs as aprons were donned and the real work of the kitchen was carried on by the men. A variety of games were enjoyed after the dinner.

Those attending were Messrs. and Mmes. F. L. Lucas, Carl Williams, Pat Lawhon, H. M. Redford, Ellis Coombes, C. H. Dyer, L. V. Oldham, R. G. Blue, Harry Seed, A. Petersen, Earl Phillips, Miss Frances Dameron, Clyde Gregg and Travis Dameron.

C. E. CONTINUES STUDY OF RACIAL PROBLEMS

Continuing the discussion of Racial problems, members of the Christian Endeavor of the First Christian church enjoyed an interesting program at the regular meeting Sunday evening at the church. Walter London as leader discussed Racial Barriers. A general discussion of the subject followed. During the business session plans were discussed for the Panhandle District Christian Endeavor convention which will be held in Hereford April 16-17-18.

Plans were made for the play, Peter, the Rock, which will be given at the church on Good Friday. The play, under direction of Rev. H. M. Redford, will be given by the young people of the church, and the public is invited to attend.

SUMMERFIELD STUDY CLUB HAS BIBLE PROGRAM

The Summerfield Study club met Thursday afternoon in the home of Mrs. Troy Wetly. Mrs. Ray Johnson, president, directed the business session. Mrs. Lloyd Looker and Mrs. D. C. Waiser were elected delegates to the Seventy District Federated Club convention to be held in Canyon April 8-9. Plans were made for the annual Community Arbor Day to be held April 1.

The following Bible program was given: Roll call, quotations from the Bible and interesting items concerning religious leaders. The Greatest Romance in the Bible, Mrs. Tandy Legg; book review, The Husband of Mary, by Hart, Mrs.

DISCUSSION GROUP CHANGES MEETING DATE

The regular meeting date of the Discussion Group has been changed to Thursday night instead of Friday night, as heretofore. At the meeting last Thursday night Rev. H. M. Redford talked on Immortality and gave his ideas of the subject as given in both the Old and New Testaments of the Bible.

Tonight Raymond Cottingham will give a review of a lecture given by Dr. Abram Sacher at the Sinal Temple in Chicago. The subject will be Europe, the Tragedy of Tardy Wisdom, and the lecture is reported to be one of the best of a series which are being discussed by the Group from time to time. The meeting will be held in the reading room at the county library at 8 o'clock.

BAPTIST CLASS HAS LUNCHEON

The Kinzellan class of the Baptist church entertained with a covered dish luncheon Friday at the home of Mrs. Aubrey Daniels. In the afternoon Mrs. A. R. Posey, president, presided over the regular monthly business meeting. Mrs. Chas. Calloway resigned as class secretary, and Mrs. L. L. Womble was appointed to fill the vacancy. Plans were made for a party in the near future. Quitting and conversation furnished entertainment. The next meeting will be held at the home of Mrs. L. L. Womble April 2.

Attending were Mmes. A. R. Posey, E. W. Young, Abe Martin, L. L. Womble, Cecil Allred, Coy Phillips, Alex Thompson, Keith Caldwell, Raymond White, Chas. Brooks, R. E. Perkins, Clarence Strange, A. J. Schroeter, R. E. Oursinger, John Altridge, Roy Manning, O. T. Williams, Chas. Calloway, Tom McCollum, Owen Stagner and the hostess.

MISSIONARY SOCIETY MEETS WEDNESDAY

The Woman's Missionary Society of the Methodist church met at the church Wednesday afternoon. The sixth chapter of The Radiant Heart was studied by the group. Mrs. D. W. Hawkins was program leader and Mrs. S. L. Easley gave the devotional. The introduction to Paul's letter to the Philippians was given by Mrs. J. B. Hammer. Mrs. D. W. Hawkins talked on the topic, "That I May Know Him."

Mrs. J. F. Ward, president, conducted the business meeting, when committee reports were given. The next meeting will be at the church Wednesday, March 24. The concluding chapters of The Radiant Heart will be given on the program.

DONALD WILLET HOME FROM OVERSEAS TRIP

Donald Willett left Tuesday after a short visit here with his parents, Rev. and Mrs. T. C. Willett. Mr. Willett has recently returned from a two and a half months' trip, made as an employee of Lyko Bros. Steamship Line.

He visited several foreign countries and many places of interest while on the trip. He plans to make other voyages with the same steamship line.

Attend Sales Meeting.

L. L. Womble of the Hereford Implement and Appliance Company, and his force of salesmen, including Ray Singletary, Jim Robinson, Wilbur Womble and Coy Phillips, attended an Electrolux sales meet at the Horning Hotel in Amarillo Wednesday.

Mr. and Mrs. E. F. Beyer of Wichita, Kansas, arrived Wednesday to visit his brother, J. E. Beyer and family. They are en route to Childress, and were accompanied by Mr. and Mrs. Faye Beyer.

Agnes May Lewis Buried Wednesday

Funeral services for Miss Agnes May Lewis, 29, were held from the First Methodist church in Hereford Wednesday afternoon, March 17, at 2 o'clock, conducted by Rev. T. C. Willett, pastor.

Miss Lewis was born July 23, 1907, at Quanah, Texas, and came to Deaf Smith county with her parents in 1927. Since that time she has resided here, and had numerous friends in this section who mourn her death. At the time of her death she lived four miles north and one mile west of here with her parents, Mr. and Mrs. J. M. Lewis.

She is survived, other than her parents, by one sister, Miss Ara Lewis, also of Hereford.

Interment was made in West Park Cemetery.

BACON STYLE FARMING GOOD FOR SLOPING FIELD

"A streak o' fat and a streak o' lean" is the familiar description of good bacon. It applies as well to good farming on sloping fields likely to wash if unprotected. Strip cropping is another name for it, and the result is likely to make a field look something like a slice of choice bacon. In such a field the streaks or strips run across the slopes. The rows of a cultivated crop follow the contours closely. Between the cultivated rows are strips of close-growing crops that catch muddy water from the strip above, slow it down and strain from it the particles of soil it carries from the clean cultivated strip.

A. J. Pieters of the United States Department of Agriculture suggests lespedeza as an almost ideal strip planting crop for the South. It will grow satisfactorily even on soils that already have suffered considerably from erosion. It is a legume and improves the soil greatly for corn and cotton to follow, provided sufficient phosphorus and potash are available or applied. It is nothing unusual for a farmer to double the yield of corn or cotton as the result of turning under a crop of lespedeza.

By alternating the strips from year to year growing lespedeza one year and corn or cotton the next, says Dr. Pieters, the field as a whole will produce nearly as much of the cash crop as ever and the good feed furnished by the lespedeza will be so much clear gain. In addition, this bacon style farming saves nearly all the soil which would otherwise wash away.

Elephant Herd is Doubled

The elephant herd in Uganda Protectorate, the wild upland territory in the heart of tropical Africa, has doubled in twenty-five years.

Pin Money Is Startling Sum

Want to get rich quick? Go to work for one pin a week.

Taking the word of the National Council of Teachers of Mathematics, in convention in Chicago recently, if you can find a boss who will pay you one pin a week, doubling your income every week,

at the end of a year you can sell the brass for \$1,000,000,000 at the current market.

To show that industry such as working for pins is more lucrative than gaming at bridge, for instance the mathematicians pointed out that your chance to get 13 spades in one bridge hand is only one out of 615,613,550,900, and of casting a seven at dice is one out of six.

A WANT AD WILL SELL THAT COW!

A GREAT 3-DAY GROCERY SALE

For Shrewd Spring Shoppers

OATS	Brimfull	21¢
	Large box	
SALMON	Brimfull, Fancy	23¢
	2 cans	
TOMATOES	No. 2 cans	23¢
	3 for	
Tomato Juice	Campbell's	25¢
	3 cans	
BROOMS	4-Tie,	23¢
	Real good light broom	
COCONUT	Fresh Long	19¢
	Shredded, 1-lb bag	
SOAPS	P. and G. or Crystal	25¢
	White, 6 large bars	
CARROTS	Carrots, Peas	9¢
	Beets, Ets, 2 small cans	
Toilet Tissue	Big M Brand	9¢
	2 rolls	
MARCO JELL	Any Flavor	5¢
	Package	
PICKLES	Sour or Dill	15¢
	26-oz Jar	
Baking Powder	K. C. Size	17¢
	25c 8	
COFFEE	Schilling's	27¢
	1-lb can	
Peanut Butter	Pure Maid	29¢
	Quart jar	
RICE	White House	17¢
	2-lb box	
RAISINS	Brimfull, Seedless	31¢
	2-lb bag 17¢, 4-lb bag	
PINEAPPLE	Sliced or Crushed	25¢
	3 flat cans	
PEAS	Dry English	11¢
	2 medium cans	
CLEANSER	Brimfull	9¢
	2 cans	
CATSUP	14-Ounce	10¢
	Bottle	

MEATS

Fancy Baby Beef at Regular Prices

FRANKS	Minced Ham	15¢
	Or Bologna, lb	
SAUSAGE	Country, good	20¢
	and Fresh, lb	
CHEESE	Elkhorn, Full	21¢
	Cream, lb	
BEEF ROAST	Baby Beef	12½¢
	Round	
HAMBURGER	Fresh	25¢
	2 pounds	

Fresh Vegetables & Fruits at Low Prices

QUALITY

322 N. Food Store FREE DELIVERY

J. ROBINSON, Manager. PHONE 129

EASTER SALE

On Coats and Suits

—You, who appreciate quality merchandise, will find your way here to purchase your Spring Coat or Suit.

—The Fashionbilt, Hirshmaur and Klingrite garments are all national brands, all \$29.50 values.

Now **\$19.95**

—Others reduced accordingly. We have just unpacked Nelly Don Dresses. We have now on display about

400 Wash FROCKS

—in the very latest creations. Ranging from **\$1.00 to \$5.95**

Select Your Easter Frock Now! Use Our Easy-to-Pay, Lay-Away Plan!

Shantung, Linens, Chintz and Travel-Air Suits. When you see them, you will purchase at least three or more. See our Toppers, Jiggers and Stroller Coats, all high shades. Brighten up your suit with one of our lovely Taffeta or Linen **\$1.95** and **\$2.50** Blouses

FASHION DRESS SHOPPE

BUY WHERE MILLIONS ARE BUYING

1934 1,160,231 bought Used Cars from Chevrolet Dealers	1935 1,425,209 bought Used Cars from Chevrolet Dealers	1936 2,019,839 bought Used Cars from Chevrolet Dealers
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Buy where you'll save money

Buy Guaranteed OK Values

Buy from your CHEVROLET DEALER

BUY YOUR USED CAR FROM YOUR CHEVROLET DEALER FOR THESE REASONS

- Your Chevrolet dealer has the finest selection of used cars in his entire history. All makes—all models.
- Big volume enables your Chevrolet dealer to give you bigger value... at lower prices.
- Chevrolet dealers employ the highest standards and the most expertly trained mechanics for efficiently reconditioning used cars.
- Only Chevrolet dealers can offer used cars backed by the famous Guaranteed OK Tag—for seven years the nationally recognized symbol of SAFE USED CAR INVESTMENT.

USED CARS OF THE MOST OUTSTANDING QUALITY AND VALUE... ALL MAKES, ALL MODELS, INCLUDING MANY 1935-1936 CHEVROLETS... UNUSUALLY LOW PRICES!

1935 CHEVROLET SEDAN—Original tan Duco finish, upholstery good, A-1 mechanically, good tires. Truly a Bargain at \$325	1935 PLYMOUTH SEDAN—Black finish. Motor OK. Good rubber. A real Buy at \$395
1934 FORD V-8 COUPE—A fairly good car with lots of service \$225	1934 CHEVROLET COACH—Original black finish. Motor reconditioned. Good Rubber. Special Price \$285
1935 CHEVROLET PICK-UP—A good one at the low price of \$325	1934 CHEVROLET SEDAN—New paint job. Lots of unused miles. Priced \$175 To Sell

COME IN... SEE THEM... TODAY!

BRUMLEY WOODFORD

Motor Company

Bethel Items

BY CORRESPONDENT
A light snow Sunday will help wheat prospects here, which are the best in several years.
J. C. Williams and family visited the J. A. W. Keller home in Tucumcari, N. M., Sunday. Misses William and Keller are old friends.
Mr. and Mrs. Earl Last gave a birthday dinner Sunday in honor of Mildred. Present were Mr. and Mrs. Bradford and James; Leola, W. L. and Elsa Longan, all of Flagg.
Miss Mildred Last was in a car wreck Saturday night. She was not hurt, but the car was wrecked.
Ivor Bagwell and family visited Mrs. Bagwell's parents, Mr. and Mrs. Dunn, at Hereford over the week end.
Mr. and Mrs. Kay Roberts were in Amarillo Thursday.
Miss Ethel Womble of Hereford visited here Sunday.
Mrs. J. G. Davis gave a birthday dinner Sunday in honor of her husband, which was attended by a large number.
Bethel community club met last Friday with Mrs. Vern Lust. Miss Schultz demonstrated cheese making. Present were Meses. Earl Last, Kay Roberts, Jim Gran, Homer Terrell, J. G. Davis, Cleo

Easter Items

BY LOUISE FRYE
In spite of disagreeable weather, there was a good attendance at Conference Sunday. Elder Haymes gave a wonderful sermon at the morning hour.
Miss McClure attended the teachers meeting at Canyon Friday.
Dan Allen returned home from California last Saturday.
Mr. and Mrs. Fred Walton visited the Clayton Woolery home Sunday afternoon.
Carlie Rae Frye visited Saturday night and Sunday with Ruth Temple Hastings in Amarillo.
There was a community singing in the Allen home Sunday night.
Mrs. I. W. Woolery and Mrs. Tom Sanders and children visited Sunday in the V. E. Woolery home.
Richardson, J. C. Williams. Visitors were Meses. Ralph Simmons, F. Henderson, G. Smith Knox and Carson. Next meeting March 26 with Mrs. Frank Henderson.
Geo. Bagwell is improving his place and will move there soon.
Mrs. J. G. Davis returned home with her daughter, Mrs. Albert Smith, to Big Spring to spend several days.



Bing Crosby is shown above with Madge Evans in a scene from "Peppermint from Heaven". The picture shows at the Star Theatre here Sunday and Monday. The cast also includes Madge Evans, Edith Fellows, Louis Armstrong, famed king of swing, and a number of other accomplished players.

Frio News Items

(KITTY KLOE HARLIN)
C. R. Boyd attended the fat stock show in Amarillo.
Mr. and Mrs. Albert Spring went to Amarillo Wednesday after their son, George, who attended the fat stock show there.
Mr. and Mrs. J. B. Harlin attended a surprise dinner for Mrs. Howton, her sister, in the Jack Roberson home Tuesday.
Chas. Newell and family called in the Boyd home Tuesday.
Mr. and Mrs. Warren Ware of Frio visited the Mack Dixons Tuesday.
Mrs. J. J. Lindsey of Hereford visited the Brooks home Monday. School dismissed Friday and Miss Hyatt attended the teachers meeting in Canyon.
Miss Koma Hyatt spent Thursday night in the Butler home at Summerfield.
Percy Estes of Dimmitt visited the H. M. Mobley home Thursday. The school program was postponed from Thursday evening until Wednesday evening, March 17, because of illness.
D. H. Allman and family and Miss Koma Hyatt visited relatives in Floydada and Petersburg this week end.
Wheat is looking good after the recent rains.
Elliott Brooks and mother visited the Mack Dixon home Thursday.

the Bill Hutson home Sunday.
Mr. and Mrs. Arlie Dean were guests in the Lipscomb home Sunday evening.
G. T. Higgins, a teacher at Spearman, visited his parents, Mr. and Mrs. Bob Higgins, over the past week end.
Mrs. W. B. Anthony, Jr., returned to her home at Monahans, Texas, Thursday. She had been visiting in the home of her brother, N. E. Gass, and in the home of Mr. and Mrs. W. B. Anthony.

Adrian News

MRS. E. C. CHAPMAN
Johnny Kemp's car was stolen Friday night from Adrian. The officers recovered it at Tucumcari Sunday.
Mrs. Kenneth Zaring has been taken back to the hospital in Amarillo.
A. G. Bell is moving his sheep from Adrian to Hereford.
We have a new agent here from Guymond, Oklahoma, Mr. and Mrs. Jones and her mother.

Summerfield News

BY MRS. ASA ATCHLEY
Mr. and Mrs. B. E. and Mrs. B. C. Roberson were in Farwell and Clovis last week.
YWA meets in the B. A. Atchley home Tuesday night. Mrs. D. C. Walsler will review Husband of Mary.
Mr. and Mrs. Jack Strun have moved to the Gass place south of Hereford.
Mr. and Mrs. Fred Schulz of Hereford visited the L. Huckert home Thursday.
Mr. and Mrs. L. A. Hambrick of Amarillo visited the J. R. Oglesby home Sunday. Mrs. Hambrick and Mr. Oglesby are brother and sister.
J. B. Noland is working in Hereford this week.
Wm. Roberson and Jim Noland were in Amarillo this week end.
Rev. and Mrs. Tidwell were pounded this week by the church.
A light snow fell here last week and the temperature was below freezing several mornings.
Mr. and Mrs. L. Huckert were in Vega last week end.
Jim Noland of Dawn spent the week end here.
B. A. Atchley and family and Leroy Suttie visited the W. Hawkins home at Lamesa last week end.
Tandy Legg and Mrs. Butler attended the teachers meeting in Canyon Friday and Saturday.
Rev. and Mrs. Tidwell were here from Plainview Sunday. Rev. Tidwell filling his appointment.
Mr. and Mrs. Butler of Dimmitt and Jas. Dutton of Las Cruces, N. M., visited the C. H. Burlers Tuesday night.
WMU and YWA members, including Mrs. Abbott, missionary, enjoyed a program on Annie W. Armstrong and covered dish luncheon at the church Thursday. Mrs. Abbott as guest speaker gave an account of her work among the Mexicans nearby.
YWA entertained the WMU at a covered dish supper at the church and Mrs. Ky. Lawrence reviewed. Follow Me.
No church services were held Sunday morning because of cold weather, but were held at 4 in the afternoon.
Mrs. W. Welty entertained with a dance Saturday night, honoring the birthday of Mr. Welty.
Mr. and Mrs. Martin of Shamrock visited the Troy Welty home last week.

Ford Doings

BY MRS. H. M. BENSON
The ladies' club met last Wednesday with Mrs. Clarence Canahan, with nine members and one visitor, Mrs. Freddie Harris, present. Program subject was Home Hazards. Mrs. V. T. Glenn prepared a paper on Hazards and dangers about our home, which was read by the president in the absence of Mrs. Glenn. Papers were given by Mrs. H. M. Benson, Mrs. F. D. Ferguson and Miss Hilda Straufus. Mrs. Canahan served candy and cookies. Next meeting will be with Mrs. Ferguson, on April 7. The club is sponsoring a 42 party at the school house Friday night, March 19. Everyone invited. The club quilt will be sold that night for benefit of the school.
Mr. and Mrs. J. L. Nigh were in Hereford Wednesday.
Mrs. A. K. Webster and children of Amarillo visited Mr. and Mrs. Bernis Harris Friday.
Carl Straufus and Miss Hilda, L. J. Straufus and family were in Amarillo Tuesday.
Mrs. Jess McGowan called in the Benson home Thursday, enroute to Hereford.
Clarence Canahan has rented the J. S. Garrett farm.
Hershel Climer went to Hereford Saturday.
Harry Murphy of Vega was a Ford visitor Tuesday.
School was dismissed Friday and the teachers went to the conference in Canyon Friday and Saturday.
Mr. and Mrs. V. T. Glenn attended the fat stock show in Amarillo Wednesday.
Rain and snow falling here Saturday and Sunday to boost crop prospects.
There will be an agricultural meeting at the school house Monday night, March 22.

Ward News Notes

MRS. GEORGE SUGGS
There will be an all day meeting at the school house Easter Sunday in celebration of the Sunday school's birthday. There will be Sunday school in the morning, a short program, then a covered dish lunch. In the evening there will be preaching and an egg hunt for the children. Everybody invited.
In Amarillo last week were Mr. and Mrs. Jim Lipscomb, Mr. and Mrs. Bill Hutson, Wesley Higgins and Bob Higgins, Mr. and Mrs. Robert Viegol.
His father and two brothers of Garden City, Kansas, visited Lawrence Rowenfelt one day last week.
Mrs. George Suggs and son returned home Tuesday, after having spent a week in the G. M. Suggs home in Hereford, convalescing.
Mr. and Mrs. Reed Williams of Hereford called in the Jim Lipscomb home Sunday.
Messrs. and Meses. T. P. McCollister and Bill Nafzgar called in

Vega News

BY CORRESPONDENT
Oldham county P. T. A. council broadcasted a program over KGNC Friday at 3:30. Mrs. Wise, president, was in charge. Two numbers were presented from each unit, namely Vega, Wildorado and Adrian.
Vega schools closed Friday that teachers might attend the teachers meeting in Canyon.
Meses. A. M. Miller and Jim Watkins were in Amarillo Friday.
Miss Roberta Turner, student in Canyon, spent last week end with home folks here.
Mr. and Mrs. Brattlebo of Yellowstone Park are visiting Mr. and Mrs. M. Raley.
Rev. Marshall Rhew attended a young ministers' conference in Oklahoma City Friday and Saturday.
W. A. Williams is in Fort Worth attending the Fat Stock Show. He has hogs in the show.
Mr. Armitage is in an Amarillo hospital recovering from an operation performed Sunday.
A. M. Miller addressed the P. T. A. association last Tuesday on Progress Vega High School Has Made.
Twelve workers of the Methodist church attended the sub-district meeting of adult christian education, board at the San Jacinto church in Amarillo Sunday afternoon.
O. T. Williams and John McLean were in Amarillo Tuesday on business.

Wyche Items

BY PEGGY VALENTINE
A party at the school house was postponed until Saturday night. Everyone invited to try their hand at 42.
Mrs. D. W. Henry and Merle returned to Plainview Wednesday after a visit with Mrs. Fred Henry here.
Mr. and Mrs. Guy Edwards of Hereford visited the A. E. Edwards home Sunday.
Mr. and Mrs. Fred Henry entertained Messrs. and Meses. Ira Ott, Thele and Bandy Saturday night.
Mr. and Mrs. C. E. Davis and daughter left last week to make their home in East Texas.
Mr. and Mrs. J. P. Gandy spent Saturday in the Oglesby home at Summerfield.
DuBois Walker, Jr., Billy Jo Wilson, Meses. Dickerson and Harper are on the sick list.
Frank Conyon and parents of Sweetwater were here Saturday looking over their land and visited the Paetzold home.
John Paetzold was in Amarillo Monday.
Crops are looking exceedingly well in this vicinity.
Peggy Valentine is home from a week's stay in the Roy Thompson home in Hereford. Lorene Valentine is there this week.

Card of Thanks:

We wish to express our sincere appreciation to our friends and neighbors for the kindness, assistance and sympathy during the illness and death of our loved one, Charles R. Carroll. May God bless each of you, is our wish.
Mrs. Charles Carroll
Mr. and Mrs. J. T. Carroll
Mr. and Mrs. Tom Carroll
J. T. Carroll
Mr. and Mrs. Bob Sasser and Mr. and Mrs. Sam Steele and daughter, Ann, of Fort Sumner, New Mexico, visited in Hereford Sunday.

Close DRUG STORE

BARGAINS ALWAYS
Fridays and Saturdays

- | | |
|--------------------------|---------------------------------|
| Just a Few | Kleenex |
| Left | 500 Sheets 33¢ |
| Genuine Gillette | Kleenex |
| Razor | 200 Sheets 14¢ |
| 50 Double Edge | Kotex |
| Blades | 12, in Box 19¢ |
| AM For 49¢ | Easter |
| Palmer's | Bridge Tallies 25¢ |
| Gardenia | Dozen 25¢ |
| Face Powder, and | Coty's |
| Perfume 89¢ | Face Powder 98¢ |
| \$2.00 Value | |

- | | |
|----------------------|-----|
| 60c ALKA SELTZER | 49¢ |
| 50c MILK OF MAGNESIA | 39¢ |
| 70c KRUSCHEN SALTS | 57¢ |
| \$1.00 ZONITE | 89¢ |
| 60c ZONITE | 49¢ |
| 30c ZONITE | 24¢ |

Nyal Shoe White Cleaner 19¢

- | | |
|----------------------------|-----|
| 50c IPANA TOOTH PASTE | 39¢ |
| 50c NYSEPTOL, Pint | 39¢ |
| 50c DR. WEST'S TOOTH BRUSH | 39¢ |
| 25c DR. WEST'S TOOTH PASTE | 17¢ |

50c Krank's White Magic Balm 39¢

- | | |
|------------------------------------|-----|
| 50c CHAMBERLAIN'S HAND LOTION | 39¢ |
| 50c WOODBURY'S FACE POWDER | 39¢ |
| 50c MURIEL ASTOR CREAM | 39¢ |
| 50c Hind's Honey and Almond Lotion | 39¢ |

VITAMINS

- | | |
|-----------------------------|-----|
| \$1.00 COD LIVER CAPSULES | 79¢ |
| \$1.00 UPJOHN CONCENTRATES | 89¢ |
| PINT COD LIVER OIL | 69¢ |
| \$1.00 HALIVER OIL CAPSULES | 89¢ |
| 75c IRON and YEAST TABLETS | 49¢ |

COLGATE'S SOAP **23c**
5 Bars

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| Putman's Or | Sterro |
| Diamond Dyes | Electric Washer |
| 15 Value 9¢ | A Portable Electric |
| | For Only \$12.95 |

COMPLETE STOCK
Elizabeth Arden and DuBarry
TOILET ARTICLES

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| Dennison | 10c |
| Baby Pads | Cashmere Bouquet Soap |
| 19¢ | 6 Bars 49¢ |

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Radio prices are due to advance in a very few days and we will give you a liberal trade-in allowance on your old radio. So why wait until later, on to buy your new radio when you can buy now and save money?
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For Every Farm Home
If you live on a farm you enjoy a radio as much or even more than if you lived in town. No farm house is complete without a new modernistic General Electric Radio.

Announcing
The Purchase of
Painter's CAFE
By
DEBBS KNOX and BUCK RICHARDSON
AND WILL BE KNOWN AS
Painter's Cafe
FOR THE TIME BEING

Only the Highest Quality Meats, Foods and Vegetables Served Here

We solicit the continued patronage of the friends of Mr. and Mrs. Hiram Painter and of our friends and all new patrons, and will endeavor to serve you the best possible way.

Merchant's Lunch 30c

Painter's Cafe
BUCK RICHARDSON - DEBBS KNOX

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 24. HEREFORD HIGH SCHOOL, THURSDAY, MARCH 18, 1937. PAGE 49.

Contest Ends

The staff's contest for the most around boy and girl ended last Tuesday night, March 11, with a basketball game between the girls and the boys, the latter wearing boxing gloves and football helmets.

There was a very good attendance made up mostly of students who were supporting their candidates. The results of the contest were very gratifying to the staff. They made \$21.44 in cash. Thama Cawthon, Junior, was the winner of the girl's division after beating Mary Turrentine out by a narrow margin. Paul Foster, sophomore, was the winner of the boy's division of the contest.

The money will go to pay back debt to the Lions Club and to buy the winners' pictures in the annual. Any excess money will be used to improve the annual.

Mr. Dillehay Tells of Trip

Who said that teachers aren't human? Well, they are. Here is how we know: "It may interest you to know that I barely escaped being put in jail. I drove the wrong way on a one-way street." This is what Mr. Dillehay said in assembly Tuesday morning March 17th.

Where was he? Why, didn't you know he was in New Orleans at the school convention? This was the reason for a very interesting talk which he delivered to the student body.

"Mr. Hudson is interested most in what we had to eat; so I will tell all about that first," said our speaker. From this sentence, he launched into a discussion which made every stomach in the large room hungry. He told of the restaurants which they visited and the delicious food which they were served. One of the restaurants is built in an old bank, and Mr. Dillehay said that he saw the tunnel in which gold was hidden from pirates a long time ago. In the restaurant they were served what he called "blown up potatoes." When they asked the waiter how they made them, he said that they used a bicycle pump on them.

The bell rang before he finished the talk. The student body would like to hear the rest of the talk when it can be given.

PRACTICE PLANNED

Six weeks basketball practice of the seventh graders and freshmen and sophomores who want to come out next year has been tentatively planned. These younger girls will, if the plans are approved by authorities, practice from 4 until 5 o'clock on Monday, Tuesday, Wednesday and Thursday, and then have a game on Friday.

It is estimated that about 54 girls would like to come out. If they do as planned, the practice will be supervised by members of the regular girls' team. This has not been definitely settled, however.

Such practice would definitely improve the prospects for a good team next year.

FORMER STUDENT ENTERS TULSA HIGH

Hertha Baer, a former student of Hereford High School, recently entered the high school at Tulsa, Oklahoma. Hertha has been one of Hereford high school's most promising students. A few days after she entered the Tulsa high school, she made 100 on an English examination, which was the one 100 mark made in that class.

Hertha's records in English while in the Hereford high school were practically an A, and she seems to be showing Tulsa high school students what good old Hereford high school students are like. This excellent grade is truly an honor to Hereford high school, and Hereford sincerely hopes that Hertha will continue in her good work.

NEW BOOKS FOR LIBRARY

Several very interesting books were received for the high school library March 1. Among these books are books for English, agriculture, the sciences, and other subjects. English and debate students will be interested to know that some new copies of A Study of the Types of Literature, by Rich, and The Art of Debate, by Shaw have been received. Marketing Agricultural Products, A Study of Farm Animals, Animals of the Canadian Rockies, The Biological Control of Insects, The American Standard of Perfection, a book on poultry raising, and Things to Make in Your Home Workshop, are the books pertaining to Agriculture and the Sciences.

Many students will find these two books, Singing in the Rain, and Ladies of the Press, very interesting. Singing in the Rain is one book that every high school girl should read; not only girls but also, others may profit greatly by reading it. In fact everyone who has the opportunity should not fail to take advantage.

DEBATE PRESENTED

The Debate Club program was presented in assembly last Thursday. The question discussed was the problem of making munitions manufacturing a government monopoly. This is the question to be debated in the state debate meet.

Mary Jane Morgan and Viola Phillips were on the affirmative, and Beverly Alexander and Elayne Mae Wilkins were on the negative side. After both sides had made a complete discussion of the question, the student body voted to determine the better arguments put by those participating. A majority of 164 voted "yes" to the question, thus agreeing with the affirmative.

GLEE CLUB TO GO TO CANYON

The Hereford high school glee club will attend a convention of the leading glee clubs from this part of the Panhandle, which will meet at Canyon, Texas, Saturday, March 13.

This convention will be attended by about 200 girls and boys. Each group will sing for about 20 minutes. The songs to be sung by each group are: Texas, Our Texas; Have You Ever Been to Texas in the Spring; Whoopie Ti Yi Yo Gilt Along Little Dogies; We Love Texas; Home on the Range; Old Folks at Home; When I Grow Too Old to Dream, and America.

Betty Sue Henalee will be the accompanist, and Miss McMinn will be the director of the Hereford High School Glee Club. The glee club will go to Canyon Saturday morning and will give their part on the program also during the morning. Among the group will also be found the Merry Mary quartet.

SPEECH CLASS IS ACTIVE

When the parliamentary law procedure in your clubs and classes starts showing decided improvement, you must not be surprised. The Seniors are learning (?) parliamentary practice in public speaking class. If you should suddenly drop into speech class, you would probably hear: "Madam Chairman, I rise for correction," and the flustered chairman is worse off than before.

Miss Crawford says a little knowledge is a dangerous thing, and some of the students found it only too true when they were called upon to act as chairman.

The speech class also had a mock banquet Tuesday, March 9. This **STUDENT IS ILL**

Students of Hereford High were somewhat saddened last week because of illness. Polly Anna Crawford, an up-and-at-it freshman, underwent an appendicitis operation. Yet they are relieved and gladdened to hear that she stood the operation well, and is improving every day.

Be careful, Polly Anna. We, the students of Hereford High, are awaiting the day when you may return to us again, as well and happy as ever.

Girls Win Third At Plainview

Hereford girls' team, March 5 and 6, attended the Plainview A. A. U. tournament, winning third place. For this honor, the team received a small silver trophy in the shape of a basketball mounted on a stand.

Hereford in their first game beat Tulla, on Friday, 31 to 20, but did not exhibit any very good playing. Turrentine, Atchley, Lovelady, forwards, and Wilson, Cawthon and Danforth, guards, started the game. Lovelady was high point, with 16 points.

Saturday at 2:30 Hereford met Allison, their much respected adversary. Finding the Hereford team very "flat" Allison made the most of a bad situation. The Hereford girls, still fighting, found themselves on the wrong end of the score of 48 to 28 at the end of the game. Atchley with 22 points, was within one point of Gunter, who scored 23 points.

Saturday night redeemed the Hereford team in the eyes of its critics. The girls, playing beautifully, handed Idalou a trouncing worse than that given the same team by Plainview, the final winners of the tournament. Hereford defeated Idalou 54 to 13, ten points more than Plainview beat the same team. Atchley, with 24 points, was high pointer, with Lovelady and Turrentine making 13 each. Russell, the only substitute of the game, made two field goals for four points.

The Hereford team gained favorable comment in its last game, was quite an interesting affair.

and it has been said that had she played as well in the Allison game, Hereford would have won. That is something, however, that will never be known.

We wonder how it feels to play basketball with a toothache. Maybe Mary Turrentine would know.

Thama Cawthon: "Why didn't they let our trophy grow up before they picked it?"

Purpose of Life.
If you've never made another
Have a happier time in life;
If you've never helped a brother
Through his struggle and his strife;

If you've never been a comfort
To the weary and the worn—
Will you tell us what you're here for,
In this lovely land of morn."

"If you've never made the pathway
Of some neighbor glow with sun;
If you've never brought a bubble
To some fellow's hurt with fun;
If you've never cheered a toiler,
That you tried to help along—
Will you tell us what you're here
In this lovely land of song?"

If you've never made a comrade
Feel the world a sweeter place
Because you lived within it,
And had served it, with your grace;

If you've never heard a woman
Or a little child proclaim
A blessing on your bounty—
You're a poor hand at the game.
—The Chaser.

Try First to Buy in Hereford.

Texas Gains Large Income From Minerals

Aggregate value of all minerals produced in Texas during 1935 was \$444,417,019. It is revealed in statistics obtained by the University of Texas Bureau of Economic Geology, in cooperation with the United States Bureau of Mines.

A total of 391,097,000 barrels of oil was produced and sold, at a value of \$371,664,170; allied minerals, natural gas and gasoline, had a total value of \$30,888,844. There was 642,360,000 million cubic feet of natural gas metered through pipe lines, valued at \$14,000,000, and 504,100,000 gallons of natural gas gasoline were sold at a total value of \$16,838,944, based on the average price for the United States of 3.34 cents per gallon.

Sulphur production totaled 1,354,101 long tons, with a total value of \$24,373,818. Carbon black was produced totaling 275,000,000 at a value of \$11,000,000.

Other mineral production was as follows: 74,594 tons of asphaltic limestone, valued at \$241,442; 3,715,300 barrels of cement, \$6,422,807; clay products, valued at \$11,500,000; 35,971 tons of coal, \$97,000; 28,000 pounds of copper, \$2,324; 40,925 tons of Fuller's earth, \$391,641; 518 troy ounces of gold, \$18,130.

Granite, 22,040 tons, \$47,413; 179,783 tons of gypsum, \$1,812,605; 10,218,480 cubic feet of helium produced from July, 1934, to June, 1935, \$114,216; 1,043,000 pounds of lead, \$41,720; 721,558 tons of lignite, \$557,000; 38,863 tons of lime, \$362,636; 1,000,400 tons of limestone, \$1,188,752.

Mercury, 4,000 76-pound flasks, \$288,000; 192,410 tons of miscellaneous stone, \$123,341; 268,809 tons of salt, \$563,514; 4,895,362 tons of sand and gravel, \$2,839,513; 33,120 tons of sandstone, \$34,248; 1,000,060 troy ounces of silver, \$719,440; miscellaneous minerals,

A Unique Program.
The Trail Blazers, a class of boys taught by A. Petersen, put on a unique program at the Christian church last Wednesday night. The program was a dramatization by means of the shadow effect of the life of Christ from the time of His birth until after the events of the cross. Seventy-six young people were present to see this very unusual production. The boys plan another dramatization to be presented at one of the regular mid-week church family nights after the Easter season.

Bible School Teachers Meet.
Teachers of the young people's department of the Christian church met at the home of Mr. and Mrs. H. M. Redford last Monday night to discuss the coming pre-Easter revival as it relates to the young people's department of the church. The next meeting will be held in the home of Mr. and Mrs. C. H. Dyar the third Monday night in April.


Mrs. C. P. Houser and Marcus Houser returned this week from Fort Worth, where they attended the Fat Stock Show last week.

A Note to Club Secretaries:

At this time you are busy supervising the planning of your club yearbook. You probably have numerous problems with which to deal. We can help you on one of them if you have been wondering where you can secure an attractive yearbook well prepared and nicely bound, at not too great a cost. We offer you

**ATTRACTIVE PRINTING
BEAUTIFUL COVERS
REASONABLE PRICE**

THE Hereford Brand
PHONE 30



SPECIAL WEEK-END PRICES FOR THRIFTY FOOD BUYERS

GRAPEFRUIT

Per Bushel \$1.05
Per Dozen 25¢

— MEATS —

FRESH FISH lb 15¢
SEA BASS—SABLE STEAKS lb 25¢
CHEESE lb 19¢
FULL CREAM BACON SQUARES lb 18½¢
SUGAR CURED BEEF ROAST lb 14¢
EXTRA FANCY CHUCK CUTS

4-H BABY BEEF ON SALE!

CORN, Del Monte vacuum pack, 12-oz can, 2 cans 27¢	COCOA Hershey's, 2-lb can 22¢	KRAUT Curtis, No. 2½ Can 9¢
MARSHMALLOWS Angelus, 1-lb cello pkg 15¢	CHOCOLATE SYRUP Hershey's, 16-oz can 9½¢	COFFEE Chase & Sanborn, 1 lb 23¢
GRAPEJUICE, Church's Quart bottle 29¢, pint bottle 15¢	PEACHES Choice evaporated, 1 lb 12¢	OYSTERS Blue Plate, 5-oz can 11¢
CHILI Gebhardt's, with beans, 15-oz can 15¢	PEAS Glen Valley, No. 2 can, 3 cans 29¢	TUNA Bonita, No. ½ can, 2 cans 25¢
TAMALES Gebhardt's, No. 2 can, 2 cans 35¢	CORN, Libby's Fancy County Gentleman, 17-oz can 13¢	SALMON Alaska Pink, No. 1 tall can 10¢
SPICED BEANS Gebhardt's, 15-oz can, 2 cans 15¢	GRAPESFRUIT JUICE Curtis, No. 2 can 8¢	BISQUICK 40-ounce package 29¢
SANDWICH SPREAD Gebhardt's, No. ¼ can, 2 cans 15¢	SALAD DRESSING Relish Spread, Best Yett, quart for 27¢	GELATINE Knox, plain or acidulated, pkg 19¢

Tomatoes

No. 2 Can 22¢
3 For ...

MATCHES 6-box carton 19¢	TURNIP GREENS No. 2 can 8¢	OATS 3-Minute, large box 18¢
S. O. S. CLEANSER Package 11¢	PINEAPPLE JUICE Libby's, 12-oz can 7½¢	CUT GREEN BEANS No. 2 can 8¢
BAKING POWDER K. C., 25-ounce pkg 17¢	TOMATO JUICE Libby's, 14-oz can 7½¢	TOILET SOAP Woodbury's, 2 bars 13¢
GRAHAM CRACKERS N. B. C., 1-lb box 15¢	SHREDDED WHEAT N. B. C., 12-oz pkg 11¢	SHAVING SOAP Coigate's 5¢
SARDINES American oil, 2 cans 9¢	JELLY White House, 2-lb jar 21¢	SHOE POLISH Jet Oil, bottle 10¢
POTTED MEAT Libby's, can 4¢	SPINACH, Olmito No. 2½ can 12½¢, No. 2 can 8¢	SHINOLA 2 cans 15¢
VIENNA SAUSAGE Can 8¢	GRANULATED SOAP White King, large pkg 30¢	TOILET TISSUE Charmin, 4-roll box 23¢

MEAT AND PRODUCE PRICES GOOD FRIDAY AND SATURDAY

GROCERY PRICES GOOD ALL WEEK

FURR FOOD

COFFEE Schilling's, 1-lb Can 26¢

SAVE ON WELL CASING

We have an exceptionally large supply of Well Casing. Just the type for use in irrigation, and we can save you some money on the purchase of quality casing.

For Details Write or Phone
City Machinery & Welding Works
Telephone 2127

Friona News

BY JOYCE LANDRUM
Ray Landrum and Clifford Boatman were in Amarillo Wednesday. Earl Beasley of Clovis, was in Friona visiting friends.
Ray Singletary was in Friona from Hereford last Friday.
P. L. New spent Monday in Amarillo.
Mr. and Mrs. Jack Stanley went to Clovis Sunday.
Miss Melzia Chronister and Ella Landrum were Hereford shoppers Saturday.

MR. FARMER:

If you are in the market for a tractor guide, call on us. We build them for all makes of tractors. Just write us and give the name and model and we will make one guaranteed to fit and work all complete for \$30.00. List all makes and list wheel knife attachment for tractors.

A. C. Green
Texico, New Mexico

Light rain fell here Saturday, and snow Sunday morning, which greatly increases prospects for a wheat crop.
Elmer Johnson of Rhodessa, Louisiana, visited relatives here this week.

C. D. Cater of Lubbock called on friends here Monday.
Mr. Hudspeth, of Portales was a Friona visitor Saturday.
M. Lacy was here from Lubbock last week looking after business and visiting friends.

Harry Lee was in Friona from Portales last Saturday.
Clyde Crow is here from Abertnath visiting friends.

Bryan Singletary of Pleasant Hill, N. M., visited here Monday.
E. V. Rushing was here from Farwell Monday.

Marvin Garrett transacted business in Hereford last week.
Miss May Turner spent the week end in Hereford with friends.

Mr. and Mrs. Ira Parker spent Friday in Clovis.
The Junior Woman's Club met with Mrs. Troy Clements Friday, when an interesting program was given by Mrs. Chas. McLean, Miss Orma White, Mrs. Jack Stanley and Mrs. H. L. Settle. Following the program refreshments were served to 12 guests.

Mrs. Ray Landrum is spending the week with her parents, Mr. and Mrs. C. W. Dixon, in the Rhea community.

Hospital Notes

Crowded to capacity for the past two weeks, the County Hospital, was still in a crowded condition.

La Juana Robb was still in a serious condition Thursday morning, but slightly improved over the past few days. Her condition has been extremely critical, resulting from a ruptured appendix. She is the seven-year-old daughter of Mr. and Mrs. Doyle Rose of this city. She entered the hospital Wednesday, March 10.

Polly Anna Crawford was also in critical condition, and was given a blood transfusion Thursday morning. Her condition also resulted from appendicitis, and she has been seriously ill since she was admitted to the hospital here last Wednesday, March 10. She is the daughter of Mr. and Mrs. L. L. Crawford.

Mrs. J. W. Alexander was hoped to have avoided blood poison complications after being admitted to the hospital Saturday, March 13, with her right hand and arm badly infected. Her condition Thursday was reported as greatly improved.

Mrs. C. A. Skelton, who underwent an operation for appendicitis Saturday, March 13, was improving rapidly and Thursday was reported to be resting easily.

Tommy Laceywell of Friona, a tracheotomy case, was admitted to the hospital Monday, March 15.

George Lawrence Jesko, son of Mr. and Mrs. Joe Jesko, was admitted to the hospital Wednesday, March 16, as a tracheotomy patient.

Mr. and Mrs. Dean Rice announce the birth of a seven pound, four ounce baby boy, Don Richard, Saturday, March 13.

Herbert Sindt, who underwent an appendix operation Wednesday, March 9, was released from the hospital Wednesday, March 16.

Mr. and Mrs. Delmer Hathorne announce the birth of a daughter Wednesday, March 16.

F. W. Goodnow, admitted March 1, and J. B. Kitchens, admitted February 17, were still confined to the hospital Thursday.

Olton Teachers Visit Here.

Miss Betty Rose Kerr, Miss Ethel Hulsey, Robert Birchfield and Ernest Kerr spent Saturday evening and Sunday in Hereford, as guests of Mr. and Mrs. Clay Ridgway and Will S. Kerr. Ernest Kerr is a student at WTSTC, Canyon; Miss Kerr, Miss Hulsey and Mr. Birchfield are teachers in the Olton public schools. They came here from Canyon where they attended the teachers conference Friday and Saturday.

Animals' Weapons

Horns and antlers are among the most familiar weapons of animals. The horns of domestic bulls are well known by any farmer for their effectiveness, and so are those of domestic rams of certain breeds.

Mrs. Randall Is Buried Sunday

Funeral services for Mrs. L. T. Randall of Chillicothe, were held Sunday afternoon, following her death Saturday at her home there. She died as the result of injuries received almost two months ago in an automobile accident at Oklaunion, near Vernon, Texas.

A frequent visitor in this county, Mrs. Randall was widely known over this section, especially in the Wildorado community, where two of her brothers reside.

She is survived by a sister, Mrs. Earl Norman, of Tucson, Arizona; three brothers, Clyde Allred and I. A. Allred, both of Wildorado, and R. M. Allred of Amarillo. Nephews who also attended the funeral services from Wildorado were Dick Allred, Earl Norman, Joe and Jimmy Allred.

TWO-IN-ONE OAT SEED WOULD PLANT WEED TOO

A peculiar double seed combination has been identified in seed oats harvested in Oregon. Cereal specialists of the United States Department of Agriculture found that with seed of the Napa thistle, a common weed in Oregon, tightly held against the oat seed by the folds of the oat seed husk.

The Napa thistle belongs to the same family as the dusty miller, cornflower and bachelor button of cultivated gardens. The thistle seeds are light and often are carried long distances by the wind.

The probable explanation of the double seed combination, according to T. R. Stanton of the Bureau of Plant Industry, is that the thistle ripened and began scattering seed just as the oats came into bloom. Thistle seed lodged between the outer and inner husks of the oats which were just forming, and the oats developed with the weed seed imbedded in the soft tissues.

Quack grass is another weed with light seeds which sometimes embed themselves in oat seed where they cannot be removed by ordinary seed-cleaning methods. Farmers and seedsmen should be on the watch for such combinations, the cereal specialists say, and should not plant seed that would be likely to grow into a competing combination of grain and weed.

PNEUMONIA OFTEN FOLLOWS A COLD

Pneumonia is always a serious disease, and early treatment is of paramount importance to lessen the severity of the disease and prevent death, is the warning issued by Dr. George W. Cox, state health officer.

"A person previously well may develop pneumonia suddenly," he said, "but most often it occurs to persons who have, or who recently have had, a cold. Yet many people do not take the cold seriously enough. Suspect every cold. Go to bed immediately if you have a fever with a cold, call your physician, and do exactly what he says. By intelligently following your physician's advice at the beginning of the attack, you may ward off the after effects which so often follow neglected colds—pneumonia among them."

"Almost any part of the air passage may be attacked by bacteria. When the nose is affected we call the condition a cold. The tissues of the nose react to such infection by a profuse mucous discharge or mucous liquid. This discharge is really an attempt on the part of the body to get rid of the germs and their poisons. If the infection is lower down, it causes a sore throat. If the voice is affected, the condition is called laryngitis. If the germ reaches the bronchi, the disease is known as bronchitis. If the germs get down into the lungs, the person affected has pneumonia. Thus it may be seen that the common cold may be the beginning of one of the most serious complications of the respiratory tract."

"These respiratory ailments may be avoided many times by establishing individual health measures. Help prevent colds and pneumonia by proper personal hygiene. Eat moderately, drink plenty of pure water, and sleep 8 to 10 hours every night with windows open. Do not allow the temperature in your home or working place to exceed 70 degrees Fahrenheit. Wash your hands frequently, especially before eating. Take some exercise out of doors every day, but avoid fatigue and unnecessary exposure to cold weather and rain."

"Watch your health habits and avoid a cold—if possible—but if colds develop, take care of them and avoid complications of pneumonia."

Give the Key
Gibraltar, commonly called the key to the Mediterranean, is a British colony, strongly fortified. It has a population of about 20,000 and depends for its protection on the trade provided by its local population and the services rendered there.

Dawn Items

MRS. JESS CALDWELL
Light rains and snows fell here Friday, Saturday and Sunday.

H. L. Miller made a business trip to Amarillo Wednesday.
Mrs. E. A. Day of Amarillo visited her daughter, Mrs. Mart Burum, Saturday.

Miss Ruth Wolfe attended the wedding of a former school friend, Miss Elizabeth Chapman, in Hereford Friday evening.

Dawn teachers and pupils will take active part in the county-wide school meet in Hereford Friday and Saturday. Try-outs have been held.

Community worship and singing at school house, beginning at 7:30. Let's make this meeting a success.

Misses Inez and Alma Miller, students at WTSTC, visited their parents, Mr. and Mrs. H. H. Miller, from Thursday until Sunday.

Mrs. Aubrey Wimberly was in Canyon one day last week.
L. C. Morris is here from Colorado, Texas. He is a nephew of Mrs. W. A. Wimberly, and formerly lived here.

Find Underground River

While exploring pits in a cave near Carrara, Italy, men found an underground river 1,500 feet below the surface and a mile from the cave entrance, while remains of prehistoric animals were discovered not far away.

ZUNI PRAIRIE DOG SHUNS POISON AND MULTIPLIES

The Zuni prairie dogs that live in fertile mountain valleys of the southwestern part of Colorado have a decided taste for alfalfa. So well is that taste developed that the United States Bureau of Biological Survey estimates that each rodent owes his farmer landlord a board bill of 25 cents at the end of each season.

The trouble, of course, is that the farmer can't collect. On top of this, the Bureau reports no apparent decrease in numbers of the species as a whole despite 30 years of local attempts to control the burrowing pest. In fact, old settlers in the area say the number has increased and that the prairie dog has extended its range to the high mountain parks 10,000 feet or more in altitude, where only a few years ago it was not found.

The Bureau has found this species most difficult to control, principally because of its scattered distribution over low-lying meadow lands and virgin mountain country where control is not economically feasible, but from which cultivated sections are reinforced. Too, the Zuni prairie dog is a bit particular about accepting poison baits that are used effectively in controlling other species.

BETTER FARM ANIMALS—OR JUST MORE PUREBREDS?

Livestock breeding in the United States may be, generally speaking, at the crossroads. It may continue simply to increase the number of purebreds, or it may turn sharply toward improving the breeds themselves. A survey by the Department of Agriculture shows animal breeding has not kept pace with plant breeding in developing cataloging and perpetuating superior farm plasm.

The reasons are apparent. An animal is a more complex organism than a plant. With larger animals reproduction is much less rapid than with plants. The geneticist works with much smaller numbers. Effects of environment are difficult to separate from effects of inheritance. And self-fertilization, which simplifies the breeding of improved plants, is out of the picture with animals. The difficulties are real, but many scientists believe, not insurmountable.

There are already practical "yardsticks" for measuring production, such as milk records for dairy cows, speed records for horses, and egg records for hens. Methods of determining quality and quantity of production in meat animals are less definite and need improvement.

New Shipment

OF FIESTA

JUST RECEIVED

That colorful ware that is so very popular now. It provides endless possibilities for interesting, tasteful and eye-catching color effects in dressing the modern table. It's fun to set a table with Fiesta. The hostess can create her own color effects by combining, according to her own tastes, any color in any way she desires. Plates of one color, soups of another, contrasting cups and saucers. Best of all, Fiesta is extremely reasonable in prices, and it may be bought by the piece.

FOR PRIZES

We have a new and attractive prize or gift suggestions. See this selection for your party and club prizes.

STREU HARDWARE CO.

Tender Delicious MEATS

SAUSAGE	20¢
Prime pork, home-killed meat, pound	25¢
HAMBURGER	17½¢
5 lbs. 2 pounds	16¢
ROAST	
Grain Fed Beef, pound	
Grain Fed Beef, pound	

4-H PRIZE BABY BEEF

WE HAVE CHOICE CUTS OFF OF THE 4th PRIZE WINNER CALF AT AMARILLO FAT STOCK SHOW!

SUGAR	10-Pound Paper bag	52¢
Compound	Swift's Jewel	\$1.05
RICE	8-lb carton	5¢
ORANGES	Fancy Whole Grain, pound	23¢
SPUDS	California 288 Size, dozen	32¢

SUGAR	Bulk brown, 3 pounds	19¢	BLACK FIGS	Dried, 2-lb pkg	21¢	
SOAP, Crystal White	P. & G., or Big Ben Yellow, 6 bars	25¢	MELO	Water softener and cleaner, large pkg	19¢	
MACARONI	Or SPAGHETTI, 2 boxes	9¢	PRESERVES	Del Monte, choice, 1-lb jar	19¢	
JELLY	White House, Apple, 2-lb jar	21¢	COFFEE	Schilling's, 2-lb can	52¢, 1-lb can	27¢

Flour



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