

Plans Complete For Easter Egg Hunt Saturday

Former Resident Relates Tragedy Of School Blast

AROUND TOWN

Sights and Faces Seen

Much attention centered Friday upon the spectacle of Mayor C. J. Paddock as he locked bumpers with Mrs. Eva Pitman's car, and pushed her on down to the city hall. Mrs. Pitman professedly denounced the fact that she had burned out the clutch on her car.

Bill Smith Saturday acted as publicity man for the Easter Egg Hunt, extending invitations to blushing youngsters to attend.

Wes Bradley has a knack of rolling cigarettes which will favorably compare with the screen technique of Hoot Gibson, Richard Allen or other popular cowboy stars.

Did you ever notice the hour at which the old clock on the front of the Western National Bank building stopped?

W. S. Dixon, who recently returned from Rockport, says that the fishing was better than ever, but that he and Mrs. Dixon got homesick for Hereford.

C. P. Hussey and Fred Brown Tuesday bought two of the largest T-bone steaks in town, took them into a local cafe. After the steaks were cooked they were too big to fit on an ordinary platter. Fred and C. P. ate them, along with potatoes, toast and gravy, then got up and said they might be able to get through until supper.

Much comment seems to have centered around the fact that Urlin Streu has misplaced one of his eyebrows. He now boasts a sport model, deluxe mustache.

Jerry Jowell Wednesday started the Lions Club by eating his cake salted, like most persons prefer eggs.

The place which has been occupied by Dave Alexander was sold this week to M. D. Womble. April 1, in addition to being April Fool's Day, will be moving day for a large number of Hereford families.

Funeral Service Here Sunday for La Juana Rose

Funeral services for La Juana Rose, seven-year-old daughter of Mr. and Mrs. J. D. Rose, were held at 3 o'clock Sunday afternoon from the First Methodist church, conducted by Rev. T. C. Willett, pastor.

La Juana died at 3:15 o'clock Saturday afternoon, following an extended illness after an emergency appendicitis operation.

Hundreds of friends attended the funeral Sunday, and huge banks of flowers expressed their friendship.

She was born August 13, 1929, in this county and had resided here since. She is survived by her parents, Mr. and Mrs. J. D. Rose; a sister, Nona Dean; her grandmother, Mrs. L. R. Brady; pioneer resident who came here in 1888 and who is recognized as one of the outstanding cattle authorities on the Plains; Mrs. Jack Rose, Mrs. Lan Shore, Wes and Egbert Brady, aunts and uncles, all of Hereford. Out-of-town relatives who attended the services were Mrs. J. H. Rose, her grandmother, of Goldsboro, Texas; J. H. Rose, an uncle, of Goldsboro; Harry Rose, uncle, Abilene; Mrs. Ray McKinney, an aunt, of Coleman; Mrs. Tip Russell, an aunt, of Abilene; George Rose, cousin.

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STORY MANGLED BODIES TOLD BY MRS. CARROLL LAIRD, JR.

A first hand account of the New London school tragedy, which claimed the lives of 455 teachers and school children, was received here this week by Mrs. Lan Shore in a personal letter from her daughter, Mrs. Carroll Laird, Jr. Mrs. Laird will be remembered as the former Miss Zelma Ruth Shore before her marriage to Carroll Laird, son of Mr. and Mrs. D. C. Laird, also former residents of this city. They now reside at Kilgore, only a few miles from the scene of the tragedy.

Others Known Here. Her account of the catastrophe, which swelled the hearts of persons in every nation of the world, also includes reference to two other former Hereford residents, Mr. and Mrs. Newt Gilliland, who also reside at Kilgore. Newt is the son of Mr. and Mrs. Matt Gilliland, and Addie will be remembered as Miss Addie Hastings before her marriage. She is the daughter of Mr. and Mrs. Henry Hastings of this city. The account follows:

Grief-Stricken Parents. "I don't know where to begin in telling you about our terrible explosion in the London school. It was a rural school, the richest in the world, consisting of five buildings; however, only one of the buildings exploded. It was in the shape of a square W. When we went out that night there was nothing left but two front corners of the W, which were standing. Newt and Addie had gone out early, right after it happened, and they said it was pitiful. Mothers run-

(Continued on page seven)

League To Soon Complete Events. Due to the fact that all events in the athletic division were not completed at the Interscholastic League Meet here Friday and Saturday, winners will not be announced until next week, according to Judge Earl Wilson, county superintendent.

Three schools are running neck and neck for the grand championship prize," Judge Wilson said. "At a meeting Monday afternoon the directors decided to wait until the events have been finished, and to release the complete list of winners next week."

He also said that the events are being finished as rapidly as possible, and should be determined in all divisions by the latter part of this week. Lack of sufficient time was attributed to the failure of directors to complete the entire schedule.

Farm Committees Named for County

Deaf Smith county committeemen in the 1937 Soil Conservation program are Mal Stewart, John Pitman and Jim Lipscomb, according to an announcement made following elections held during the past week.

The community committeemen for the south half of the county are John Pitman, Jim Lipscomb and Paul Mathers, with J. T. Gunn and Grady Wilson as alternates. Community committeemen for the north half are Mal Stewart, Bob Campbell and C. S. Perrin; alternates are George Benson and Claude Vogt.

The election for the south half was held in Hereford Saturday afternoon at 2:30 o'clock, and the north division committeemen were elected at a meeting held at Ford Tuesday night. Producers who cooperated in the 1936 and 1937 program were eligible to vote in the election.

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Go To Church Easter

The Church of Your Preference
Has Planned a Special
Service!

A hearty welcome awaits you within the halls of your church Easter Sunday, March 28. Special services have been planned. The season of rejoicing—when life is reborn in mankind. There is a niche in one of the churches listed below, which only you can fill. To every man, woman and child in this area goes a sincere invitation to GIVE THANKS IN HIS NAME!

First Presbyterian Church
Church of Christ
First Methodist Church
Assembly of God Church
St. Anthony's Church
First Christian Church
First Baptist Church

Easter Cantata Announced

Rosson Attends International Truck Meeting

S. P. Rosson and A. N. McWright of the Rosson Implement Co., have just returned from Amarillo where they were guests at a big dealer meeting of the International Harvester Motor Truck organization. The occasion was the announcement of an entirely new line of International motor trucks.

Mr. Rosson is enthusiastic about the improvements incorporated in the new Internationals. The new line consists of 26 models in 77 wheel bases, with gross vehicle weights ranging from 4,400 to 62,000 pounds. They include four-wheel units, six wheelers, with both dual drive and trailing axle, and cab-over-engine types. Powerful truck engines, numerous wheelbases, a variety of rear axle ratios, two speed rear axles, and

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HIGH SCHOOL GLEE CLUB TO BE PRESENTED IN ANNUAL CANTATA

The Thorn Crowned King, an Easter cantata written by Fred B. Holton, will be presented by the Rhythm Rangers, high school glee club girls, Sunday evening, March 28, at 8 o'clock, in the First Baptist church, under the direction of Miss Thelma McMinn. Miss Betty Sue Henslee will accompany. This presentation is an annual event of the glee club.

Successful Year. Included in the presentation will be the same group of singers who won the prize for the greatest number of accomplishments at the Seventh District of Federation Music Clubs in Lubbock last October, according to Miss McMinn. The girls were also invited to sing in the massed chorus of 200 voices at the teacher conference in Canyon last week, and plan to enter the Panhandle Music Teachers' Festival in Amarillo April 8-9-10.

The repertoire of the cantata includes duets, solos, quartets, obligatos and choral numbers. Girls who will take special part are Dorothy Thompson, Elizabeth Rice, Mary Trefel, Mary Ann

Bateman Hopes To Get Checks

Alex R. Bateman left Wednesday morning for College Station, where he will contact Extension Service officials in regard to rushing the payment on Deaf Smith checks.

Although no definite promise has been made through the service, Mr. Bateman said that he hoped to secure payments in the near future because the money was needed here at the present time more than it is needed in cotton growing sections, where crops have recently been harvested.

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Mrs. Kellehor Dies Wednesday At Enid, Okla.

Funeral services for Mrs. W. D. Kellehor, 70, will be held from St. Anthony's church at 10:15 o'clock Friday morning, March 26, conducted by Father Mathias, S. A. The body will lie in state at the funeral home until time for the services. She died at Enid, Oklahoma, Wednesday morning, March 24, at 2 o'clock.

Ranking as one of the old timers who first came to this section of Texas, Mrs. Kellehor had resided in this area for 44 years. She and her husband were originally from Austin, and came to this area in 1893, settling in the Arney community, 18 miles southeast of here. However, in 1907, they moved to Hereford, and for many years Mr. Kellehor served as county commissioner. He was later engaged in the wholesale gasoline business. He died in 1933.

She was born June 5, 1867, in Alabama, and married W. D. Kellehor.

Hope To Start On Road By April 15

Actual work on the surfacing of Highway 33 in this county is expected to be under way by April 15, according to Mayor C. J. Paddock today, following a talk with District Engineer E. H. Gohmert, Saturday.

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Dillehay Is Re-Elected School Head

Members of the Hereford School Board today announced that they had voted to renew C. H. Dillehay's contract as superintendent for a period of two years. Other teachers are to be named in the near future, they said.

Hereford Girl Barely Escapes London Tragedy

A conflict in schedules was the reason that Elizabeth Ireland failed to appear in the auditorium of the New London School the afternoon it was demolished, according to information received this week by her parents, Mr. and Mrs. E. S. Ireland of this city.

Miss Ireland, a student in Trinity University, Waxahachie, is a member of the university choral club there, and has been making an extensive trip with the group. Although the circuit did not include New London, a special presentation was made there by special arrangement for the afternoon of Thursday, March 18. On Thursday morning, however, it was discovered that there would be a conflict—and the New London engagement was cancelled by telephone.

Strangely enough, the choral club would have been completing its routine just at the exact time the explosion occurred. Fortunately, however, the group was in Jacksonville at the time, and visited the scene of the accident Thursday night.

Large Dams May Be Built Here

Deaf Smith county has joined the Panhandle Water Conservation Association, according to Judge Earl Wilson, who said that the commissioners Monday moved to enter the organization.

The Panhandle project includes 32 counties in this immediate section and will be chiefly concerned with the erection of large dams, beginning where the extension service programs quit.

Three possible locations suggested for dams in this county are Frio Draw, the Tierra Blanca, south of Hereford, and the North Tierra Blanca. Through the organization, present plans are to send representatives to Washington to contact officials and work toward the appropriation of funds for this section.

Weather Chart

Temperature extremes and moisture for past week, furnished by Department of Agriculture's weather station in Hereford.

Day	Max.	Min.	Moist.
Thursday	71	33	0.60
Friday	71	47	0.50
Saturday	61	38	0.50
Sunday	62	35	0.50
Monday	74	37	0.50
Tuesday	59	39	0.50
Wednesday	52	37	0.50
Thursday	41	31	0.50

Hunt Is Open To All Tots In This Area

SPECIAL EASTER SHOW IS ADDED ATTRACTION HERE SATURDAY

With more than 2,000 children between the ages of one and 12 years expected to enter the big Easter Egg Hunt and special Easter show here Saturday, March 27, it was announced today that 5,000 eggs will be placed on the location at Lake Park for the amusement of the tots. Cooperating with the movement, firms of Hereford will give prizes amounting to more than \$100 in value.

All Are Invited. The big event is open to every boy and girl in the Hereford trade territory and is expected to be one of the most colossal Easter egg hunts ever staged in West Texas.

It will officially start with an Easter show at the Star Theatre at 10 o'clock Saturday morning. The price of admission to the show will be three hard-boiled, colored eggs. John Roberts, manager, has secured a special program for the show, and promises that it will have a special appeal for children.

At 2 o'clock Saturday afternoon, the big Easter Egg Hunt will start. This big hunt is being sponsored by the Hereford Lions Club, members of which will hide the eggs and patrol the grounds during the hunt.

Over 5,000 Eggs. In addition to the 1,000 or more eggs which are to be collected as admission price to the theatre, the Hereford Brand is also purchasing candy eggs to fill the number out to 5,000 in order that no little tot will be disappointed as a re-

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Fifty Students Will Appear In Operetta Here

Fifty students from the fifth and sixth grades will be presented in a comic operetta, Aunt Drusilla's Garden, in the high school auditorium Tuesday evening, March 30, at 8 o'clock. The operetta will be directed by Miss Thelma McMinn.

The setting for the entire operetta is in a flower garden belonging to Aunt Drusilla Rogers, a prim spinster, played by Louise Lawson. Her sister, Aunt Prudence Rogers, is played by Rachel Ireland; Neida, their niece, is taken from a home of poverty for the sake of charity and brought to live with them. Nadine Newell carries this role.

During a lawn party a letter arrives insuring Neida and her family of comfort and prosperity at the hands of her rich uncle. However, before leaving she builds a flower garden for her aunt.

The part of Pat, the gardener, is played by John Douglas Pitman; Bob, leader of the gang, is portrayed by John Estes; Tad, member of the gang, Thurman Williamson. Tiny Little, member of the circle, is played by Billy Zoe Smith; the gang and circle later make the flower garden.

Miss McMinn said that admission charges of 10 and 20 cents will be made, and invited the public to attend the presentation.

Deputy of THE Devil

BEN AMES WILLIAMS

(Continued from last week)

She was, during these days and, despite the steady undercurrent of her aching grief, quietly happy and content, with a sense of security and peace in the certainty that she and Dan would never be parted. Her interview with Jerrell had been easier than she feared. He heard what she had to say without any surprise.

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"I guessed that long ago," he said smilingly. "Young lovers are transparent. I knew it, perhaps, before you did." He said gravely: "I think you know how much I wish happiness for you."
"Yes," she assented. "I think I do."
He smiled. "If Dan were not before me," he confessed. "I might have dreamed some absurd dreams myself, despite my age."
"I've never thought of you as old," she told him gently.
The intervening days till their departure for the Lake passed like leaves on the wind. Nancy noticed once or twice that her father read with a frowning attention the financial pages of the newspapers. She herself had no interest in such matters, but she spoke of it to him. "I thought you seemed worried," she remarked; but he answered irritably: "I'm not. Please allow me to attend to my own affairs."

Yet as a matter of fact, Doctor Greeding, though he denied it to Nancy, was worried and with cause. His reckless venturing had involved him more deeply than he could bear to contemplate; and in the end, in a sort of desperation, he went to Jerrell, telephoning for an appointment. "I want to discuss some investments with you," he explained.

When he came to the other's office, Jerrell greeted him with a smile. "Surprised me to have you phone," he confessed. "I didn't know you were interested in stocks."

Doctor Greeding hesitated. "Well, I'm not, seriously," he declared. "But I did take a flyer in Cottons, as a result of some of our conversations. I notice they're not doing well, and I'm wondering whether to take my losses, or hang on." He tried to laugh. "Matter of fact, I went in pretty deep."

Jerrell said gravely: "The whole market has been weak, but it's never wise to fight the market; so we've let Cottons sag, waiting for the turn." He tapped his desk with the end of his pen. "What is the extent of your commitments, Ned?"

Greeding hesitated, but in the end, with a sort of shame, he named the actual figure. Jerrell's astonishment showed in his eyes. "You should have asked my advice," he said irritably. "Before this. What do your holdings average?" he asked; and when the other told him, he sat in silence for a while. Then he smiled, as though in decision, and relaxed in his chair.

"Well," he said, "as a matter of fact, I expect Cotton will touch that figure this week, Ned. When it does, you'd better unload." He hesitated, then thrust the telephone toward Doctor Greeding. "Put in an order to sell at your price, G. T. C.," he directed.

Doctor Greeding took the phone, but he looked his doubts. "You're sure it won't go higher?" he asked.

The pen tapped more sharply. "Ned, man, get out with a whole skin and consider yourself lucky," Jerrell bade; and there was something like scorn in his tones.

So Doctor Greeding called Paul Master and gave the order, then turned to Jerrell.

"You have put me heavily in your debt, Ira," he said slowly. "If I can ever repay you—"

there's anything you want of mine—" And he suggested, not looking at the other man: "Won't you come up to the Lake some time in August. Nancy and I will be there. I have some medical work to do with Miss Carlisle."

Jerrell smiled, shook his head. "You don't owe me anything, Ned," he said patiently. "And neither does Nancy. But I may come."

That evening Doctor Greeding left the house after dinner. Mary Ann was at the office when he got there; and for two or three hours they worked together. Afterward he insisted on taking her home; and on the way, he said: "I'm going to drop everything and head for the Lake as soon as possible. I'll want you to finish analyzing these cases, and bring the figures up to me. After I've had a few days' rest. Say next Friday?"



He chuckled, returning toward her. "You never saw the day, Nancy," he retorted.

He saw hesitation in her, and he added swiftly: "I'll want you there for a few days; and perhaps Nancy can persuade you to stay on for a while, even after our job is done." She wished to demur; but before she could do so, he said hurriedly: "I'll need to work, this year to keep from—thinking."

She said, in quick comprehension: "Of course. I understand."

He thought, after he left her, that she had seemed almost ill at ease in his presence. Yet not unfriendly—rather, deeply sympathetic for the grief she thought he must be suffering.

But Doctor Greeding felt in fact no grief. That first wave of sorrow had come like a healing flood and passed, leaving him healed—and free!

Their first days at the Lake passed quietly. It had been decided between Dan and Nancy that he would come on Friday afternoon with Mary Ann. Nancy had not told her father this arrangement. Without admitting it even to herself, she feared some objection on Doctor Greeding's part, and avoided the possibility by her silence.

Doctor Greeding expected Mary Ann's arrival by the evening train on Friday; and he spoke of it to Nancy at dinner Thursday night in such tones that she looked at him doubtfully, discovered something incredible and startling in his eyes.

She tried to put the thought aside. It could not be. And yet this unbelievable possibility suggested by her father's tone when he spoke of Mary Ann remained in her mind, disturbingly, and her sleep that night was uneasy, shaken by shadows of formless dreams. She was awake to welcome dawn; and went early for a swim.

When she was dressed and downstairs again, her father still had not appeared, so she breakfasted alone.

Seeing Thomas, she asked him where her father was. Thomas said:

"He had his breakfast and took his pistol up to the tennis court, m'am."

She went to join her father there and found him in a smiling humor. "Hallo, Nancy!" he called as she approached. He was at the farther end of the court, affixing a paper target to the frame in that shuttered window in the batterboard. "Sleep well?" And before she could reply, he said: "I slept like a log. Feel better than I've felt for months. This is a great place to rest, up here."

She caught his mood. "Then if you feel so well I'll shoot you a match; and if I beat you, you'll have no alibi!"

He chuckled, returning toward her. "You never saw the day, Nancy," he retorted. His pistol, a long

barreled automatic of an European design, lay on the iron roller in a corner of the court. She picked it up, saw that it was loaded, and began to shoot.

Her shots, when she finished, were well grouped; and Doctor Greeding applauded her. "Good enough," he said. "But watch me now."

He set up another target, filled the magazine. He fired somewhat more rapidly than she had, and when he finished, went to fetch the target. They examined it together and she had to concede defeat. Of her shots, three were scattered outside a six-inch circle; but his were all closely grouped.

They stayed there, thus engaged until the luncheon bell rang; and he beat her consistently, so that his good humor grew. At lunch he was as amiable as possible; and she pretended chagrin at her defeat, and challenged him to tennis in the afternoon. Her father accepted.

They did not begin immediately after lunch; but they were on the court when in mid-afternoon the phone rang. The telephone itself was in a closet behind the dining room, but there was a clanging bell on the side veranda which could be heard for half the length of the island; and Nancy cried:

"I'll have to go answer. There's probably no one in the house." She went running down the path.

But when she came back up the path, it was slowly, disappointment shadowing her eyes; she said: "That was Dan. He and Mary Ann can't come till tomorrow. He's got to work tonight. They'll be here on the noon train."

She was so engrossed with her own disappointment, but not too much so to see his sudden frown. "Dan?" he echoed. "Is he coming?"

"Yes," she said.

"I didn't know that," he protested. This, she recognized, was true; but she pretended a defensive surprise. "Why, we've talked about their both coming, right along," she urged.

He said slowly: "I told you, when you spoke of it, that I thought it best—Furthermore, I'm sorry he is coming, just now. It's most inconvenient."

"Why?" she demanded.

"Mr. Jerrell is coming tomorrow," he explained. "He called up this morning to ask if he might, and I told him yes, by

all means. I counted on you to entertain him. Mary Ann and I will be busy. You'd better tell Dan not to come, so that you'll be free for Mr. Jerrell."

She sought to make him smile. "But I'd much rather be with Dan," she pointed out with a grimace.

He stared at her, and suddenly he demanded: "Nancy, how far have things gone between you and that young man?"

"Dan and I are going to be married, Father." She realized suddenly that the issue postponed till this hour was joined now. If there were ever to be opposition on Doctor Greeding's part, the time for it was coming. And she added: to placate him: "Of course, not right away. But—soon, Father!"

He met her announcement with a composure she found in some fashion alarming. "Sure of your ground?" he asked calmly. "Sure you want him?"

"Sure as sure!"

He said gravely: "Dan can't take

care of you. I'll talk to Dan. He'll see my point of view."

(Continued next week)

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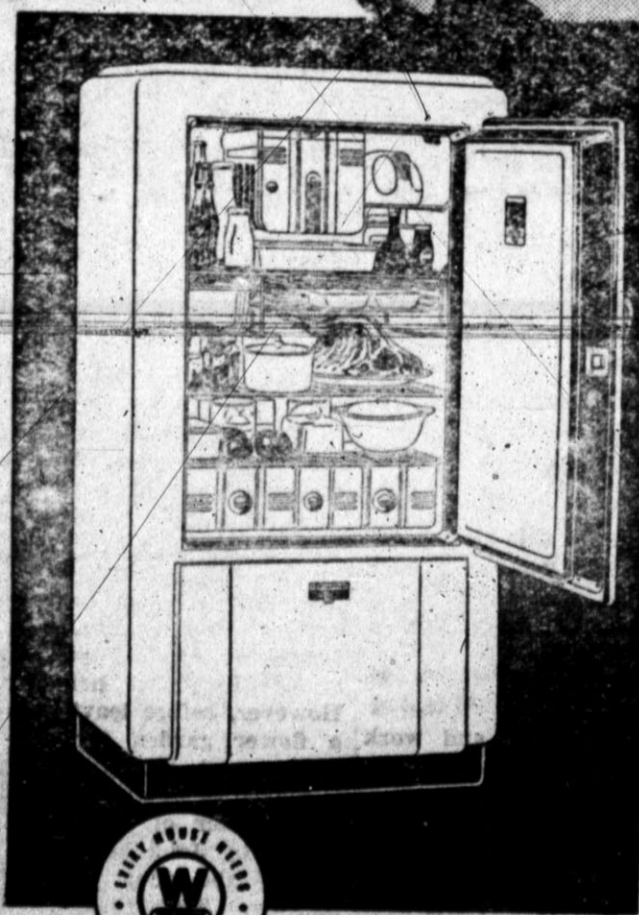
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SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181-W

BAYVIEW CLUB STUDIES TEXAS LITERATURE

Texas Literature was the interesting subject for discussion at the meeting of the Bayview club held in the club rooms Thursday afternoon. Mrs. Tom McCollum led the program on American Life as Portrayed in Recent Texas Literature. Mrs. McCollum gave an interesting review of the book, Wind Blew West, an historical novel based on recorded happenings, portraying the tragedy and pathos of the pioneer life of Texas in the early days.

Mrs. John Coffee read a paper prepared by Mrs. J. P. Slaton on Legends, Folklore and Cowboy Saga, in which the background and traditions of Texas Literature were discussed.

Mrs. D. H. Alexander, president, conducted the business meeting when plans were discussed concerning the theme of study for the next club year.

MESSES WILLS AND RODEN CO-HOSTESSES

Mmes. R. R. Wills and R. T. Roden were co-hostesses at a lovely bridge party given Wednesday afternoon at the home of Mrs. Wills. Spring blossoms in soft pastel shades effectively carried out the flower decorations for the party. An artistic arrangement of old fashioned stock, in a profusion of color, centered the lace covered dining table.

St. Patrick's Day suggestions were accentuated in attractive table appointments and in the colorful refreshment plate. High score was awarded to Mrs. Bernard Hicks and second high to Mrs. C. H. Dyar. Traveling prizes went to Mrs. Sherman Morgan.

Attending were Mmes. A. R. Bateman, John Coffee, W. J. Stanford, C. H. Dyar, Grant Fuller, Edgar Johnson, Jr., Ellis Coombs, Bernard Hicks, Jack Wayland, J. J. Clark, Ralph Smith, Bill Smith, Emmett Milburn, Charles Brooks, Sherman Morgan, Lee Morgan, Frank Cogdell, J. T. Gibleath, Jr., Ernest Medkief, O. C. Holt, Glenn Weir, S. P. Rosson, C. C. Acker, J. A. Fitzmaurice, B. M. Wiltshire, W. E. Kimbrough, H. K. Fox, C. C. Rockwell, James W. Witherspoon, Paul Foster, Nelson McRight and Miss Mildred Beck.

MRS. W. P. CARAWAY HOSTESS FOR DAWN STUDY CLUB

Mrs. W. P. Caraway was hostess at the meeting of the Dawn Study club held at her home Tuesday afternoon. The Woman Who Never Gives Up was the subject of an article given by Mrs. R. A. Frye, in which the life story of Lillian Wald, a social service worker, was told in an interesting manner.

Rev. H. M. Redford as guest speaker discussed in the Desert of Waiting, by Anne Fellows Johnston. A reading, The Frog, was given by Eugene Roberson. Games were directed by Mrs. Jeff Roberson.

The St. Patrick's Day motif was reflected in refreshments served to Mmes. L. A. Smith, R. A. Frye, N. R. Miller, H. E. Miller, H. H. Miller, Boss May, Laura May, Ruth Wombie, Jess Caldwell, Vada White, Edith Burum, Jeff Roberson, Lester Galley, Walter Galley, W. J. Stewart, Homer Barnes, Ralph White, L. R. Underwood, Lois Stewart, Walter London, Alleen Leake, Lois Wimberly, Ruby Wimberly and the hostess.

MR. AND MRS. ROSSON HOSTS FOR DINNER CLUB

Mr. and Mrs. S. P. Rosson were hosts to members and guests of the Tuesday Dinner club on Thursday evening at their home on McKinley Street. Easter suggestions furnished the keynote in decorations for the attractively appointed affair. A color theme of yellow and green was cleverly carried out in table decorations which centered around an array of Easter bunnies, downy baby chicks and gay green nests. On each end of the table were tall yellow candles burning in ivory holders.

After the dinner, which was served buffet style, games of contrast furnished entertainment and prizes were won by Mrs. H. K. Fox and Jack Wayland.

Special guests were Dr. and Mrs. B. M. Wiltshire and Miss Helen Irving of Rawlins, Wyo. Members present were Mr. and Mrs. H. K. Fox, Mr. and Mrs. C. C. Acker, Mr. and Mrs. Jack Wayland, Mr. and Mrs. J. A. Pitman, Mr. and Mrs. Harold Close, Mrs. Seth B. Holman, Miss Eloise Pitman and the hosts.

CELEBRATES 80th BIRTHDAY

To celebrate the 80th birthday of her mother, Mrs. Clara Short, Mrs. Arthur Thompson entertained Saturday with a delightful covered dish luncheon. The honoree, whose home is in Hamilton, Kansas, has visited in Hereford on many occasions and has many friends here. The guest list included close friends and relatives.

A decorated birthday cake formed the centerpiece for the table from which guests were served cafeteria style. In the afternoon conversation furnished diversion and the honor guest was presented with a shower of lovely gifts.

Those present were Mmes. J. L. Fuqua, J. W. Hicks, W. I. Valentine, J. D. Thompson, Artis Daniel, A. A. Foster, Allen Powell, J. D. Bourn, H. G. Conkright, F. M. Kester, Frank Lambert, J. E. Beyer, Lester Short, of Amarillo, and her daughter, Marie, and the honoree.

SUMMERFIELD STUDY CLUB SPONSORS EGG HUNT

The Summerfield Study club met at the home of Mrs. Guy Walsler Thursday afternoon. During a short business session, plans were made for a community Easter egg hunt to be given at the school house Friday afternoon, March 26. An interesting program on Texas and Government was presented. Roll call was answered by members giving brief sketches of interesting features seen at the Texas Centennial Exposition.

Mrs. Britt Clark gave a book review, The Wind Blew West, by Latham. How Laws are Made was discussed by Mrs. R. L. Wilson. She traced the making of a law through the legislature. Mrs. L. L. Cannon talked on Is Parole a Menace.

Refreshments were served to Mmes. Asa Athley, L. L. Cannon, Tandy Legg, Brit Clark, Lee Curry, Ray Johnson, Lloyd Lookingbill, Chas. Walsler, R. L. Wilson and the hostess.

The next meeting will be held April 1, when a luncheon will be given at the home of Mrs. Lee Curry.

JUNIOR BAND PARENTS ENTERTAIN FACULTY

Honoring Central school faculty members and Mr. and Mrs. C. H. Dillehay, Junior Band Parents entertained with a buffet supper at Central School Monday night. Following the supper, games of 42 were enjoyed. Easter decorations were featured and table appointments carried out seasonal suggestions. High score in the games went to Mrs. Bernard Hicks and low to Miss Eleanor Pierle.

Guests attending were Mr. and Mrs. Dillehay, Misses Ruth Conkright, Edna Daughette, Eunice Rutherford, Katherine Kirby, Belle Harris, Eleanor Pierle and Mr. Jimmie Gammill.

Members present were Messrs. and Mmes. Bernard Hicks, Ralph Smith, Harry Lomas, G. M. Hudson, Harold Close, Cliff Estes, Ab Posey, R. G. Blue, Al Vaughn, Hall Beavers, Earl Phillips, Henry Williamson, and Mmes. O. G. Hill, John Renfro, Louie LeGrand, Jack Wright and R. E. McCullough.

ART, LITERATURE JUNIOR PIONEER CLUB SUBJECT

The Junior Pioneer Study club met at the home of Genevieve Ebelta Thursday evening with Lueta Borden as assistant hostess. Miss Borden, vice president, directed the business meeting and was leader of the interesting program on Art and Literature. Her topic for discussion was Tapestry and Sculpture.

Mrs. Bessie Patterson talked on the Home Library. She gave a list of children's books best suited for the home and told how to select books for children. Roll call was answered by members giving items of interest concerning Texas artists.

Members present were Margaret Schroeter, Marguerite Nowell, Anna K. Hardesty, Nona Wills, Marie Roden, Bessie Patterson, Virginia Miller and the hostesses.

YOUNG PEOPLE TO PRESENT BIBLICAL PLAY

Young people of the Christian church will present a three-act Biblical play, Simon Peter, the Rock, in the auditorium of the church Friday night at 8 o'clock. The play is directed by H. M. Redford, pastor, who also plays the leading role of Simon Peter.

Other characters in the play are Lottie Tyson, Betty Cockrell, Nora Jean Russell, Jasper Vaughn, Carl Oldham, Earl Oldham, Clyde Oldham and Walter London, Jr. No admission will be charged for the play, but a free-will offering will be taken to pay for costumes and stage equipment. A welcome is extended to all.

Skating Champ Coming To Star



Sonja Henie, shown above with Don Ameche, is a sensational new screen personality who has donned a pair of ice skates and swept her way into the hearts of thousands of movie fans. One-In-A-Million, her first film, opens at the Star

theatre with a special preview Saturday night, then shows thru Sunday and Monday. This Olympic skating champion recently won a motion picture award on her performance in the coming film.

"Through the ground water survey we will determine the water levels of existing wells by actual measurement," he said, "and these levels will serve as a basis for federal agencies in determining the quantity and quality of ground water in this county."

He said that a chemical analysis will be made of the water in various localities over the county, from which recommendations may be made in regards to the water for drinking purposes, irrigation and industrial uses.

The local survey is part of a state-wide survey now being conducted by Samuel F. Turner, director and technical director.

WPA labor is being used in making the survey here.

Brumleys In Mineral Wells.

Mr. and Mrs. G. W. Brumley left Friday for Mineral Wells where he will take advantage of the baths and other medical treatment. They were accompanied by their son, Roger, of Tulla, who attended the Fat Stock Show in Fort Worth, returning to Tulla Monday. Mr. Brumley's stay at Mineral Wells is indefinite and at present he is located at the Miller Hotel.

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Bellview News

MRS. R. H. JOHNSTON.

J. H. Northcutt has bought the Harris house, moved it to his farm and will add another room.

Mrs. W. E. Brown is home from the Clovis hospital, where she had been several days for treatment. Mrs. Loretta Clements and daughter spent last week in Grady. Herman Rierson has built a new house on his father's farm south-east of Bellview.

Mr. and Mrs. Clete Hutchins of Clovis spent Sunday with her parents, Mr. and Mrs. J. T. Reese. Mr. and Mrs. Geo. Messenger visited in Grady Sunday.

Mrs. B. F. Pulliam was taken to the Clovis hospital last week. Wayne Owen is ill, and Mr. Norcross is teaching his seventh and eighth grade pupils.

Mr. and Mrs. Messenger attended a faculty play at Edece Thursday night of last week.

Mrs. R. H. Johnson and daughters visited her son's family near Grady Tuesday.

Ladies of the community met at the Methodist church Tuesday and quilled two quilts for Mrs. Earl Trapp and Mrs. Burnie Blackburn. A covered dish luncheon was served at noon and a shower honoring Mrs. Harvey Powell was held in the afternoon.

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Additions In Friona Schools Being Planned

Following the recent re-election of O. M. Stewart as superintendent of the Friona Schools for the third successive year, plans were this week released for the coming year. One of the chief objects of the school next year is the development of the practical, social, citizenship side of education. The school also hopes to add industrial arts, music II and biology courses to the curriculum.

Mr. Stewart, a former W. T. S. T. C. student, is a graduate of Texas Technological College, and a graduate of Colorado State College of Education at Greeley.

The Friona Schools boast 18 degree teachers, and has a fully affiliated high school with 28 1/2 units. Music I, home economics II, vocational agriculture II were added during last year. This year, for the first time, courses in occupations, Texas history, general mathematics and vocational agriculture III are being offered.

Amarillo Visitors Here.

Mrs. Seth B. Holman had as her house guest over the week end her friends, Mr. and Mrs. Ted Neely and Mrs. Henry Gooch, all of Amarillo.

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MR. AND MRS. E. H. NORTON ATTEND URSCHEL FUNERAL

Mr. and Mrs. E. H. Norton returned Monday night from Mexia, Texas, where they attended the funeral services for Pete Urschel. Mr. Urschel was the husband of the former Miss Ruby Norton, who is a sister of E. H. Norton, and who at one time made her home in Hereford. Mr. and Mrs. Norton also visited their son, Palmer Norton, who is attending school at A. & M. College.

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 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.

10-3c

Sufferers of STOMACH ULCERS HYPERACIDITY

DEFINITE RELIEF OR MONEY BACK

THE WILLARD TREATMENT has brought prompt, definite relief in thousands of cases of Stomach and Duodenal Ulcers, due to Hyperacidity, and other forms of Stomach Distress due to Excess Acid. SOLD ON 15 DAYS TRIAL. For complete information, read "Willard's Message of Relief." Ask for it—free—at CITY DRUG STORE

SPECIAL REDUCED PRICES
ON
CHILDREN'S PIQUE COATS
For Friday and Saturday
GILL COAT COMPANY
AT
VOGELE MILLINERY PARLOR

Easter Week Values

Rolled Roast lb. 15c SEASONED, READY
--

THE CHURCH WORLD

PRESBYTERIAN CHURCH

The Risen Christ will be the theme Easter Sunday morning at the First Presbyterian church, with the sermon by the pastor, Rev. J. C. Thorns. There will be special music by the choir under direction of Mrs. Homer Fox. At the vesper service at 5 the theme will be The Sons of the Resurrection.

On Good Friday at 7:30 p. m. the sacrament of the Lord's Supper will be celebrated with the communion meditation on The Memory of Jesus.

Sunday school, 9:45 a. m., G. M. Hudson, superintendent.
Prayer meeting, Wednesday at 7:30 p. m.

ASSEMBLY OF GOD CHURCH

A place with a welcome. One block north of high school.

There will be a sunrise prayer meeting at 6 o'clock Easter Sunday morning at the church. You are urged to attend this meeting.
Sunday school, 9:45, Owen Neel superintendent.

At 11 there will be special Easter program from the Sunday school, after which the pastor will use the theme, We Shall Be Like Him.

Christ's Ambassadors, 6:45 p. m. At the evening hour a brief Easter program will be presented, and following the pastor will use for his subject, Does Christ Live in Your Life?

Prayer meeting, Tuesday, 7:45. 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.
W. A. McCann, Pastor.

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.

Mr. and Mrs. Clay Bowsher and family were Amarillo visitors last Saturday.

ST. ANTHONY'S CHURCH

Thursday, Friday and Saturday, three days before Easter, are days for meditation and prayer. On Holy Thursday, sung mass was conducted at 9 o'clock. After mass Altars were stripped, indicating interruption of the Holy Sacrifice until Holy Saturday. Thursday watch is being kept by parishoners. Good Friday mass of Presanctified at 8 o'clock. Friday afternoon there will be a service in commemoration of the three hours of Our Saviour on the Cross. The service will consist of meditation, prayer, music and hymns. Holy Saturday the blessings will begin at 7, and mass at 8:30 o'clock. Easter Sunday high mass will begin at 8 o'clock and mass with Easter hymns will be at 10.

Sodality Activities.

A meeting was held at the convent Monday evening at 7 o'clock by members of the Sodality of Our Lady. The program consisted of a meditation on Our Lady of Sorrows and a short meditation on a section of the Little Office of the Blessed Virgin Mary. A spirited discussion of the Respect Womanhood Crusade followed. Resolutions will be made at the next meeting. The crusade has been an interesting subject of thought for members of the Sodality and has furnished an added impetus to their interest in spiritual activities. Present were Marie Loerwald, Mary Virginia Eberle, Ailene Koelzer, Loretta Bezner, Elizabeth Bezner, Frances Bezner and Rita Bezner.

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.

Mr. and Mrs. I. O. Crosthwait and daughter, Faye, visited their daughter and sister, Mrs. Frank Daniel, in Plainview over the week end.

HEREFORD SENIORS '36

HEREFORD SENIORS '37

ALVA BARBER, PRESIDENT

Card of Thanks

We take this means of thanking our many friends for their many acts of kindness and consoling words of comfort during the illness and death of our precious daughter and sister, Agnes Lewis. We also wish to thank Dr. Le Grand for his faithful services.
Mr. and Mrs. J. M. Lewis.
Miss Ara Lewis.

Mr. and Mrs. John Parvin of Amarillo visited her father, John P. Slaton, last week.

Increase Is Seen In Paper Costs

An increase in the price of paper was this week predicted by numerous wholesale paper companies. "The present demand for paper has exceeded the supply and whenever we have this condition, we can always expect to pay more for our material," companies stated in letters directed to newspapers over the country.

"Chemicals that are used in the manufacture of paper and other material have also advanced and in addition to the increased cost of raw material, increased labor costs have also added to the cost of the finished product," the notices read. They also pointed out that the rayon industry is drawing heavily in the sulphate pulp industry.

Vega News

BY CORRESPONDENT
Mr. and Mrs. Earl May are visiting in Kansas and Nebraska. Mrs. Chas. Silvey is in Memphis recovering from a serious illness. Girl Scouts and sponsor, Miss Rachel Shields and Miss June Farnsworth, gave a Kiwanis club program Wednesday, with Glen Burrows in charge.

A pre-Easter meeting is being held in the Methodist church, Pastor Rhea doing the preaching and Rev. Bruce of Adrian directing the choir.

Mr. and Mrs. Joe Shields were here from Amarillo Sunday.

A called meeting of M. E. Jubilee Missionary Society was held with Mrs. Roy Ivy Tuesday. Mrs. Joe Scott sang a negro spiritual, Mrs. Cozy Everett read a negro courtship, and Mrs. Shields reviewed two chapters of the study book, Inter-Racial Understanding.

Misses June Farnsworth, Rachel Shields and Francis Armitage, and Rev. Rhea attended the Union of young people's work at Canyon last Thursday night.

Mrs. H. Allison has returned from a visit with her mother in Austin. Meses. Buck Voyles, Jack Dorris and Glen Ivy were in Amarillo Saturday.

The M. E. Jubilee Society sponsored a waffle supper Friday night. Over 100 farmers attended the Oldham county farm group Thursday night. C. C. Wimberly was chosen chairman. W. A. Williams, Henry Cruz and Truman Miller were elected to serve their respective communities.

Mmes. John Halburton and Roy Ivy were hostesses to the Worth While home demonstration club in the home of the latter Friday. Plant Facts were discussed by Mrs. A. F. Linger. A round table discussion followed. Roll call was responded to with My Favorite Vegetable. Twenty attended.

A birthday party honored G. W. Roberson in the home of his parents, Friday afternoon, attended by 22 guests.

A revival began at the Nazarine church Wednesday night, with Pastor Boles assisted by Revs. J. C. and Dorothy Fryor, of Wichita, Kansas.

Born to Mr. and Mrs. O. A. Hawa a girl, Ella Louise, March 17. Very little damage has been done wheat in recent winds.
Mr. and Mrs. Hugh Knox visited relatives at Lella Lake last week.

Discussion Group.

The Discussion group will meet in the reading room of the County Library tonight. Mrs. D. H. Alexander will give a book review of The Desert Wife, a story of pioneer life in the West. On the following Thursday night Dr. G. W. Heard will talk on The Everlast-

ing Life. The meeting was well attended last Thursday evening, when R. E. Cottingham gave a review of a lecture given by Dr. Abram Saecher at the Sinai Temple in Chicago. He discussed the Tragedy of Tardy Wisdom, and told how little men meet big issues in Europe.

Adrian News

MRS. E. C. CHAPMAN
Mrs. A. G. Bell entertained the bridge club Wednesday, with eight members attending.

An enjoyable party was given Wednesday night by Mrs. N. L. Jacobsen and Miss Irene Bourland. Being St. Patrick's Day, the entertainment was carried out even to presenting shamrocks for winners in contests.

Wayland College Volunteer Band was here Saturday and Sunday, and a program was given by the young folks Sunday morning. Dinner was served at the church and the band completed their day Sunday afternoon.

The Junior class presented their play, Look Out, Lizzie, Wednesday evening.

The football banquet will be held Friday evening, and all are expecting a good time.

Several teachers attended the faculty play at Endee last Thursday evening.

Many new families are moving to Adrian, the men working on the road.

Mr. Whitley and family are new comers to Adrian.

Mrs. B. Spande and girls were in Amarillo Saturday.

Mr. and Mrs. E. O. McAdoo entertained a group Friday night with a waffle supper and bridge.

Mr. and Mrs. G. O. Syma and Mrs. John Skagg were in Amarillo Saturday.

Mrs. Kenneth Zaring has undergone another operation in Amarillo and is reported to be doing nicely.

Returns from Southwest Texas Trip

W. S. (Bill) Kerr returned home Monday night from a ten days trip to San Antonio, Kerrville, and through the Rio Grande Valley. He reports a fine trip. His mother and father, Mr. and Mrs. C. F. Kerr, remained in Kerrville for a longer visit.

Try the Hereford merchants before going elsewhere to buy.

Close Drug Phone Store 13

THE FAVORITE
Milk Chocolate
Candies



WOODBURY'S
SOAP
Three Bars 10¢



50c JERGEN'S
HAND LOTION
37¢

DELICIOUS CANDIES

PEANUT BRITTLE 29¢
DOUBLE-DIP CHOCOLATE 39¢
Covered Nuts, pound

JUST RECEIVED FRESH
DOUBLE K NUTS OF ALL KINDS

COLGATE'S OR PALMOLIVE

SHAVING SET

Contains Shaving Cream, Shaving Lotion
Talcum Powder and Tooth Paste.

ALL FOR 39¢

Putnam's or Diamond Dye 10¢

Palmer's Gardenia Face Powder and Perfume 89¢

STATIONERY

50 Sheets, 50 Envelopes

All for 69¢



WOODBURY'S
Face Powder
50c Value 39¢

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COMPLETE

New Stock

EASTER TALLIES
BRIDGE CARDS
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KLEENEX 500 Sheets 33¢

KOTEX Box of 12 19¢

DR. WEST'S Tooth Paste 17¢

ZONITE \$1.00 Size 79¢

NYAL SHOE Whitener 19¢

IPANA TOOTH Paste 39¢

COTY'S FACE Powder 98¢

COLGATE'S SOAP 5 bars 23¢

ZONITORS For feminine hygiene 89¢

WINE CARDUI \$1.00 size 89¢

SYRUP PEPSIN 49¢ and 98¢

LISTERINE 75c Siz. 59¢

100 TABLETS Aspirin 29¢

PINT COD LIVER Oil 59¢

50 CAPSULES HALIVER Oil 89¢

75c IRON and YEAST Tablets 49¢

HEADQUARTERS For Quality at Low Prices



Great West
48 - Pound
Sack

\$1.89

Live, White
EASTER
RABBITS
50¢

Canned Fruits

No. 10 Peaches 49¢
No. 10 Apricots 49¢
No. 10 Green Gage Plums 39¢
No. 10 Prunes 32¢

OIL OR POLISH MOP

GOOD 59¢

FLOOR POLISH Best Yett, 25c bottle 19¢
FLOOR POLISH Best Yett, 35c bottle 29¢

TOILET TISSUE Red and White, 3 rolls 19¢
WAX PAPER Good quality, 2 boxes 15¢

FRUIT JAR LIDS, 3 packages 25¢

SUGAR 10 Lb Cloth Bag 55c

TOMATOES No. 2 cans, 3 cans 25¢
PORK and BEANS White Swan, 3 cans for 25¢

CORN, Del Monte No. 2 cans, 2 cans 29¢
MUSTARD Per quart 14¢

KRAUT, No. 2 cans, 2 for 19¢

BISQUICK

LARGE 40-OUNCE PACKAGE 30¢

LAUNDRY SOAP

RED AND WHITE 10 GIANT BARS 35¢

CORN FLAKES

RED AND WHITE 2 PACKAGES 19¢

PEAS No. 2 cans, 3 cans for 25¢
PINTO BEANS Re-cleaned, 3 pounds 23¢
SALMON Fancy pink, 2 cans 25¢

CUT BEANS No. 2 cans, 2 cans 19¢
CRACKERS A-1 or Snow Flake, 2-lb box 19¢
FRESH PRUNES White Swan, No. 2 1/2 can 16¢

FRUIT SALAD, No. 1 White Swan 10¢

APPLES 2 dozen 25¢
SPUDS 10 pounds 29¢

BUNCH VEGETABLES 3 bunches 10¢
BANANAS Dozen 12¢

\$10.00 FREE GROCERIES SATURDAY

WEIR'S

RED & WHITE FOOD STORES

The Whiteface Round-Up

PUBLISHED EVERY THURSDAY BY THE STUDENTS OF HEREFORD HIGH SCHOOL

VOL. 1—NO. 25.

HEREFORD HIGH SCHOOL, THURSDAY, MARCH 25, 1937.

PAGE 51.



SENIOR STAFF

Editor — Ira Jeanne Ricketts
 Assistant Editor — Gertrude Wilson
 Humor Editor — Clyde Posey
 Reporters: Irene Knox, Ray Schulz, Bill Stanford, Rowena O'Dell, Helen Danforth, Virginia Lee Hussey, Varian J. Fuller, Beverly Alexander, C. V. McLeod.

SOPHOMORE CLASS ELECTS PRESIDENT

Edith Jackson was elected Sophomore president in class meeting Wednesday, March 17. Edith Jackson fills the vacancy left by Faye Crosthwait, who is leaving for California.

After electing a new president, the Sophomores discussed the possibilities of a party. Caroline Frye, Betty Sue Henslee and Mary Louise Dean were named on a committee to plan a party.

SENIOR PERSONALITIES

Dorothy Estelynn Funderburg was born on January 27, 1920, two miles west of Hereford, according to proper authorities.

Her school life began in the first grade in this fair city, and she hopes to finish here this year. She skipped the high second and ninth grades, has received honorable mention concerning her grades during the Junior year, and has received two special privilege cards.

Dorothy plans to go to a business college after graduation, but has not decided on any definite place.

Her favorite hobbies are riding horses, hiking, reading and music, except when Mr. Smith thinks her entire six weeks' work is only worth a C.

Clyde Oldham was born in Claude, Texas, a small village east of here, on October 13, 1918.

He has spent most of his school life here and it is his only regret that he did not spend it all here. Clyde said, "Being very unfortunate, I have not had any honors bestowed upon me, except attending some of Mr. Hudson's tea parties."

He is not planning to go to college at the present and to the best of his knowledge he has not decided upon a vocation.

He said: "My only hobby is going places and meeting beautiful girls."

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Liberal ALLOWANCE FOR YOUR OLD GLASS TUBE SET
RADIOS Are Going Up! Now Is the Time To Trade!

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 Phone 759. G-E RADIO DEALER 303 N. Main St.

CAL FARLEY VISITS SCHOOL

Mr. Cal Farley, well known Amarillo business man, spoke to the students of Hereford high school from 3 to 4 o'clock March 16. His subject was his trip to Europe.

On his trip to Europe, Mr. Farley was accompanied by his wife and little girl. They took their car with them and when they were not seeing Europe on a ship, they were travelling over Europe in their car. Mr. Farley visited Paris, France, and he decided to go to see the subways because he was curious to see if they still had the obnoxious odor that he had remembered their having when he was young. Long ago, Paris had been surrounded by a wall, but Mr. Farley stated that this old wall has been torn down and is replaced by a beautiful boulevard. While in Paris, Mr. Farley was surprised to see Communist flags floating everywhere, but not one French flag. He also visited the beautiful sunken gardens of Versailles, which are financed by John D. Rockefeller.

Mr. Farley also visited the little town about 18 miles from Paris, the nearest point to Paris which the Germans succeeded in obtaining during the World War. In this little town has been erected a statue 75 feet high, which is in the memory of the brave soldiers. Mr. Farley also visited the Argonne Forrest, where many of the American soldiers are buried who could not be sent back to America.

While the Farley family was touring Germany in a car, the little children would gather around the car to see what it was. (There are no cars in Germany of foreign make.) He also attended the Olympic games while in Berlin, and he noted the fact that Hitler attended every one of these and also helped the people sing "Hell Hitler". He visited Holland and practically every one he saw was riding bicycles, even papa and mama and brother and sister.

After this tour of Europe, the Farley family returned to Southwest Texas with different souvenirs from Europe.

DUES DUE

The Freshman class met Wednesday in the usual place. The class decided to buy a pot plant for their fellow student, Polly Anna Crawford, who has been very ill.

The treasurer and sponsors talked of dues, dues, and more dues, but in spite of all this entreaty, dues are still an unsettled issue. Will they never learn?

HI-Y GIRLS DISCUSS DRESS

The Hi-Y club met Tuesday night, at 7 o'clock and quickly dispensed with their business. The program, Personality and Dress, was charmingly presented by Virginia Erie Reed, who gave the devotional. Virginia Nix, who gave Fashion Highlights, and Mary Ann Baird who gave Be Sure's of Dress. Then all the girls were delightfully surprised by a speech and presentation of the Hi-Y pins by Miss Crawford. The meeting was closed after an announcement that, Mr. Faubain, district secretary of the Hi-Y clubs, would be with them Tuesday night, March 23.

F. H. A. WORKS

The F. H. A. club of Hereford High School met Monday, March 15, at 4 o'clock.

The club has received an invitation to visit the Friona F. H. A. club next Thursday. The invitation was accepted.

The club also decided not to accept the invitation of the Plainview F. H. A. club on Saturday, March 20.

The club is working to make money to send the representatives to the State Home Economics Rally in April. They are making candy at the present to sell at the various occasions at the school building.

Every girl is working diligently and doing her part to make the club one of the most important clubs in school.

SENIORS INVITED

The Seniors met in their regular place Wednesday, March 17, to attend to a small amount of unfinished business. The Senior class was honored by an invitation, extended by the president of the Junior class, to the Junior-Senior Banquet, which is to be held April 2. Needless to say, the invitation was accepted, with loud applause.

Every Senior has been given a part on the Senior assembly program, which is to be given April 1. After a speech by the sponsors, the meeting adjourned.

DECLAMATIONS GIVEN

An interesting program was presented to the student body Thursday morning by the Public Speaking class.

Erma Faye Robinson introduced the speakers. A declamation on How Much Land Does a Man Need, was given by Ernest Scheibagen. Ernest entered the Interscholastic League Contest March 20.

Billy Jo Roberts gave a selection from Macbeth, by Shakespeare, as a dramatic reading. Miss Roberts is to give a Dramatic Reading in Amarillo at the Speech Festival to be held April 9 and 10.

Virginia Lee Hussey gave the declamation, Here's to Peace, by Chester R. Cholep. She will also give this declamation at the Amarillo Festival, March 20.

GOOD PATTERN AN ASSET

Reverend Redford of the Christian church gave an excellent talk taken from the 34th chapter and fourth verse of Deuteronomy on Tuesday morning, March 16.

Mr. Dillehay introduced the speaker and asked him to offer a special prayer for two school girls who are ill in the hospital.

Using the subject, I have caused thee to see it with thine eyes, but thou shalt not go over thither, he offered an excellent speech on the importance of developing a good behaviour pattern early in life. Often, in the duration of his speech, he compared people who are on the verge of success, but fail, with Moses, who was on the edge of the Promised Land but could not enter. His speech was of interest to the whole student body and the faculty.

FRANCES BORDEN RECEIVED MEDAL

Miss Frances Borden, a member of the Senior class, brought honors to the school, as well as herself, when she won the Gorgas Medal with her essay, The Importance of Mosquito Control and the Gorgas Memorial. The Gorgas Memorial Institute, which awarded the medal, honors Major General William Crawford Gorgas, sanitarian, soldier and "world physician".

The young lady was quite surprised when the president of the Student Council, Virginia Lee Hussey, presented, for the school, the medal to the winner in assembly Tuesday morning. Hereford High School is proud of Miss Borden and sincerely hopes she will continue her literary work.

RHYTHM RANGERS NOT "SNOWED UNDER"

If the Rhythm Rangers were not such an invincible group, they would be "snowed under" with projects and plans. They are working on the Easter Cantata, the Music Festival, and soon will start work on the Operetta. Since the Rhythm Rangers have undertaken so many projects, the student body wish them good luck in accomplishment, and wish to say that they will be at all the programs cheering the Rhythm Rangers on to greater things.

ARE YOU A GOOD LISTENER?

Have you developed the ability to listen to a thing and then reproduce it correctly and accurately in your own words; or do you expect your teacher, friends or parents to repeat it for you? Perhaps your answer is, "Well, I sometimes I listen pretty good." Yes, I think the answer for most of us would be, "I listen once in a while," and yet how very important it is that we listen to every word spoken to us.

In our own school we must be told a thing many times, still we ask, and finally our ever-patient teacher must write it on the board and explain every meager detail. Is it necessary? No, indeed, it is very unnecessary if we would only call our minds back to earth, so to speak. The habit or ability of listening should be developed early in life so that one may use this developed talent in later life. The world cries out for men who can carry the message to Garcia. A dependable man and that man must be a good listener.

"Stop! Look and Listen!" Yes, stop your day-dreaming, look at your teacher instead of looking at the dogs on the school lawn, and listen to the explanation of that especially troublesome verb.

CAN YOU IMAGINE—

Leo Hellman as being a good speller?
 Mr. Hudson playing golf?
 Mary Turrentine "flunking" her subjects?
 Helen Danforth without Billy Smith?
 Karl Wilson Shirley with small feet?
 Troy Womble not weighing more than 165 pounds?
 Someone not abusing Miss Rigger in the Hall?
 Wilbur Willett as a little boy in sneakers?
 Betty Jo Cockrell without Lottie Tyson?

ATHLETIC ASSOCIATION MAKES CHANGES

Something has happened! The Athletic Association is making a radical change. This change came about in a meeting last Friday. The old evil of the belt liner no longer exists, but a new measure has been presented by voting hours, decided upon by the Athletic Association. Some old rules have been struck out, and new ones added. The new rules will be posted soon. Watch for them!

JUNIORS BUSY

The Junior class met Wednesday March 17, for regular class meeting. The time for the Junior-Senior Banquet was set at 8 o'clock, April 2.

The class was reminded by the president to pay the dues.

The decorations committee, which consists of Mary Tiefert, Andrew Schumacher, Thama Cawthon, Bill Boyer and Mildred Hacker, met after the meeting adjourned. The assembly program committee of Nancy Millard, Nedra Clayton, Jack Boydston, Wilbur Willett and Glenn Ricketts met also.

F. F. A. TO TAKE TRIP

F. F. A. met Thursday, March 11, 1937. The meeting was opened with the formal ceremony. The Father and Son Banquet was discussed, and a committee was appointed to arrange for it. The club discussed the trip that it is planning to take this year.

Hereford High School without a belt liner?

Mr. Dillehay a referee of girls' basketball?
 Miss Crawford with short, curly blonde hair and not in a hurry?
 Nora Jean Russell in a bright, yellow dress?
 Edith Jackson with big feet?
 Minnie Dea Smith with no make-up?

Miss Wrenn not collecting elephants?

Bud Bradley as a flea trainer in a circus?
 Thama Cawthon ever being by herself?
 Mr. Emmons being meek and humble?
 Clyde Posey as being short and fat?
 Melba Schulz ever growing up?

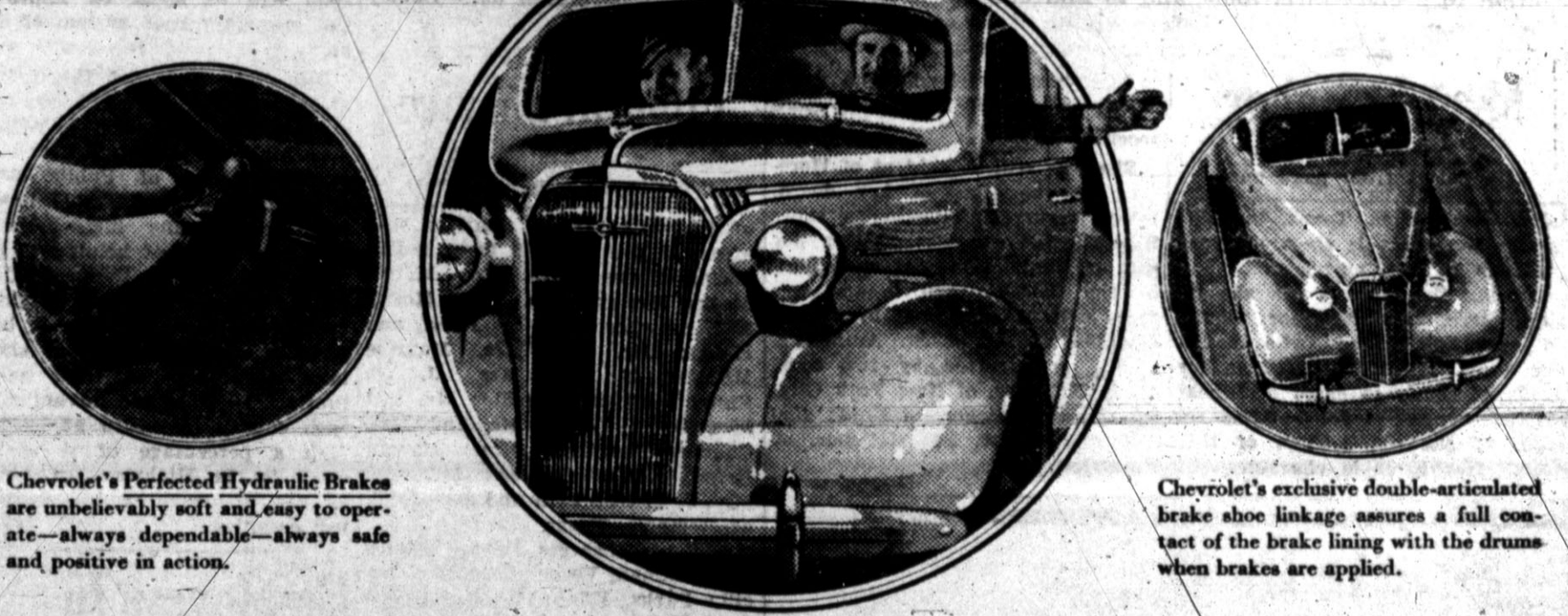
SHERIFF'S SALE—REAL ESTATE

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	19	378-387		100
S 1/4	12	378		320
S. 120 acres of W.				
	12	378		120
320 acres of				
N. 200 acres of				
W 1/4	13	378		200
SW 1/4	9	394		100
N 1/4	18	395		320
SW 1/4	10	394		160
NW 1/4	4	388-394		160
S 1/4	8	394-395		320
NW 1/4	8	377-378		160
N 1/4	23	388		320
	22	376-377-388-389		640
SE 1/4	3	393-394		160
	29	387-388		640
W 1/4	27	388		320
SW 1/4	7	395		160
	27	403		640
	33	403-414		640
S 1/4	26	403	404	320
SW 1/4	23	403		160
Total				6,080

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 \$5059.00 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 1, 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.

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Demand Perfected Hydraulic Brakes on your new car

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

HEREFORD, DEAF SMITH COUNTY, TEXAS
TELEPHONE 30

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

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NOTICE TO PUBLIC

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

EASTER EGG HUNT

The explosion last week, which claimed the lives of hundreds of innocent school children at New London, Texas, only serves to warn us that we can, and should, pay more attention to the happiness, welfare and protection of our children. Easter holds a sincere meaning to older and more mature minds, but most of us can remember the unconfined joy we felt as we discovered Easter eggs in obscure nooks. Members of the Lions Club remembered the sensation. Your local merchants remembered it, too. Together they have planned a community Easter egg hunt, a free show, and numerous prizes—a complete day of entertainment for the kiddies—Saturday, March 27.

In making this gigantic community Easter egg hunt possible, they seek the cooperation of every mother, father, brother and sister—every citizen—in the community. By taking an active part in the event, you will not only be making Deaf Smith County a better place to live—but you will bring a few more hours of enjoyment to those tots; hours which money could not buy—animation, bubbling animation, and joy which can be acquired only through living.

Plan now to take some tot to the free show Saturday morning. If you have no children, surely some neighbor's child will want to go. It will make the day a happier one for you—and it may change the outlook and course of life for some youngster.

IRON IS NO LONGER JUNK

During recent weeks numerous farmers in this section have decried the loss of valuable farm machinery to so-called "junk collectors". While some of these itinerant individuals are in the process of making their rounds, however, it has been accused that they do not draw too fine a line in regard to the definition of the term "junk". Frequently the collections have included what the farmers like to consider as tools—and not junk.

When a collector of junk adds to his collection a \$200 or a \$300 plow, the farmer has lost exactly what it will cost him to replace the tool. Meanwhile, the collector probably sells the plow at scrap iron prices of \$6.00 a ton—all of which pushes him to get \$10.00 for a valuable plow.

The action of a few of these traveling collectors does not mean that all junk men are of the same calibre. An organization, recently formed, is known as the National Association of Waste Material Dealers. Conducting their business along reliable standards, these men have grown into a million dollar industry. Numerous farmers have, during recent months, sold scrap iron on their places for sizeable sums.

Impending war clouds are credited with having increased the export of scrap iron to foreign countries. Japan, always a large consumer of scrap iron, is also using more of this material than ever before.

What to do about the present alarming situation on the plains is indeed a problem. Seemingly a farmer must keep his valuable tools under lock, or else under constant surveillance. Even the iron which he might give an itinerant collector is of value. Therefore, it might appear wise to take every precaution to protect farm tools, and to find out the price he can secure from scrap material before giving it to some stranger.

Mrs. Keliehor

(Continued from page one)

lehor at Granger, Texas, in 1885, having come to this state one year previous to her marriage.

During the many years she resided here, Mrs. Keliehor acquired numerous friends who mourn her death. In the early days her deeds of mercy in cases of illness or distress gained for her the respect of the old settlers of this area. Her lovable character led

to many more friends who came to know and love her during more recent years.

She was still a resident of Hereford at the time of her death, which occurred following a short illness while she was visiting her son at Enid. She was a member of the Catholic church and services will be conducted by Father Mathias, S. A., of St. Anthony's.

She is survived by two sons, M. B. Keliehor, of New York City, and J. W. Keliehor, of Enid; also a brother-in-law, Joe Keliehor, of Plainview.

Social Security Outfit

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10 Employees Or Less

NO. 50-10 OUTFIT CONSISTS OF:

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- Personnel Record Sheets
- Employees Earning Sheets
- (Large Outfits Proportionately Priced)

All Necessary Information For Social Security Records

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THE HEREFORD BRAND

PHONE 30

A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 23, 1906.)

Jet Fore, member of the college baseball team, was disabled by a bruised hand, received in practice games.

Texas possessed 1,400,000 sheep, with Michigan claiming 1,300,000, and these were the only two states with more than a million sheep.

W. C. Green had received a new bakery outfit and expected to open for business shortly.

F. J. Axe had brought in his last bale of cotton for the season. Sold to D. R. Gass and Son, it brought between \$40 and \$50.

It was thought the Rock Island railroad was preparing to build from Tucumcari to Stamford, and if such proved true, it was felt the road

would be constructed through Hereford.

E. F. Cornell and Sam Dunn were in Dallas attending the Cattlemen's convention.

(From The Hereford Brand, March 23, 1916.)

The Hereford girls basketball team walloped Amarillo to the tune of 29 to 16 in the best game of the season.

More than 500 Mexican tracklayers were quartered at Joel Switch and in Hereford.

Just finished, the scholastic census showed an enrollment of 506, an increase from 457 then listed here.

Rain was falling, the first of consequence since December 6, 1915.

Mrs. Homer Fox was home

from a visit with her sister, Mrs. L. E. Gordon, in Friona.

Jay Gregory was repenting. He offered to trade a Ford car for a span of mules. C. R. Smith, too, was the owner of a Ford of which he wished to dispose. But, to even things up, Barnhart and Rice were advertising for just such car.

Some meanie had spread the report that smallpox prevailed in the Mexican settlement here, greatly to the detriment of the picture show, so McGhee and Fullwood, owners of the theatre, came out with a few pointed suggestions as to where the spreaders of such gossip might go, how they might go, and what they might do after arrival. Anyway, the wound up by telling the people to come on down to the show—they didn't intend to let any Mexicans in, nohow.

By Their Words AND OURS

"Keep your chickens and dogs at home," is the warning issued by the city. It is certainly most disheartening to the home owner to spend a lot of money planting flowers and gardens, and then have a worthless flea crate come along and swallow a bed. About the only way to convince some people that their chickens must be kept at home is to kill all those who wreck destruction upon your premises.—Canyon News.

Tulia will have a new "lift-the-receiver" telephone system as a result of the endorsement by the City Council last Monday of plans outlined by W. G. Riddle, Amarillo district manager of the Southwestern Bell Telephone Company. The new system will cost about \$12,400 to install, the district manager said, and will include the installation of a new flashlight switchboard, necessary rebuilding and rearranging all present telephones with common battery instruments.—Tulia Herald.

Tonight as you sit before the fire listening to your radio detailing the Spanish war for the day, you may appreciate your snug retreat. Two sides over there. Both fired to battle by religious prejudice. The war material profiteers have made a trial ground of Spain. The ignorant, common people steeped in superstition, believe they have to kill. They kill with modern war materials because they must be proven out.—Donley County Leader.

Funeral Service

(Continued from page one)

of Paducah. Other relatives who attended the funeral from neighboring towns were Mrs. M. O. Meeks, Mr. and Mrs. J. W. Holley and daughters, Alice Faye and Helen; Mr. and Mrs. Maurice Mitchell, Mr. and Mrs. J. C. Vaughn, all of Amarillo; Mr. and Mrs. G. B. Combs, Mr. and Mrs. Charles Fletcher, Mrs. Nannie Baird, all of Canyon; Mr. and Mrs. J. C. Gillybreath and son, John, of Memphis, Texas.

Flower bearers were Misses Ella Alkman, Verna Culpepper, Lucille Parks, Edna Daughettee, and Ruth Wolfe, Mrs. Cecil Walker and Mrs. C. F. Moore. Pall bearers were Wilson Gyles, Richard Jowal, Homer Fox and Louie Le Grande.

Interment was made in West Park Cemetery.

Easter Cantata

(Continued from page one)

Baird, Wanda Jean Reed, Lois Standifer, Helen Danforth, Irene Knox, Rowena O'Dell, Virginia Erie Reed, Nancy Millard, Viola Phillips, Helen Frances Streu, Barbara Brotherton, Lavera Troxell, Beverly Alexander, Mary Jane Morgan, Virginia Newell, Helen Ruth Barber, Edith Jackson and Gladys Lewis.

The girls have worked for several weeks to perfect the cantata, which in past years has attracted unusual attention and a large attendance.

In announcing the annual presentation, the public is invited to attend.

Card of Thanks

More words cannot express our appreciation of the thoughtfulness and love shown our family during the illness and death of our little girl, May God bless each of you, Mom, Dad, and Other Relatives.

Deaf Smith Car Owners Urged To Sign Cards

With approximately 1,810 vehicles affected by the registration law, car owners of Deaf Smith county have returned to the Highway Planning Survey only 23 of the post cards that were banded to them at the time they paid their 1937 automobile license fees at the office of J. O. Newell, county tax assessor and collector. Car owners of this county have failed to respond to pleas of the Highway Planning Survey to provide information on which the highway programs of the future will be based, a tabulation of returns received to Wednesday disclosed. The number of car owners sending in information on cards received when they registered their vehicles is insufficient to provide an accurate picture of the road needs of this county. The information which is being collected will be used by the Highway Department and the U. S. Bureau of Public Roads in planning the future construction and maintenance of roads and highways in this county and in this section of the state. Local motorists should be sufficiently interested in improving the road system of this county to ask for these cards at the time they pay their license fees and should fill in the cards and mail them because information collected by the Highway Planning Survey will be used in designating federal funds which soon will be spent on improving the secondary road system of Texas.

The cards on which this information is being collected are self-addressed and require no postage. The highway department and the U. S. Bureau of Public Roads have gone to considerable trouble in order to offer highway users the opportunity of helping to plan their own roads. Just as citizens were long ago given the right to vote, car owners are now being given a similar right and should take advantage of their opportunity. It is to the advantage of each county to return at least as high a percentage of these post cards to the Highway Department as are returned by its neighboring counties.

Employers In Area Pay For Unemployed

Three hundred forty employers in the Amarillo district are paying contributions under the Texas Unemployment Compensation Act, Chairman - director Orville S. Carpenter announced recently.

These contributions will set up benefit accounts for 9,798 workers by those paying the tax.

Included in the Amarillo district are the following 25 counties: Armstrong, Briscoe, Carson, Collingsworth, Castro, Dallam, Deaf Smith, Donley, Gray, Hansford, Hutchinson, Hemphill, Hall, Lipscomb, Moore, Ochiltree, Oldham, Potter, Parmer, Randall, Sherman, Swisher and Wheeler.

Potter county has the greatest number of covered employees, with 183 employers paying taxes on 6,307 workers.

Gray county is second in the total of covered workers, while Hutchinson county was third.

The Commission activities in the Amarillo district are under the direction of R. H. Thompson, who has headquarters in the Amarillo Chamber of Commerce.

Some of the employers who are contributing to the fund are: ... day in Hereford.

Jerry Jowell Is Heard by Lions

Jerry Jowell, accompanied by Miss Thelma McMin, was presented at the Lions Club here Wednesday. He sang Beautiful Lady in Blue, which met with such hearty approval that he sang again, giving the chorus of Chapel in the Moonlight, dedicated to W. M. Emmons.

The Lions discussed the proposed Easter Egg hunt Saturday, and made up two cars to attend a special meeting of the Dumas Club Wednesday night.

Hunt Is Open

(Continued from page one)

suit of not finding any eggs. In accordance with the rules, which will be found listed in this edition on a special advertisement, the children will find, among the eggs, some of which are labeled with numbers. By taking these numbered eggs to firms in town where corresponding numbers are displayed on cards, they will receive valuable prizes.

Valuable Prizes. Some of the special prizes are good for candy, cream cones and cash prizes from 10 cents to \$1; other merchandise prizes run as high as \$2.50 in value.

The first annual Easter Egg Hunt has been made possible through the splendid cooperation of the merchants of Hereford, who personally join the Lions Club in extending every boy and girl in this area an invitation to attend the big special show, the Easter Egg Hunt and the scramble for prizes worth \$300 worth of valuable prizes. Rural schools of this county are especially invited to cooperate in making the hunt a success.

Want Ads For Sale or Trade

LIST OF USED CARS

- 1929 Chevrolet Coupe
- 1930 Chevrolet Coupe
- 1931 Chevrolet Sedan
- 1932 Chevrolet Coupe
- 1933 Chevrolet Coach
- 1935 Chevrolet Standard Sedan
- 1935 Chevrolet Master Coach
- 1935 Chevrolet Master Coupe
- 1929 Ford Coupe
- 1929 Ford Tudor
- 1933 Plymouth Sedan
- 1935 Plymouth Sedan
- 1934 Dodge Coach, Truck
- 1935 Dodge Sedan
- 1934 Oldsmobile Sedan, Truck, Black
- 1928 International Truck
- 1929 Chevrolet Truck
- 1931 Studebaker Sedan
- 1932 Buick Sedan

BRUMLEY - WOODFORD

FOR SALE OR TRADE: Three row John Deere lister, milch cows and shoats. Will trade for stock cattle. Joe G. Evans. 12-2p

FOR SALE OR TRADE: Deico Light system, cheap, for what

have you. See O. E. Sherman, 2 miles north on Nursery Road. 1c

FOR SALE: Milk fed fryers at 201 B Street. Leo Hellman. 1p

FOR SALE: Milk cow. W. H. Vick. 1p

FOR SALE: Kitchen cabinet and buffet. See A. B. London, Brook's Barber Shop. 1c

FOR SALE: Good two-row lister. T. Y. Edwards. 1p

FOR SALE: Two-piece living room suite, four-foot Electrolux refrigerator and other furniture. See Mrs. A. H. Streu. 1p

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

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 begaria. 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, 806 Lee Avenue. 7-1fc

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: Grade "A" raw milk. Delivered to your door twice daily. Steam sterilized utensils and adequate refrigeration. Reasonable prices. Phone 000. Prairie Dairies. 26-1f

FOR RENT: Light housekeeping rooms. First door east of Presbyterian church. Mrs. Rosa Speer. 1c

FOR RENT: Three room furnished apartment. 500 McKinley Street. 1c

FOR RENT: Furnished three-room apartment. See J. H. Wilson, 506 Jackson Avenue. 1c

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, 806 1/2 Polk St., Amarillo, Tex. 52

WANTED: All of your wire coat hangers. One-half cent each. Cash or credit. Fox Cleaners and Hatters. 11-1f

WANTED TO RENT: Section of land to summer till to wheat. Have new tractor. T. H. Boney, Bellview, N. M. 11-1p

WANTED: To buy old, style 60 H. P. Bessmer engine, good condition. Box 630, Plainview, Texas. 12-3c

WANTED: To buy fresh Jackrabbits, 25c for three, limited quantity. Deliver to H. M. Benefield place, 21 miles northwest of town. 1p

WATCH THIS SPACE FOR ANNOUNCEMENT OF OUR NEW

D LINE TRUCKS



Rosson Implement Co.

YOUR I. & S. DEALER

SOCIETY

ES. JOHN McLEAN, Society Editor Phone 181-W

PIONEER STUDY CLUB DEBATES PANHANDLE DAY

Program of unusual interest presented at the meeting of Pioneer Study club Tuesday noon when Mrs. J. B. Jones, Mrs. J. W. Spradley were co-esses at the home of Mrs. Jones.

In observance of Texas Panhandle Day the program was built around this section of the state. A vocal quartet, When the Work is Done This Fall, was rendered by Meses. J. E. Beyer, O. Williams, H. D. Reed and J. Jones. Mrs. O. G. Hill and Mrs. Bob Higgins presented the affirmative and Mrs. Al Werner the negative arguments in an interesting debate, Government vs. State.

A vocal solo, Of Paint, by David Mann, was sung by Mrs. O. T. Williams. A round table discussion concerning Texas Centennial highlights was conducted.

A special feature of the afternoon was the social hour which followed the program. Decorations in the dining room were in keeping with the spirit of the program. The lace covered table was centered with a large cut glass bowl filled with blue bonnets and adorned with Texas flags. Bed and blue candles burned in crystal holders and furnished a soft light in the shaded room. Mrs. O. T. Williams presided at the silver tea service.

Members present were Meses. Allen Bell, J. E. Beyer, J. M. Gilliland, Bob Higgins, O. G. Hill, S. Ireland, F. M. Kester, F. L. Lucas, H. D. Reed, T. E. Seigler, Arthur Thompson, Al Werner, Jenn Weir, M. D. Womble, O. T. Williams, Wirt Phillips and the hostesses.

METHODIST WOMEN PLAN FOR ZONE MEET

The Woman's Missionary Society of the Methodist church met at the church Wednesday afternoon at 3 o'clock. The program included the final chapters of the Bible Study, The Radiant Heart, Mrs. D. W. Hawkins led the lesson which had for its theme Paul's Parting Words to the Philippians. Plans were made for the Zone Meeting which will be held here next Wednesday at the church. The program which will be built around the subject, The Need for Intelligent Service, will be under the leadership of Mrs. W. P. Nitzler, zone president.

The meeting will begin at 10 o'clock and at 12 o'clock a covered dish luncheon will be served in the basement of the church. Included in the zone-meet will be auxiliaries from Dimmitt, Y-L, Oklahoma Lane, Bovina, Friona and Hereford.

A WARY AD WILL GET THAT FLOW!

PRE-EASTER REVIVAL AT CHRISTIAN CHURCH

A pre-Easter revival meeting is being conducted at the Christian church, with H. M. Redford, local pastor, doing the preaching. The meeting is being well attended and definite results are expected. Special services have been planned. Thursday night a candlelight communion service will be observed. Friday night a three-act biblical play, Simon Peter, the Rock, will be presented by the young people. There will be no service Saturday night. A sunrise Easter prayer service will be conducted at 6 o'clock Easter Sunday morning. The revival will close with the Easter Sunday morning worship at 11 o'clock. The congregation will attend the Easter Cantata given by the high school girls glee club Sunday night. Evening services start promptly at 8 o'clock. Everyone is invited to attend.

PRESBYTERIAN AUXILIARY HAS PROGRAM ON JAPAN

A lesson on Japan was featured on the program at the meeting of the Women's Auxiliary of the Presbyterian church Monday afternoon. The meeting was held at the home of Mrs. Onias Carroll, with Mrs. John Olson conducting the devotional on Meditation. Mrs. J. C. Thorns had charge of the lesson study on Japan. She discussed the American born Japanese in Japan.

Installation of officers was conducted in an impressive service by Rev. J. C. Thorns.

The next meeting will be in the form of a covered dish luncheon at the home of Mrs. G. M. Hudson on April 12.

ROY JOWELLS ENTERTAIN SUPPER BRIDGE CLUB

Wednesday night of last week members of the Supper Bridge club were entertained at the home of Mr. and Mrs. Roy Jowell. St. Patrick's Day colors and suggestions were featured in decorations. Following the supper games of bridge were enjoyed and Mr. and Mrs. Reed Williams were awarded the couple prize.

Guests included Messrs. and Meses. Reed Williams, John Olson, Bob Wilson, Jim Lipscomb, Miss Ona Hammer, Jim Black and the hosts.

Aikman Operation

L. H. Aikman and daughter, Miss Ella Aikman, were called to Amarillo Monday by the illness of their son and brother, Roy L. Aikman, of Olton, who underwent an operation at St. Anthony's hospital. Mr. Aikman was reported to be doing fine late Wednesday.

Featured in Studio Revue



RENA RAE RENFRO FEATURED IN STUDIO REVUE

Rena Rae, talented young daughter of Mr. and Mrs. John Renfro, was featured in a studio revue last Friday night at the Academy of Music and Art in Amarillo. Miss Renfro did special tap numbers, accompanied by her teacher, Johnny West. She has made outstanding progress in artistic dancing, and has appeared in several out of town as well as local programs.

MRS WALTER PICKETT HONORS DAUGHTER

Mrs. Owen Miller of Amarillo was honored with an enjoyable supper party given by her mother, Mrs. Walter Pickett, at her home Tuesday evening. Easter suggestions were featured in the decorations. The table was adorned with Easter bunnies and attractive baskets of eggs in keeping with the season.

After the buffet supper guests enjoyed informal conversation. Those present were Meses. Allen Powelson, J. S. Orr, W. F. Gillis, J. H. Miller, Liburn Ray, the honor guest and son, Jimmy, and the hostess.

Wyche Items

BY PEGGY VALENTINE
E. J. Boeskin and family visited the Koelzer home near Hereford Sunday.

Guy Edwards and family of Hereford spent Thursday in the A. E. Edwards home.

C. E. Rea and family recently visited the White home at Walcott. Chas. Carnie and daughter of Amarillo recently visited the John Paetzold home.

John Paetzold and family spent Sunday in the Conklin home at Dawn.

In the school meet Friday Nancy Olson won first in junior declamation, Geraldine Henry second in sub-junior declamation; Ina Mae Hewitt and Lucy Ann Mitchell first in picture memory. Edward Paetzold and Florella Boeskin won second in music memory.

Miss Vines of Black spent the week end in the Gandy home.

Douglas Walker is out of school because of illness.

Friends in this community extend sympathy to Mr. and Mrs. Doyle Rose in the loss of their child, La Juana Rose.

Mrs. N. G. Elliston and friends of Portia, N. M., spent the week end in the Elliston home here.

A 42 party was enjoyed Saturday night. Refreshments of stick and apples were served at the school house.

An Easter service will be held Sunday. Rev. H. White will deliver two messages, and a short program will be given by the children. Everybody invited to bring dinner and Easter eggs. An Easter egg hunt will be given in the afternoon.

Several from this community attended the funeral of La Juana Rose Sunday afternoon.

Raymond Operation

Word has been received here that Mrs. Dave Raymond underwent an appendectomy Monday in El Paso, where she has been a patient in Dr. Homan's sanatorium for the past several months. Mrs. Raymond is the former Miss Mary Hicks, daughter of Mr. and Mrs. W. E. Hicks, former residents of Hereford, now of Garden City, Kansas. At one time Mrs. Raymond was a member of the Hereford High School faculty. Mr. and Mrs. Hicks stopped here Saturday enroute to El Paso.

New Volumes Are Added to County Library

The addition of 16 new volumes to the county library has been announced by Miss Lillie Hostetler, librarian. The new books included juvenile fiction, adult fiction, travel, religion, poetry and science.

In the juvenile fiction list is Bob Thorp of Lafayette Flying Corps, Bishop; Tom of the Raiders, Bishop; Betty Lee in Paris, Criss; Tommy Tucker on a Plantation, Leetchin. Other juvenile books were Little Aztec Cousin of Long Ago, Borton; Pollyanna's Castle in Mexico, Borton; Earth, a juvenile story of our planet, Reeds; Life Work, vocational guidance outline, Robinson. Judge Earl Wilson also gave the library 50 volumes, mostly readers and travel books used in the lower school grades.

Adult books are Tales of Old Times, Becholdt; Beauty For Ashes, Hill; If the Sky Falls, Partridge; Love's Tapestry, Rollins; Handmade Rainbows, Smith; Gone Sunwards, Roberts; Texas Legacy, anthology of Texas poets, Boyle; Between Two Worlds, Poling.

Hospital Notes

Glenn Smith, 14-year-old son of Mr. and Mrs. Ralph Smith Tuesday underwent an operation for appendicitis. He was reported Thursday morning to be improving nicely.

Mr. and Mrs. Clinton Hudegens announce the birth of a baby son Saturday night.

F. W. Goodnow, who has been in the hospital for the past three weeks, was considerably improved Thursday and was able to sit up in a chair.

Mrs. J. W. Alexander, who was admitted to the hospital last week with an infected arm, was today reported to be greatly improved.

Polly Anna Crawford, daughter of Mr. and Mrs. L. L. Crawford, who underwent an appendicitis operation March 10, was today reported to be greatly improved. Her condition last week was critical and friends were glad to hear of her splendid recovery.

Mr. and Mrs. A. E. Hayes announce the birth of a baby girl Sunday morning.

Clarence Edwin (Bull) Marcum, assistant county agent, was admitted to the hospital Monday as a medical patient. His neck is badly swollen and his condition Thursday was still serious.

J. B. Kitchens, admitted to the hospital February 17, was still confined to the hospital this week.

Mr. and Mrs. Alton Fraser returned Tuesday morning from a several days visit to Fort Worth.

Urlin Streu To Talk Over Radio For This County

Hereford will be advertised over radio station KGIW, Alamosa, Colorado, Monday night, March 29, by Urlin Streu, who is advertising man and announcer for the station. The program goes on the air at 1 o'clock at night, Hereford time, and the station operates on 1420 kilocycles.

Urlin, who has been at Alamosa since last May, announces over the station at 1 o'clock each Friday, Monday and Wednesday night. In his talk on Hereford, he will tell of the vast irrigation possibilities in Deaf Smith county. He is the son of Mr. and Mrs. Gus Streu of this city, and has been visiting here this week.

Visits In Tulsa

Gaston Baer, of the Popular Store, left Saturday night for Tulsa, Oklahoma, to visit his wife and daughter, Miss Hertha. He is expected back today.

Mmes. Paul Foster and Jimmie Robinson were Amarillo visitors Monday.

Special Booths To Be Featured On Pioneer Day

Special booths, featuring old relics and reproductions of early Hereford and Deaf Smith county, are planned as displays in the annual Pioneer Day in Hereford May 10, according to announcements made today through the Business and Professional Women's club.

Each of the rural communities and schools, along with any club or organization in this section is invited to plan and enter some exhibit in the collection. In the near future, members of the club expect to visit each of the rural sections to explain the types of booths planned. They asked that each community begin now planning some type of pioneer booth which they would like to feature.

Plans are rapidly being formulated in regard to the Pioneer Day celebration this year, and sponsors hope to make it by far the most outstanding and successful celebration ever sponsored in connection with the event.

Mr. and Mrs. Claridge Fallwell and son, and Bill Fallwell of Friona were shopping here Tuesday.

Classified Ads Are Little Workmen Who Pay Big Dividends

At a cost so small that it can hardly be considered as all, farms, automobiles, washing machines, radios—practically everything—are being sold daily through these ambitious little salesmen.

THREE INSERTIONS For the Price of Two

Often people advertise articles that may be sold over a period of several weeks, or, sometimes the first attempt fails—therefore, we offer this special rate to induce still better results from classified ads.

PHONE THREE OH!

THE Hereford Brand

Just Arrived

New Spring Clothing

WILSON BROS. SHIRTS

—with the new Oban collar; a smooth seamless collar with a permanent roll front.

WILSON BROS. TIES

—In the new Congo Cloth, Kilkenny Poplin, Coronet Barathra—all hand tailored in the newest spring patterns.

Wilson Bros. Sox and Anklets

Goggles and gobs of them. Try our buffer heel and toe; reinforced to give miles and miles of extra wear. Guaranteed by Good Housekeeping as advertised therein.

Belts and Suspenders

IN POPULAR WHITES AND TANS!

NEW OUT-AWAY SHORTS

—with wide Lastex waist band. New snap fastener. Shorts does away with button worries.

HATS—HATS

—any shade from white to black; any size from 6 3/4 to 7 3/4.

NO-BELT PAJAMAS FANCY HANDKERCHIEFS

FOX Cleaners & Hatters

HOMER FOX PHONE 111

Outstanding Values in QUALITY FOODS

STEAK	GOOD Pound	17 1/2¢
ROAST	GOOD Pound	16¢
This Is Whiteface Cattle, Out of Our Feed Lot. ALSO HAVE 4-H CLUB PRIZE BEEF!		
GRAPEFRUIT	Per Dozen	29¢
ORANGES	California 288 Size, Dozen	23¢
COFFEE	Break O' Morn 1-lb package	16¢
COMPOUND	Swift's Jewel 8-lb Carton	\$1.05
VANILLA	Imitation 8-oz bottle	10¢
MATCHES	Strike Anywhere 6-box carton	16¢
SPAGHETTI	Rose Bud 2 boxes	9¢
RICE	Fancy whole grain, 2 pounds	10¢
BLACK PEPPER	Cages', 3-oz box	9¢
SHREDDED WHEAT	N. B. G., 2 large boxes	25¢
FURNITURE POLISH	Best Yett, full 32-oz bottle	29¢
PEAS	Pure Maid, No. 300 can, 4 for	25¢
SPINACH, MUSTARD GREENS	Turnip Greens, Kraut, Green Beans, any	25¢

TEXAS Grocery & Market

PHONE 323 G. & HILL, OWNERS WHO DELIVER

Flour

PACKARD'S WESTERN BEAUTY

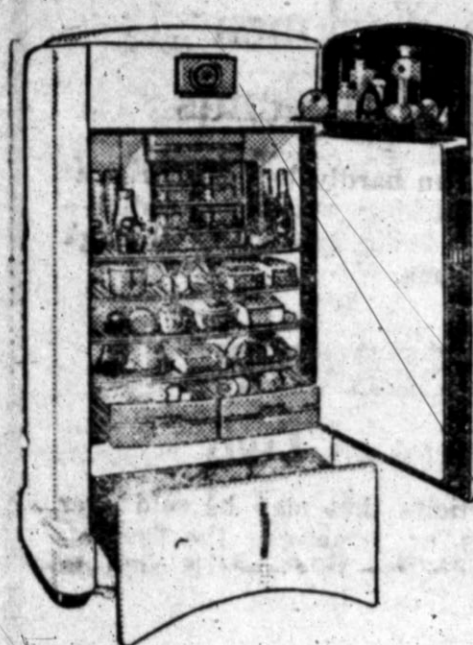
\$ 1.74

ONLY 90¢ A WEEK
BUYS THE NEW LEONARD ELECTRIC



WITH THE
Master Dial

that lets you control the operation of your Leonard to secure Low Operating Cost



90¢
a week
 BUYS YOU A LEONARD

LEONARD ELECTRIC
With the Master Dial

By Actual Test
 THE NEW LEONARD
 Used
A Little Over 2c a Day
 See This Meter
 In Our Window

McConnell Electric Co.

PHONE 759 — LEONARD DEALER — 303 N. Main St.

WHY
 THOUSANDS OF TEXAS
 WOMEN WASH CLOTHES THE
MAYTAG WAY

The cost of clothing is an important item in the family budget. Careful handling makes them last longer. Washing them at home is assurance of sanitary conditions.

Maytag popularity is the result of an ever-increasing respect for clean, careful, efficient home-washing—washings done in an hour or so without rubbing, scrubbing or boiling. Whether you use the Maytag yourself or employ a servant, you never have to remind the one-piece, cast-aluminum tub and Gyrotator washing action to be careful. They are built to wash that way.

Let the Maytag do your next washing. Maytags available with gasoline Multi-Motor.

Investigate also the new Maytag Ironer.

YOUR DEALER WILL GLADLY DEMONSTRATE and explain the easy payment plan



MODEL 30

MODELS AS LOW AS
5 PER MONTH

HEREFORD IMPLEMENT AND APPLIANCE COMPANY
 Hereford, Texas

THE MAYTAG COMPANY • MANUFACTURERS • FOUNDED 1893 • NEWTON, IOWA

Daniel News

BY PAULINE MOORE
 High winds of last Thursday night and Friday damaged several wheat fields and blew some wheat out.

Daniel received a few points in the county meet Friday and Saturday, which was well attended by people of the community.

Mr. and Mrs. Carter and Mrs. Otto Smith were in Amarillo Saturday.

E. T. Alfred and family and Mrs. Davenport of Wildorado were Lubbock visitors Friday.

Mr. and Mrs. Clarence Brown were in Hereford Saturday.

Mr. and Mrs. Jess Ford are the proud parents of a baby girl, born last Wednesday night. She has been named Patsy Ann.

Mr. and Mrs. Norman and Vada returned from Arizona Monday.

Mrs. F. Tomlin, Mrs. W. R. Moore and Pauline were in Hereford Saturday.

Mr. and Mrs. D. W. Henry of Plainview spent Sunday in the Olyde Alfred home.

Mildred Gill was home from her school work in Canyon last week end.

Mrs. Morell of Tennessee visited her brother, H. J. Oglesby here last week.

A community play will be given at Wildorado Friday night. A small admission will be charged.

Rev. Holtzclaw suffered a broken ankle in a recent accident.

Jimmy Allred spent the past week with his parents.

Harold Gill spent last week in Canyon.

Mr. and Mrs. Lee Norman were in Amarillo Saturday.

Mr. and Mrs. Comingoer spent Saturday in Amarillo.

Mr. and Mrs. Ervin Shugart and Carolyn were Hereford shoppers Saturday.

George Muse of Hereford was in this community Sunday.

Tom McClain and Miss Emory McClain are ill this week.

Tom Boling of the Pierce community called in the W. R. and A. D. Moore home Friday.

Rance News

EDNA BEHREND'S
 There were 36 in Sunday school. Reva Harlin preached.

Truitt Collier and family took dinner in the Wainscott home last Sunday.

A. L. Behrends and J. D. Story went to Dimmitt Friday.

Mr. and Mrs. Henry Behrends of Kress visited in the H. G. Behrends home this week.

A. L. Behrends and family took dinner in the H. G. Behrends home last Sunday.

The PTA met at the school house Friday night. Refreshments of cake and cocoa were served.

Rance home demonstration club met with Mrs. Tackett Thursday. The next meeting will be with Mrs. A. L. Behrends.

Walter Wainscott has been ill with influenza.

Miss Zaydee Rule and Forbes Blakemore went to Paducah Sunday.

Mr. and Mrs. Claude Morris and daughter, Shirley Ann, and Mrs. Lester Dysert and son, Cabot, of Vega visited relatives in Hereford Sunday.

Frio News Items

(KITTY KLOE HARLIN)
 Mr. and Mrs. W. S. Dixon have returned from the Gulf Coast where they spent the winter.

Fred Brawley of Easter visited Paul Williams recently.

A program by the school was enjoyed last Wednesday evening.

Virgil and Marion Green are here from Clarksville.

Mr. and Mrs. J. M. Benson spent Friday with his son in Shamrock.

Mr. and Mrs. H. M. Benson of Shamrock visited the H. N. Benson home and his sister, Mrs. J. E. Andrew, recently.

Frio won second in the play contests at Dimmitt last week.

Mr. and Mrs. Frank Andrews of Melrose visited the home of his brother, J. E. Andrews, recently.

Miss Koma Hyatt spent the week end at her home in Dimmitt.

J. B. Harlin and family attended church at Rance Sunday night.

J. A. Bagwell of Bethel spent the week end with Jack D. Allen.

Mrs. H. M. Mobley and children are visiting her sister, Mrs. Price, in Floydada.

Owen Andrews and Elmer Jones were in Amarillo Thursday.

Kitty Kloe and Harold Harlin attended a surprise dinner given Mollie Jo Roberson in Hereford.

S. A. Thornton and family of Lockney visited Mrs. Mack Dixon Sunday.

Chas. Boyd and family enjoyed a steak fry at the Mack Dixon home Saturday night.

Mr. and Mrs. T. L. Sparkman spent the week end with Mrs. M. A. Springer in Amarillo.

J. B. Harlin, student at Wayland, spent the week end at home. He preached at Rance Sunday morning and night.

Lurline Dixon spent the week end with relatives in Dimmitt.

Jumbo News

BY MRS. ULLMAN HUNTER
 Little land in this vicinity is blowing, and the dust seems to come from elsewhere.

Pauline and Lonnie Andrews were Olton visitors last week.

Margaret Simpson and Dorothy Stork accompanied their club sponsor, Mrs. Gilliam, to Dimmitt Saturday and gave a dairy products demonstration in competition with other county teams. Jumbo girls were judged second.

Mr. and Mrs. M. L. Hardy visited in Lubbock one day this week.

Mr. and Mrs. Finis Hunter spent Tuesday in Amarillo.

Mr. and Mrs. Marion Powers of Hobbs visited the W. W. Adams home Saturday.

Pauline Andrews spent the week end with relatives in Hereford.

Mr. and Mrs. Al Caviness were in Lubbock one day this week.

Mrs. Ullman Hunter attended a meeting of the Dimmitt Circuit Missionary Society in Dimmitt Thursday afternoon.

Norbon Cayton and family of Texhoma are visiting in the Clem Gilliam home.

Norma, eight-year old daughter of Mr. and Mrs. Finis Hunter, was painfully burned about the hands and face Saturday at her home in attempting to extinguish a fire she and a smaller sister had started by dropping a match near an empty gasoline can. She is recovering nicely.

Mr. and Mrs. Ullman Hunter were in Fort Worth this week-end. Phyllis and Frances are staying with their grandmother, Mrs. W. A. Hunter, in Hereford.

Granule Kring, oldest member of our community, is celebrating her 90th birthday March 24, when friends will listen to a radio program from an Oklahoma City station in which she is to be mentioned.

Jumbo has a good chance to win a number of prizes in the county meet held at Dimmitt Friday and Saturday. The exact standing had not been determined early in the week. The next division of the meet will be held April 2 and 3.

Easter Items

BY LOUISE FRYE

A community meeting will be held at the school house Thursday night. Children will give stories and declamations to be given at the meet in Dimmitt. Later 42 will be played.

H. B. Medley made a trip to San Angelo last week.

Carl Frye returned Tuesday from Davenport, Iowa, where he visited a week with his parents.

Mmes. Fred Walter and Harry Smith are on the sick list.

Mmes. Chambless and Frye called on Mrs. Carter and Mrs. Slemmons recently.

Hazel Chambless and Carlie Rae Frye played in the tennis tournament at Dimmitt Saturday.

There will be a short Easter program at the school house Sunday. Everybody invited.

Clayton Woolery and family, and Mr. and Mrs. Carl Frye visited the Epperson home Sunday night.

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

Summerfield News

BY MRS. ASA ATCHLEY
 W. A. Vines and family are home from Shattuck, Okla.

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TEXAS SERVICE STATION

GLENN SNYDER.

PHONE 440



Castles in The Air

Are Great Aspirations

Without the dreams and air castles of many fine minds the world would be far behind in progress today. Those dreams you have about comfort and security in the future need not be idle wishes. They can be a reality with the proper care and investment of your finances today. Let us show you the way to build.



WHERE YOUR BUSINESS IS APPRECIATED

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OF HEREFORD



A Strong Bank Thoughtfully Managed



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Messenger News

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tended the meet and incidentally did their shopping Saturday. Ray Coleman, J. L. Smith, Fred Collett, Mr. Laceywell, J. N. and George Messenger, Chas. Brown, Wilson Wiley, Mr. Fangman and others were in Hereford to assist in perfecting an association for handling farm programs. Floyd Heeve was here last week, and was optimistic enough to believe this country will come into its own as people learned how to handle the land and crops. Ralph Smith and George Messenger were in Bovina Thursday on business.

Dawn Items

MRS. JESS CALDWELL Mr. and Mrs. E. T. Seymour were in Amarillo Thursday. Miss Ella Smith was a delegate to the Home Economics gathering in Plainview Saturday. The wicker roast at the school house Wednesday night was well attended. It was for the basketball boys and girls. The infant daughter of Mr. and Mrs. Carl Wimberly is very sick. Miss Alvera Frye of Hereford spent the week end with her parents, Mr. and Mrs. A. Frye. Friends surprised Mr. and Mrs. Carl Luke with a house warming Friday night. They have just completed a new home. Dawn Study club met Wednesday with Mrs. W. P. Caraway, with 27 present. Rev. Redford of Hereford addressed the gathering, including a number of visitors. H. H. Miller, Jess Caldwell and their families visited in Canyon with relatives Sunday. Mmes. Mart Burum and Aubrey O'Neal are on the sick list. Walter Frye of Littlefield was here Sunday visiting relatives. He is recovering from an attack of pneumonia. Ladies of the community met with Mrs. W. A. Stewart Thursday for an all-day quilting. An all-day meeting will be held at the school house Easter Sunday. Sunday school and a program will be given. There will be a basket dinner at noon, and preaching and song service in the afternoon. Rev. Hicks of Canyon will deliver the sermon. Mmes. A. T. Frye, L. A. Smith and H. E. Miller attended the funeral of La Juana Rose in Hereford Sunday. Mr. and Mrs. Cecil Benton of Booster Station visited here Sunday. R. A. Frye and family were in Amarillo Sunday.

COURTHOUSE RECORDS

Southwestern Life Insurance Co. to J. J. Currie, 480 acres from W 1/4 and -E 1/4 of section 19, block K-5. North Texas Federal Saving and Loan Association to Mrs. Ann Hill Holman, tract in block 7, Evans addition to Hereford. G. W. Webb et ux to J. A. Grimes, two parts of section 80, block K-3. **New Cars Listed.** The following new cars were registered in Deaf Smith county during the month of March: March 1, Noah Ewton, Dodge sedan, Ireland Motor Co. March 1, J. W. Robinson, Ford pickup, Hereford Motor Co. March 4, J. E. Hill, Dodge coupe, Ireland Motor Co. March 4, Streu Hardware, Dodge pickup, Ireland Motor Co. March 6, J. B. Allison, GMC pickup, Norton Motor Co. March 8, Owen Andrews, Chevrolet town sedan, Brumley-Woodford. March 8, C. F. Kerr, Dodge touring sedan, Ireland Motor Co. March 9, C. T. Guseman, Chevrolet sport sedan, Brumley-Woodford Motor Co. March 10, D. H. Alexander, Chevrolet coupe, Brumley-Woodford Motor Co. March 11, G. C. Nobles, Chevrolet pickup, Brumley-Woodford Motor Co. March 11, Orville Doak, Chevrolet town sedan, Brumley-Woodford Motor Co. March 16, Dr. R. R. Wills, Chevrolet coupe, Brumley-Woodford Motor Co. March 17, Hereford Creamery Co., Chevrolet pickup, Brumley-Woodford Motor Co. March 20, H. A. Taylor, International truck, Rosson Implement Co. March 20, W. F. Cone, Ford touring sedan, Hereford Motor Co. March 20, E. Ramey, Chevrolet sedan, Brumley-Woodford Motor Co. March 20, O. G. Hill, Dodge sedan, Ireland Motor Co. March 22, Davis, McCracken, Dodge truck, Ireland Motor Co. March 22, James E. Black, Ford pickup, Hereford Motor Co.

Progressive News

BY OLIVE PERKINS The Sunday school will hold all-day meeting Easter Sunday. At noon a basket dinner will be served, then a short program will be given by the Sunday school pupils, after which Rev. Chapin, pastor of the Church of Christ, will preach. The community is invited to worship with us. Miss Ira Jeanne Ricketts spent Wednesday night with Miss Odessa Cockrell. Mr. and Mrs. Bert Venhans and son of Umbarger, Mrs. Geo. Backus and children of Nazareth visited the Roy Wagner home Sunday. Roy Wagner and family were in Amarillo Monday. Mr. and Mrs. Chas. Smith of Springer are visiting their daughter, Mrs. Chas. Green and family and helping care for the new grandson, Charles Wesley. They had been visiting their daughter, Mrs. Bob Jackson, at Anton. Over \$13 was made at the pie supper Friday night. Virginia and Marie Miller gave musical numbers, the Edwards quartet sang, Ira Jeanne and Glenn Ricketts sang, and Mrs. Herford played numbers on the violin. Miss Virginia gave a reading. Mr. and Mrs. Ira Ricketts spent Thursday with Mr. and Mrs. W. A. Ricketts at Hereford. Club met all day Wednesday with Mrs. Ira Ricketts last Wednesday with 12 members and two visitors, Mrs. Clarence Botts and Miss Wanda Blagg, present. The next meeting will be with Mrs. Orin Russell, when the ladies will conduct the annual flower and vegetable exchange. Mrs. Neal read a paper on How to Control Anger and Fear in Small Children. Edgar Russell, William Bowman and Glenn Ricketts went with Mr. Emmons to Tulla Friday. They won third place in the live stock judging. Last week the boys attended the registered Hereford sales at Amarillo. Mmes. C. C. Bowman and C. P. Caldwell, Miss Bonnie Caldwell, Mr. Bowman, Mr. and Mrs. Ray Hershey attended the funeral of Miss Agnes Lewis last Wednesday. Clyde Neel won third place in Junior declamation at Hereford. Mr. and Mrs. Ray Hershey called on their daughter, Mrs. Arch Conklin, Wednesday afternoon. F. D. Perkins and Miss Olive called on Mr. and Mrs. H. T. Wedel and Miss Clara Sunday afternoon.

Friena News

BY JOYCE LANDRUM Mmes. Harry Whitley and Jack Stanley were in Clovis Wednesday. Wilbur Meade and Paul Parr were here from Hereford Saturday night visiting their parents. Mr. Bullock was here from Lubbock on business Tuesday. Clyde Crow was here from California last week visiting relatives and friends. Ralph and P. L. New were Farwell visitors Thursday. Buck Fallwell was in Clovis on business last Thursday. New Carr of Bovina was here Wednesday on business. Mr. and Mrs. Jack Anderson had as guests last week her sister, Mrs. Jas. W. Farrell, of Groesbeck, and a brother, George Anderson, of Clovis.

CHOKER STEALS your mileage

CHOKER USES UP GASOLINE 5 to 15 TIMES FASTER!

Scientific tests prove that the world's greatest gas-waster is right on your instrument board. That innocent-looking "choke" button is the thief that steals your mileage. While the choke is pulled out for starting, or while the motor is warming up, your gas tank is being drained five to fifteen times faster than normal! The simple, easy way to reduce this excessive waste is to use the new Phillips 66 PolyGas. It needs the least possible choke, because it is extra high test. And it is extra high test without a penny of extra price, because Phillips is the world's largest producer of natural high test gasoline. The result is that car owners everywhere report records of remarkable gasoline economy... outstandingly fast starting... extra power, pep, and miles... far finer performance on every count. Remember, this great gasoline is now better than ever, since every gallon is enriched with extra energy units by the patented POLYmerization process. Next time you see the Orange and Black 66 Shield, stop for a trial tankful of Phillips 66 Poly Gas... GO EASY ON THE CHOKER... and then just feel that difference!



Phill-up with Phillips for Instant Starting

Miss Sarah Ann Moore was very ill this week of influenza. Dan Ethridge and Logan Symson were in Amarillo recently. H. C. Morris was a Muleshoe visitor Wednesday. Tommie, son of Mr. and Mrs. Dan Lacey, was taken to the Hereford hospital Monday with a severe case of diphtheria. Mrs. Geo. Maurer was hostess at a dinner in her home Sunday. Present were Messrs. and Mmes. L. F. Lillard, Bert Shackelford and daughter, Nancy; Geo. Cranfill and Lee, and Carl Maurer and three children. Mrs. Naomi Todd and children returned Friday from a two weeks visit in Nashville, Tenn. Funeral services were held at the Baptist church for Curt Cole, who died in a hospital in Kansas City Friday. He was formerly proprietor of a cafe here. Mrs. J. T. Burton and daughter, Bennah, who have been in Kansas City the past two months, returned Sunday. J. T. Burton, Jr., of Littlefield, was here Sunday. Geo. Taylor of Hereford visited here Sunday. Chas. Reeve was home from his school work in Canyon last week end. Miss Lucille Routh was in Muleshoe Saturday. Miss Virginia Vaughn spent the week end visiting her parents in Amarillo. A. H. Streu and daughter, Helen Frances, left last Thursday afternoon for Alamosa, Colorado, where they visited Mr. and Mrs. Urlin Streu. They returned home Sunday night. Mr. and Mrs. Urlin Streu of Alamosa, Colorado, arrived here Sunday night to visit Mr. Streu's parents, Mr. and Mrs. A. H. Streu. They expect to return to Colorado Wednesday.

SAVE ON WELL CASING

We have an exceptionally large supply of well casing. Just the type for use in irrigation. Also Water and Gasoline STORAGE TANKS—Any Size You Want. FOR DETAILS WRITE OR PHONE

City Machine & Welding Works

1300 West 6th St. Amarillo, Texas Telephone 21327

LOW One Way Rail FARES Every Day

2c Per Mile Good in Coaches and Chair Cars

3c Per Mile Good in All Classes of Equipment

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

Call **J. E. BEYER** Agent Hereford, Texas. Or Write **M. C. BURTON** General Passenger Agent Amarillo, Texas.

- Protects food perfectly
- Freezes ice cubes
- Saves steps, work
- Needs no daily attention
- No water or electricity
- Has no machinery to wear



MAKE EVERY DAY HAPPIER

with this modern city refrigerator for homes beyond the gas mains and power lines!

SERVEL ELECTROLUX RUNS ON KEROSENE

meals—assures a plentiful supply of ice cubes at all times. Best of all, it costs amazingly little to operate—actually saves enough to pay for itself. Clip coupon for free literature.

READ WHAT THIS HAPPY OWNER WRITES:

"I sure like my Servel Electrolux. It keeps everything so cold and fresh. It makes meal preparation a pleasure. Surely saves steps because one doesn't have to go to the basement after things. And it's handy for cold drinks and ice cream."—Mrs. J. K. Embels, Kansas, Tex.

MAIL THIS COUPON NOW

DEALER'S NAME AND ADDRESS

Gentlemen: Please send me, without obligation, complete information about Servel Electrolux, the Kerosene Refrigerator.

Name _____

Street or R.F.D. _____

City _____ State _____

HEREFORD IMPLEMENT and APPLIANCE COMPANY

Bippus Items

BY RUTH REESE Hereford shoppers Saturday were Henry Griggs, Bud and Marvis Morrison, C. V. Reese and family, Miss Stella and Mr. Fortenberry, and Clinton Hemfield. Everyone enjoyed the track meet at Hereford. Mr. and Mrs. Homer Dodson were in Hereford Saturday, as was Herbert Bippus. Mr. Walton was in Hereford on business Friday. The club met with Mrs. Clinton Hemfield Wednesday. Mr. Biss visited Bippus school Wednesday.

Extra Size . . . Extra Comfort . . . Extra Quality . . . Extra Performance

1937 Pontiac SILVER STREAK

AMERICA'S FINEST LOW-PRICED CAR

Buy it for only **15¢ A DAY** MORE THAN THE NEXT LOWER-PRICED CAR!

BASED on 18 months B tests in 10 representative large cities, the average difference in monthly payments between a Pontiac De Luxe Six 2-door sedan and the same model of 3 well-known low-priced cars is only 15 cents a day.

That's all you pay. Now compare it with all you get: Pontiac is a big car—the Six has a 117-inch wheelbase and a six-passenger, Unisteel Body by Fisher. Pontiac is a marvel of comfort—the same Knee-Action used on costly cars gives a genuine lullaby ride. Pontiac is a quality car—like the triple-sealed hydraulic brakes, all features are the finest money can buy. And Pontiac is a great performer—lightning getaway and surging power are combined with 10% greater economy! Get more of everything. Pay less than you expected. Buy America's finest low-priced car.

Norton Motor Company

Hereford, Texas

THE MOST BEAUTIFUL THING ON WHEELS

ONLY 90¢ A WEEK BUYS THE NEW LEONARD ELECTRIC



WITH THE

Master Dial

that lets you control the operation of your Leonard to secure Low Operating Cost



90¢ a week BUYS YOU A LEONARD

LEONARD ELECTRIC With the Master Dial

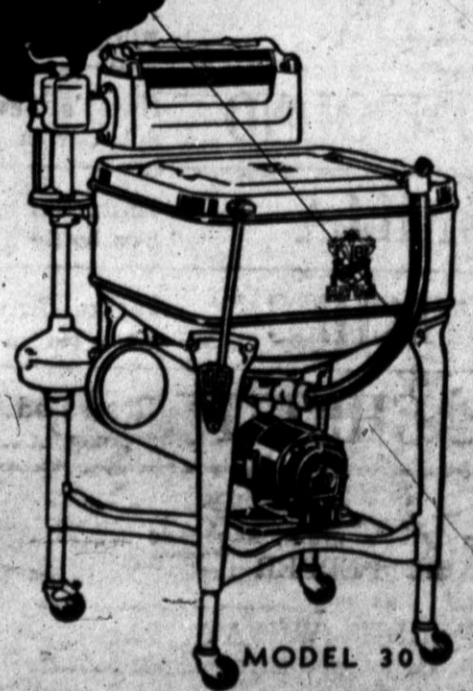
By Actual Test THE NEW LEONARD Used A Little Over 2c a Day See This Meter In Our Window

McConnell Electric Co.

PHONE 759 LEONARD DEALER 303 N. Main St.

WHY THOUSANDS OF TEXAS WOMEN WASH CLOTHES THE MAYTAG WAY

The cost of clothing is an important item in the family budget. Careful handling makes them last longer. Washing them at home is assurance of sanitary conditions. Maytag popularity is the result of an ever-increasing respect for clean, careful, efficient home-washing—washings done in an hour or so without rubbing, scrubbing or boiling. Whether you use the Maytag yourself or employ a servant, you never have to remind the one-piece, cast-aluminum tub and Gyrotator washing action to be careful. They are built to wash that way. Let the Maytag do your next washing. Maytags available with gasoline Multi-Motor.



MODEL 30 MODELS AS LOW AS \$5 PER MONTH

Investigate also the new Maytag Ironer. YOUR DEALER WILL GLADLY DEMONSTRATE and explain the easy payment plan

HEREFORD IMPLEMENT AND APPLIANCE COMPANY Hereford, Texas

THE MAYTAG COMPANY • MANUFACTURERS • FOUNDED 1893 • NEWTON, IOWA

Daniel News

BY PAULINE MOORE High winds of last Thursday night and Friday damaged several wheat fields and blew some wheat out. Daniel received a few points in the county meet Friday and Saturday, which was well attended by people of the community. Mr. and Mrs. Carter and Mrs. Otto Smith were in Amarillo Saturday.

E. T. Alfred and family and Mrs. Davenport of Wildorado were Lubbock visitors Friday. Mr. and Mrs. Clarence Brown were in Hereford Saturday. Mr. and Mrs. Jess Ford are the proud parents of a baby girl, born last Wednesday night. She has been named Patsy Ann.

Mr. and Mrs. Norman and Vada returned from Arizona Monday. Mrs. F. Tomlin, Mrs. W. R. Moore and Pauline were in Hereford Saturday.

Mr. and Mrs. D. W. Henry of Plainview spent Sunday in the Clyde Alfred home. Mildred Gill was home from her school work in Canyon last week end.

Mrs. Morell of Tennessee visited her brother, H. J. Ogleby here last week. Jimmy Alfred spent the past week with his parents. Harold Gill spent last week in Canyon.

Mr. and Mrs. Lee Norman were in Amarillo Saturday. Mr. and Mrs. Comingoer spent Saturday in Amarillo.

Mr. and Mrs. Ervin Shugart and Carolyn were Hereford shoppers Saturday. George Muse of Hereford was in this community Sunday.

Tom McClain and Miss Emory McClain are ill this week. Tom Boling of the Pierce community called in the W. R. and A. D. Moore home Friday.

Rance News

EDNA BEHREND There were 36 in Sunday school. Rev. Harlin preached. Truitt Collier and family took dinner in the Wainscott home last Sunday.

A. L. Behrends and J. D. Story went to Dimmitt Friday. Mr. and Mrs. Henry Behrends of Kress visited in the H. G. Behrends home this week.

A. L. Behrends and family took dinner in the H. G. Behrends home last Sunday.

The PTA met at the school house Friday night. Refreshments of cake and cocoa were served. Rance home demonstration club met with Mrs. Tackett Thursday. The next meeting will be with Mrs. A. L. Behrends.

Walter Wainscott has been ill with influenza. Miss Zaydee Rule and Forbes Blakemore went to Paducah Sunday.

Mr. and Mrs. Claude Morris and daughter, Shirley Ann, and Mrs. Lester Dysert and son, Cabot, of Vega visited relatives in Hereford Sunday.

Frio News Items

(KITTY KLOE HARLIN) Mr. and Mrs. W. S. Dixon have returned from the Gulf Coast where they spent the winter. Fred Brawley of Easter visited Paul Williams recently. A program by the school was enjoyed last Wednesday evening. Virgil and Marion Green are here from Clarksville.

Mr. and Mrs. J. M. Benson spent Friday with his son in Shamrock. Mr. and Mrs. H. M. Benson of Shamrock visited the H. N. Benson home and his sister, Mrs. J. E. Andrew, recently.

Frio won second in the play contests at Dimmitt last week. Mr. and Mrs. Frank Andrews of Melrose visited the home of his brother, J. E. Andrews, recently.

Miss Koma Hyatt spent the week end at her home in Dimmitt. J. B. Harlin and family attended church at Rance Sunday night.

J. A. Bagwell of Bethel spent the week end with Jack D. Allen. Mrs. H. M. Mobley and children are visiting her sister, Mrs. Price, in Floydada.

Owen Andrews and Elmer Jones were in Amarillo Thursday. Kitty Kloe and Harold Harlin attended a surprise dinner given Mollie Jo Roberson in Hereford.

S. A. Thornton and family of Lockney visited Mrs. Mack Dixon Sunday. Chas. Boyd and family enjoyed a steak fry at the Mack Dixon home Saturday night.

Mr. and Mrs. T. L. Sparkman spent the week end with Mrs. M. A. Springer in Amarillo. J. B. Harlin, student at Wayland, spent the week end at home. He preached at Rance Sunday morning and night.

Lurline Dixon spent the week end with relatives in Dimmitt.

Jumbo News

BY MRS. ULLMAN HUNTER Little land in this vicinity is blowing, and the dust seems to come from elsewhere. Pauline and Lonnie Andrews were Olton visitors last week.

Margaret Simpson and Dorothy Stork accompanied their club sponsor, Mrs. Gilliam, to Dimmitt Saturday and gave a dairy products demonstration in competition with other county teams. Jumbo girls were judged second.

Mr. and Mrs. M. L. Hardy visited in Lubbock one day this week. Mr. and Mrs. Finis Hunter spent Tuesday in Amarillo.

Mr. and Mrs. Marion Powers of Hobbs visited the W. W. Adams home Saturday. Pauline Andrews spent the week end with relatives in Hereford.

Mr. and Mrs. Al Caviness were in Lubbock one day this week. Mrs. Ullman Hunter attended a meeting of the Dimmitt Circuit Missionary Society in Dimmitt Thursday afternoon.

Norbon Cayton and family of Texhoma are visiting in the Clem Gilliam home. Norma, eight-year old daughter of Mr. and Mrs. Finis Hunter, was painfully burned about the hands and face Saturday at her home in attempting to extinguish a fire she and a smaller sister had started by dropping a match near an empty gasoline can. She is recovering nicely.

Mr. and Mrs. Ullman Hunter were in Fort Worth this week-end. Phyllis and Frances are staying with their grandmother, Mrs. W. A. Hunter, in Hereford.

Granale Kring, oldest member of our community, is celebrating her 90th birthday March 24, when friends will listen to a radio program from an Oklahoma City station in which she is to be mentioned.

Jumbo has a good chance to win a number of prizes in the county meet held at Dimmitt Friday and Saturday. The exact standing had not been determined early in the week. The next division of the meet will be held April 2 and 3.

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Easter Items

BY LOUISE FRYE A community meeting will be held at the school house Thursday night. Children will give stories and declamations to be given at the meet in Dimmitt. Later 42 will be played.

H. B. Medley made a trip to San Angelo last week. Carl Frye returned Tuesday from Davenport, Iowa, where he visited a week with his parents.

Mmes. Fred Walton and Harry Smith are on the sick list. Mmes. Chambliss and Frye called on Mrs. Carter and Mrs. Stemmmons recently.

Hazel Chambliss and Carlisle Rae Frye played in the tennis tournament at Dimmitt Saturday. There will be a short Easter program at the school house Sunday. Everybody invited.

Clayton Woolery and family, and Mr. and Mrs. Carl Frye visited the Epperson home Sunday night.

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

Summerfield News

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TEXAS SERVICE STATION GLENN SNYDER. PHONE 440



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Dawn Items

MRS. JESS CALDWELL Mr. and Mrs. E. T. Seymour were in Amarillo Thursday. Miss Ella Smith was a delegate to the Home Economics gathering in Plainview Saturday. The winter roast at the school house Wednesday night was well attended. It was for the basketball boys and girls. The infant daughter of Mr. and Mrs. Carl Wimberly is very sick. Miss Alvera Frye of Hereford spent the week end with her parents, Mr. and Mrs. A. Frye. Friends surprised Mr. and Mrs. Carl Luke with a house warming Friday night. They have just completed a new home. Dawn Study club met Wednesday with Mrs. W. P. Caraway, with 27 present. Rev. Redford of Hereford addressed the gathering, including a number of visitors.

H. H. Miller, Jess Caldwell and their families visited in Canyon with relatives Sunday. Mmes. Mart Burum and Aubrey O'Neal are on the sick list. Walter Frye of Littlefield was here Sunday visiting relatives. He is recovering from an attack of pneumonia. Ladies of the community met with Mrs. W. A. Stewart Thursday for an all-day quilting. An all-day meeting will be held at the school house Easter Sunday. Sunday school and a program will be given. There will be a basket dinner at noon, and preaching and song service in the afternoon. Rev. Hicks of Canyon will deliver the sermon.

Mmes. A. T. Frye, L. A. Smith and H. E. Miller attended the funeral of La Juana Rose in Hereford Sunday. Mr. and Mrs. Cecil Benton of Booster Station visited here Sunday. R. A. Frye and family were in Amarillo Sunday.

Mrs. A. T. Frye, L. A. Smith and H. E. Miller attended the funeral of La Juana Rose in Hereford Sunday. Mr. and Mrs. Cecil Benton of Booster Station visited here Sunday. R. A. Frye and family were in Amarillo Sunday.

COURTHOUSE RECORDS

Southwestern Life Insurance Co. to J. J. Currie, 480 acres from W 1/2 and E 1/4 of section 19, block K-5. North Texas Federal Saving and Loan Association to Mrs. Ann Hill Holman, tract in block 7, Evans, addition to Hereford. G. W. Webb et ux to J. A. Grimes, two parts of section 80, block K-3.

New Cars Listed.

The following new cars were registered in Deaf Smith county during the month of March: March 1, Noah Ewton, Dodge sedan, Ireland Motor Co. March 1, J. W. Robinson, Ford pickup, Hereford Motor Co. March 4, J. E. Hill, Dodge coupe, Ireland Motor Co. March 4, Streu Hardware, Dodge pickup, Ireland Motor Co. March 6, J. B. Allison, GMC pickup, Norton Motor Co. March 8, Owen Andrews, Chevrolet town sedan, Brumley-Woodford. March 8, C. F. Kerr, Dodge touring sedan, Ireland Motor Co. March 9, C. T. Guseman, Chevrolet sport sedan, Brumley-Woodford Motor Co. March 10, D. H. Alexander, Chevrolet coupe, Brumley - Woodford Motor Co. March 11, G. C. Nobles, Chevrolet pickup, Brumley-Woodford Motor Co. March 11, Orville Doak, Chevrolet town sedan, Brumley - Woodford Motor Co. March 16, Dr. R. R. Wills, Chevrolet coupe, Brumley - Woodford Motor Co. March 17, Hereford Creamery Co., Chevrolet pickup, Brumley-Woodford Motor Co. March 20, H. A. Taylor, International truck, Ross Implement Co. March 20, W. F. Coge, Ford touring sedan, Hereford Motor Co. March 20, E. Ramey, Chevrolet sedan, Brumley-Woodford Motor Co. March 20, O. G. Hill, Dodge sedan, Ireland Motor Co. March 22, Davis - McCracken, Dodge truck, Ireland Motor Co. March 22, James E. Black, Ford pickup, Hereford Motor Co.

Progressive News

BY OLIVE PERKINS The Sunday school will hold all-day meeting Easter Sunday. At noon a basket dinner will be served, then a short program will be given by the Sunday school pupils, after which Rev. Chapin, pastor of the Church of Christ, will preach. The community is invited to worship with us.

Miss Ira Jeanne Ricketts spent Wednesday night with Miss Odessa Cockrell. Mr. and Mrs. Bert Venhans and son of Umbarger, Mrs. Geo. Backus and children of Nazareth visited the Roy Wagner home Sunday. Roy Wagner and family were in Amarillo Monday.

Mr. and Mrs. Chas. Smith of Springer are visiting their daughter, Mrs. Chas. Green and family and helping care for the new grandson, Charles Wesley. They had been visiting their daughter, Mrs. Bob Jackson, at Stanton.

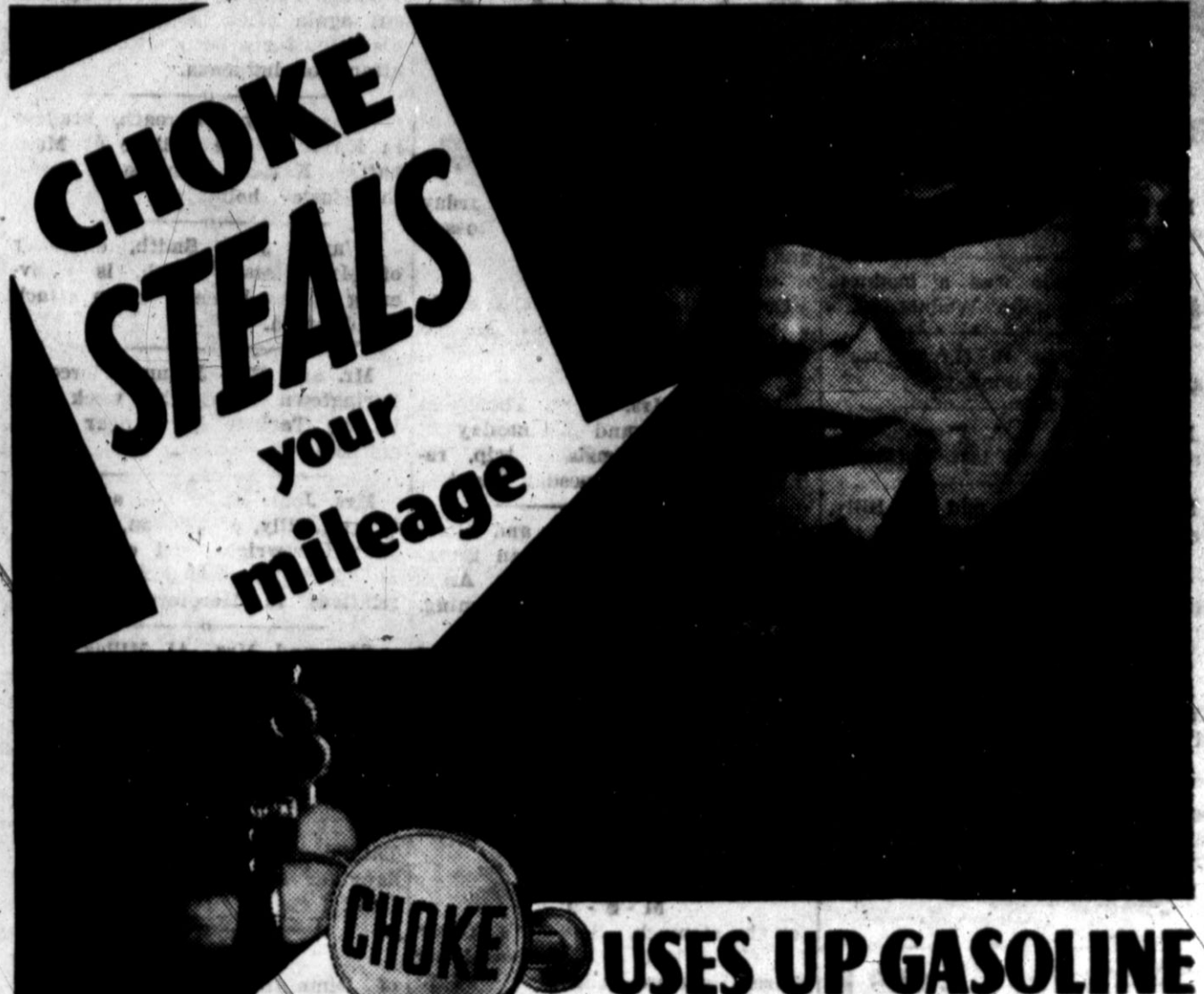
Over \$13 was made at the pie supper Friday night. Virginia and Marie Miller gave musical numbers, the Edwards quartet sang, Ira Jeanne and Glenn Ricketts sang, and Mrs. Herford played numbers on the violin. Miss Virginia gave a reading. Mr. and Mrs. Ira Ricketts spent Thursday with Mr. and Mrs. W. A. Ricketts at Hereford.

Club met all day Wednesday with Mrs. Ira Ricketts last Wednesday with 12 members and two visitors, Mrs. Clarence Boits and Miss Wanda Blagg, present. The next meeting will be with Mrs. Orin Russell, when the ladies will conduct the annual flower and vegetable exchange. Mrs. Neal read a paper on How to Control Anger and Fear in Small Children. Edgar Russell, William Bowman and Glenn Ricketts went with Mr. Emmons to Tulla Friday. They won third place in the live stock judging. Last week the boys attended the registered Hereford sales at Amarillo.

Mmes. C. C. Bowman and C. P. Caldwell, Miss Eunice Caldwell, Mr. Bowman, Mr. and Mrs. Ray Hershey attended the funeral of Miss Agnes Lewis last Wednesday. Clyde Neel won third place in Junior declamation at Hereford. Mr. and Mrs. Ray Hershey called on their daughter, Mrs. Arch Conklyn, Wednesday afternoon. F. D. Perkins and Miss Olive called on Mr. and Mrs. H. T. Wedel and Miss Clara Sunday afternoon.

Bippus Items

BY RUTH REESE Hereford shoppers Saturday were Henry Griggs, Bud and Marvyn Morrison, C. V. Reese and family, Miss Stella and Mr. Fortenberry, and Clinton Hemfield. Everyone enjoyed the track meet at Hereford. Mr. and Mrs. Homer Dodson were in Hereford Saturday, as was Herbert Bippus. Mr. Walton was in Hereford on business Friday. The club met with Mrs. Clinton Hemfield Wednesday. Mr. Steen visited Bippus school Wednesday.



CHOKES USES UP GASOLINE 5 to 15 TIMES FASTER!

Scientific tests prove that the world's greatest gas-waster is right on your instrument board. That innocent-looking "choke" button is the thief that steals your mileage. While the choke is pulled out for starting, or while the motor is warming up, your gas tank is being drained five to fifteen times faster than normal! The simple, easy way to reduce this excessive waste is to use the new Phillips 66 Poly Gas. It needs the least possible choke, because it is extra high test. And it is extra high test without a penny of extra price, because Phillips is the world's largest producer of natural high test gasoline. The result is that car owners everywhere report records of remarkable gasoline economy... outstandingly fast starting... extra power, pep, and miles... far finer performance on every count. Remember, this great gasoline is now better than ever, since every gallon is enriched with extra energy units by the patented POLYMERIZATION process. Next time you see the Orange and Black 66 Shield, stop for a trial tankful of Phillips 66 Poly Gas... GO EASY ON THE CHOKES... and then just feel that difference!



Phill-up with Phillips for Instant Starting

Miss Sarah Ann Moore was very ill this week of influenza. Dan Ethridge and Logan Symson were in Amarillo recently. H. C. Morris was a Muleshoe visitor Wednesday. Tommie, son of Mr. and Mrs. Dan Lacey, was taken to the Hereford hospital Monday with a severe case of diphtheria. Mrs. Geo. Maurer was hostess at a dinner in her home Sunday. Present were Messrs. and Mmes. L. F. Lillard, Bert Shackelford and daughter, Nancy; Geo. Crabill and Lee, and Carl Maurer and three children. Mrs. Naomi Todd and children returned Friday from a two weeks visit in Nashville, Tenn. Funeral services were held at the Baptist church for Curt Cole, who died in a hospital in Kansas City Friday. He was formerly proprietor of a cafe here. Mrs. J. T. Burton and daughter, Bannah, who have been in Kansas City the past two months, returned Sunday.

J. T. Burton, Jr., of Littlefield, was here Sunday. Geo. Taylor of Hereford visited here Sunday. Chas. Reeve was home from his school work in Canyon last week end. Miss Lucille Routh was in Muleshoe Saturday. Miss Virginia Vaughn spent the week end visiting her parents in Amarillo.

A. H. Streu and daughter, Helen Frances, left last Thursday afternoon for Alamosa, Colorado, where they visited Mr. and Mrs. Urlin Streu. They returned home Sunday night. Mr. and Mrs. Urlin Streu of Alamosa, Colorado, arrived here Sunday night to visit Mr. Streu's parents, Mr. and Mrs. A. H. Streu. They expect to return to Colorado Wednesday.

SAVE ON WELL CASING
We have an exceptionally large supply of well casing. Just the type for use in irrigation. Also Water and Gasoline STORAGE TANKS—Any Size You Want. FOR DETAILS WRITE OR PHONE
City Machine & Welding Works
1300 West 6th St. Amarillo, Texas Telephone 21327

LOW One Way Rail FARES Every Day
2c Per Mile Good in Coaches and Chair Cars
3c Per Mile Good in All Classes of Equipment
Also Low Round-Trip Fares with liberal privileges NO SURCHARGE IN PULLMANS. These Low Fares apply anywhere on the Santa Fe and throughout the United States.
Call J. E. BEYER Agent Hereford, Texas Or Write M. C. BURTON General Passenger Agent Amarillo, Texas.

- Protects food perfectly
- Needs no daily attention
- Freezes ice cubes—desserts
- No water or electricity
- Saves steps, work, money
- Has no machinery to wear



MAKE EVERY DAY HAPPIER

with this modern city refrigerator for homes beyond the gas mains and power lines!

SERVEL ELECTROLUX RUNS ON KEROSENE (COAL OIL) meals—assures a plentiful supply of ice cubes at all times. Best of all, it costs amazingly little to operate—actually saves enough to pay for itself. Clip coupon for free literature.

MAIL THIS COUPON NOW
DEALER'S NAME AND ADDRESS
Name _____
Street or R.F.D. _____
Town _____ State _____

HEREFORD IMPLEMENT and APPLIANCE COMPANY
Hereford, Texas

Extra Size . . . Extra Comfort . . . Extra Quality . . . Extra Performance

1937 Pontiac SILVER STREAK
AMERICA'S FINEST LOW-PRICED CAR

Buy it for only **15¢ A DAY**
MORE THAN THE NEXT LOWER-PRICED CARS!
BASED on 18 months terms in 10 representative large cities, the average difference in monthly payments between a Pontiac De Luxe Six 2-door sedan and the same model of 3 well-known low-priced cars is only 15 cents a day.



That's all you pay. Now compare it with all you get: Pontiac is a big car—the Six has a 117-inch wheelbase and a six-passenger, Unisteel Body by Fisher. Pontiac is a marvel of comfort—the same Knee-Action used on costly cars gives a genuine lullaby ride. Pontiac is a quality car—like the triple-sealed hydraulic brakes, all features are the finest money can buy. And Pontiac is a great performer—lightning getaway and surging power are combined with 10% greater economy! Get more of everything. Pay less than you expected. Buy America's finest low-priced car.

TWO GREAT RADIO PROGRAMS: "Here Through A Woman's Eye" every Monday, Wednesday and Friday afternoon, Columbia Network. "Varsity Show"—direct from the leading college campuses every Friday, 10:30 P.M. (E.S.T.) NBC Red Network. TUNE IN!
CHAMPIONSHIP ECONOMY PLUS TWO EXTRA MILES PER GALLON! Last year Pontiac won the economy championship of its price class with the amazing record of 25.8 miles per gallon. The 1937 Pontiac, although it is five inches longer, is actually 10% more economical than before—making this big, Silver-Streamed beauty the most economical marvel of the year!
THE MOST BEAUTIFUL THING ON WHEELS

Norton Motor Company
Hereford, Texas

PERSONALS

Fat Hardy and family of Flagg were in town Wednesday shopping.

Troy Womble was a business visitor to Amarillo Wednesday.

Mr. and Mrs. E. Ramey were Canyon visitors Sunday.

Mr. and Mrs. J. A. Pitman were Brownfield visitors last Saturday.

Mr. and Mrs. W. Walker and son, Billy, were in Amarillo Monday.

Mr. and Mrs. Mal Stewart and daughter, Melvina, were Amarillo visitors Saturday.

Mr. and Mrs. W. J. Smith and Mr. and Mrs. Ralph Roden visited friends in Clovis Sunday.

Mr. and Mrs. Nelson McRight and Mr. and Mrs. J. T. Gilbreath, Jr., visited Mr. and Mrs. Burl Witherspoon in Lubbock Sunday.

Visitors in Amarillo Saturday were Mr. and Mrs. S. P. Ross and their daughter, Ann.

O. G. Hill and J. A. Pitman made a business trip to New Mexico Monday.

Mr. and Mrs. A. O. Thompson spent Tuesday and Wednesday in Lubbock on a business trip, returning home Wednesday night.

Mmes. Marie Sears and Sank Ramey, Misses Evelyn Van Swearingen and Lola Cox were Amarillo visitors Wednesday morning.

Mrs. John Slaton and baby of Portales, New Mexico, visited Sunday with her parents, Mr. and Mrs. S. O. Wilson.

Mr. and Mrs. Ray McCullough and daughter, Shirley, spent the week end in the R. E. McCullough home.

Judge John P. Slaton is up and out again after being confined to his home for a week with a severe attack of influenza.

Miss Sally Gilbreath, student in Kansas State College at Manhattan, Kansas, is home to spend the Easter holidays.

Wanda Jean Smith, daughter of Mrs. Bessie Smith, is recovering at her home from an attack of influenza.

Mr. and Mrs. Johnny Pierce of Springtown spent the week end in the Tackett home near Summerfield.

Mrs. John Miller and sons, Bobby and Billy, of Canyon, and Mrs. Jack Cartwright and children of Los Angeles, visited friends and relatives in Hereford Sunday.

Mr. and Mrs. Al Miller spent Tuesday night with his nephew, R. V. Miller and family, enroute to their home in Stinnett from a business trip to California.

Mrs. B. T. Bell and daughter, Mrs. E. S. Ireland, spent last Thursday in Canyon with their daughter and sister, Mrs. Harvey Cash.

Mr. and Mrs. Edwin Ramey of Dimmitt were shopping here Tuesday and visited Mrs. J. W. Alexander, who is a patient in the hospital.

Mr. and Mrs. J. C. Ricketts returned Monday from Mineral Wells and Fort Worth. They left here Friday, visited Mrs. Ricketts' father, Mr. Neil, in Mineral Wells, and then visited in Fort Worth before coming back here.

Mrs. Thomas Wingate of Amarillo, president Panhandle District of C. E., visited in Hereford Monday in the interest of Christian Endeavor work. She was accompanied by her mother, Mrs. W. F. Hart, also of Amarillo.



DERO D. COWLEY
Visitors to Governor James V. Allred's office under the big dome at Austin this week were greeted by modest, smiling Dero D. Cowley, above, 27-year-old former member of the legislature from Hillsboro, who is the new First Secretary to the Governor.

Inez Clark Is Now With Credit Firm

Mrs. Dorothy Ross this week announced that Miss Inez Clark had been employed as manager of the adjustment department of the Hereford Credit Association, and in the near future will be located in the office at the court house.

Miss Clark has previously been employed in the County Library here, and is the daughter of Mr. and Mrs. Jim Clark of this city.

Chester Ralston Buried Sunday

Mr. and Mrs. A. J. Ralston and son, Leonard, returned here Monday from White Deer, where they attended the funeral of Mr. Ralston's brother, Chester, Sunday.

Later this week they plan to go to Meirose, New Mexico, where Chester Ralston lived, and will be accompanied by Mr. Ralston's mother, of White Deer.

Mr. and Mrs. Reed Williams returned home Wednesday night from a visit with Mr. Williams' parents at Clariette, Texas. They left last Saturday.

Frank N. Griffith, representative of the Oliver Farm Implement and Equipment Company was in Hereford Friday transacting business. Mr. Griffith lives in Clovis, New Mexico.

Mr. and Mrs. Elmer Patterson and children attended a birthday celebration honoring her brother Cloys Chambers, of McLean, at the home of her parents, Mr. and Mrs. W. H. Chambers, in Canyon Sunday.

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

1901 **E. B. Black Co.** 1937
FURNITURE - UNDERTAKING
Ambulance Service—Day or Night
Hereford, Texas

STAR THEATRE

Thurs. - Fri.
—You'll fall in love with Carrie Fighting the world for two unwanted kids who stole her heart!



VALIANT
IS THE
WORD FOR CARRIE
A Paramount Picture with
GLADYS GEORGE
ARLINE JUDGE
JOHN HOWARD
Produced and Directed
by WESLEY RUGGLES

Saturday Only
Kiddies 10¢ Adults 15¢
Box Office Opens 12 O'Clock Noon.
He rides with the Rangers to bring law and order to the Bad Lands and thrills to you
DICK FORAN
in
'Guns of the Pecos'

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

Try to get these girls booked has got me stymied!

Adapted from the play by
JOAN BENNETT
and **CARY GRANT**
in
'WEDDING PRESENT'
by GEORGE BANCROFT

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

Bob Hough of Clovis and Miss Inez Hough of Amarillo visited their aunt, Mrs. M. B. McLean, here Sunday.

Mr. and Mrs. W. T. Stanberry of Amarillo were visitors in the home of Mr. and Mrs. H. H. Hawkins Sunday.

Joe Stensaas of the Amarillo Production Credit Association was a business visitor in Hereford last Thursday.

Visitors to Amarillo Monday were Mr. and Mrs. Dow Mercer. Mr. Mercer attended a district meeting of Gulf agents.

STAR THEATRE Hereford

SUNDAY - MONDAY

PREVIEW SATURDAY NIGHT
Something Sensationally NEW—
Something Sensationally DIFFERENT!
Novelty! Newness! Zip! Zest!
Introducing to the Screen... the Lovely
Queen of the Silvery Skates... **SONJA HENIE**... Twice Olympic Skating Champion... and a wonderful Supporting Cast



One in a Million
SONJA HENIE
I-H-R-L-L... give you heart!
W-H-I-S-H... give you glancing skates!
and
ADOLPHE MENJOU

FREE - FREE - FREE
To every lady attending the Preview Saturday Night or Sunday Matinee or Night, we will give a beautiful Photo of
SONJA HENIE

Hereford Judging Team Wins Third

The judging team of the Hereford vocational agriculture department took third place in a livestock and grain judging contest held at Tulia Saturday. A total of 12 teams were entered in the contest.

Glenn Ricketts of the Hereford team was the fourth highest individual scorer of the entire contest. Other members of the local team were Edgar Russell and William Bowman. They were accompanied by W. M. Emmons, instructor.

The team expects to do some competitive judging at Canyon within the next few weeks, and will enter the judging contest to be held at Texas Tech, Lubbock, on April 9.

Mr. and Mrs. A. E. West and family spent last week end with his father, who lives near LeFors, Wheeler county. His father returned home with them for a visit.

Miss Virginia J. Brooks of Oklahoma City, and Mrs. P. J. Woolridge of Amarillo will spend the Easter holidays with their mother, Mrs. G. H. Brooks. They are expected to arrive here Friday.

Rare Bibles In Library

Five Bibles more than 325 years old are in the library of the Britte College of the Bible at Texas Christian University.

The oldest of the volumes was printed a year before Columbus discovered America—1491. It belonged originally to His Honor, Councillor to the Court of Gesner of Göttingen. It was printed in Basal, Germany, and is bound in calf skin.

The text is in Latin and lacks the familiar verse and chapter divisions. Each paragraph begins with a beautifully illuminated letter in blue or red.

The next oldest volume is a 1550 New Testament, bound in pigskin over boards. It was printed by Robert Estienne, one of the most famous craftsmen of France. Estienne was under the special patronage of Francis I, and the type of the 1550 Testament was cut especially for him. The text is in Greek.

The oldest English Bible in the T. C. U. collection dates back to 1559, and was brought out in London by Christopher Barker, "official publishers to His Majesty, the King."

The two other Bibles are a Latin edition of 1607 and an English version dated 1613.

CHEMIST FINDS WAY TO REMOVE MANY IMPURITIES

The American Chemical Society has announced that Dr. Walter J. Podbielniak of Chicago has perfected a device to extract from liquid substances ordinary inseparable. Hangovers, the inventor says, are caused by certain impurities always found in new whiskey that can now be removed in a few minutes by his new "separator."

This discovery should rank with the recent history-making removal of the odor from cabbage. One by one, our American traditions are being trampled under the heavy foot of progress. Is Dr. Podbielniak's invention the child of necessity? Do we need or want no-hangover whiskey?

The knowledge that the sins of celebrants would catch up with them the next morning, that for each moment of exhilaration there would be many of pain and remorse somehow added zest to the imbibing. Never again will be heard a partner's happy, "Boy! Wh! I feel lousy in the morning."

GROCERY SPECIALS That Will Appeal to Thrifty Shoppers

DOG FOOD	Armour's, Three Cans	23¢	
TUNA	Two Cans	25¢	
SARDINES	American 2 Cans	9¢	
BISQUICK	Per Package	29¢	
CRACKERS	Two-Pound Box	17¢	
KRAUT	No. 2 Can Each	8¢	
COFFEE	Break O' Morn Pound pkg	17¢	
SOUPS	Heinz 3 Cans	25¢	
PEACHES	Del Monte No. 2 1/2 can	18¢	
PIMENTOS	7-Oz Can	10¢	

SUGAR 10-POUND PAPER BAG 51c

RICE	White House, 2-lb pkg	15¢	COCOA	Hershey's, pound can	12¢
COCONUT	Pound pkg	19¢	SALAD DRESSING	36-oz jar 19¢ , 8-oz jar	10¢
EXTRACT	Vanilla or Lemon, 8-oz/bottle	15¢	GINGER ALE	Or LIME RICKEY, 2 bottles	25¢
SHAVING SOAP	Angler's of Colgate's, bar	5¢	OYSTERS	5-oz cans, 2 for	25¢
SHOE POLISH	Jet Oil, bottle	10¢	OATS	3-Minute with Chinaaware, pkg	23¢
PINEAPPLE	Crushed or sliced, 3 flat cans	25¢	PICKLES	Bread and Butter, jar	15¢
BAKING POWDER	K. C., 50-oz can	29¢	BIRD SEED	French's, 2 boxes for	25¢
PANCAKE FLOUR	Self Rising, 3-lb pkg	15¢	CORN FLAKES	Jersey, pkg	10¢

COFFEE FOLGER'S POUND 29c

Fruits and Vegetables

SPUDS	Colorado, No. 1, 10 pounds	28¢	CABBAGE	Pound	2 1/2¢
LEMONS	300 size, dozen	23¢	ORANGES	288 size, dozen	21¢
GRAPEFRUIT	Each	2¢	APPLES	Medium Winesaps	19¢
BANANAS	Each	1¢			

PIGGLY WIGGLY ALL OVER THE WORLD

FRANK GYLES, Manager PHONE 81. BUY AT HOME

Fun Galore! Look for the Prize Eggs! More Than 500 Prizes, Worth Over \$100, To Be Given Children by Merchants Here Saturday!

TRADE
IN
HEREFORD

The Hereford Brand

Section 2
Hereford Brand
YOUR HOME-TOWN PAPER

Published Every Thursday

Our Slogan—"More People—More Farms"

37th YEAR—NUMBER 12.

THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MARCH 25, 1937.

FIVE CENTS PER COPY.

GIGANTIC EASTER EGG HUNT TO INCLUDE HUNDREDS OF PRIZES

HERE IT IS!

The Greatest Egg Hunt Ever Held on the Plains. Every child under 12 years of age is invited, regardless of where you live!

Saturday, March 27

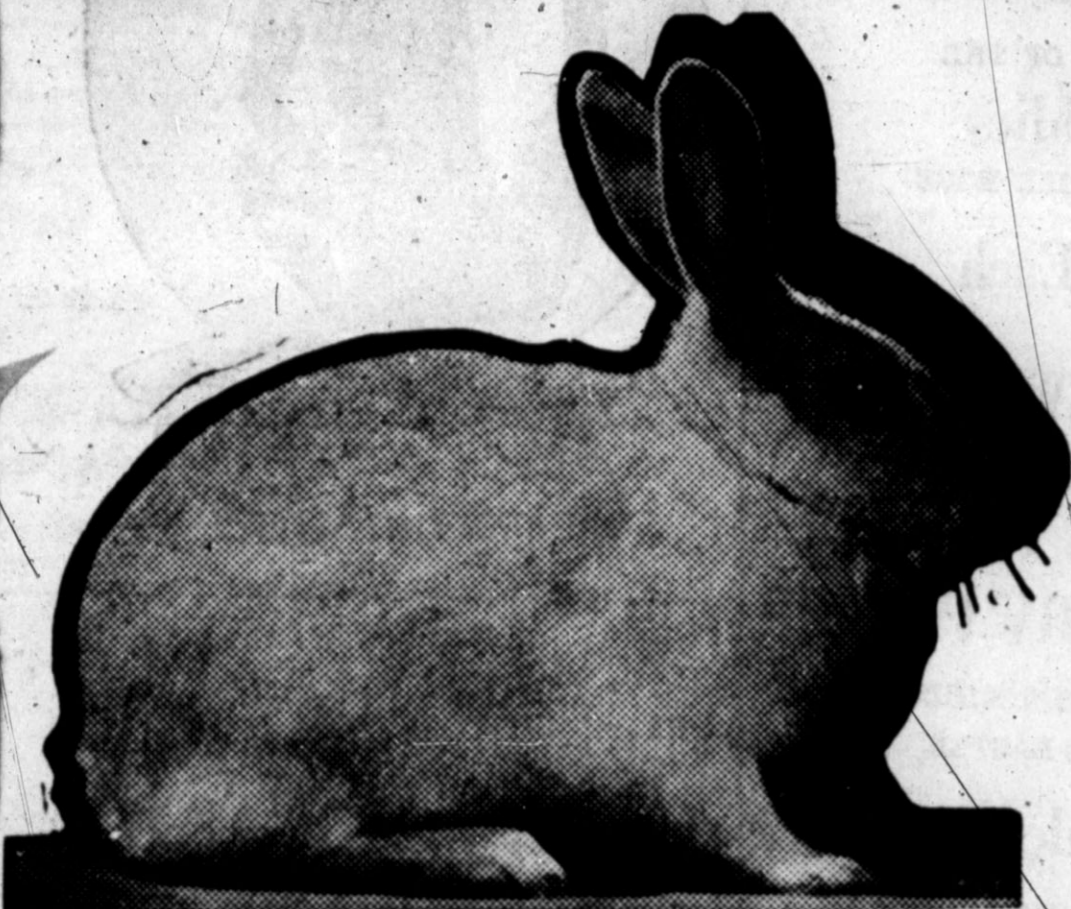
... will be a red letter day for every child in the country. The Hereford Merchants listed below are staging the biggest and best Easter Egg Hunt ever attended by your child. Bring them to Hereford—Saturday, March 27 is their day!

RULES AND REGULATIONS.

- 1—Hunt will start at 2:00 o'clock Saturday, March 27, immediately following a show to be given by the Star Theatre from 10 until 11 o'clock.
- 2—All prize eggs will be numbered, and those that correspond with numbers placed in the listed firms will receive the prize that that particular business is giving away.
- 3—Children **MUST** be accompanied with their parents or a grown person when hunting for the numbers in stores to correspond with the number on their eggs.
- 4—All participants in the Hunt must be under 12 years of age.
- 5—No telephone calls will find your number—you must visit the store until you find the corresponding number that is on your egg.

SHOW FOR EVERY CHILD ATTENDING UNDER 12!

COME EARLY!



JOIN THE BIG EASTER EGG HUNT
SATURDAY! Look for Our Prize Egg!

The Four Finders
Will Each Get

25c Cash

PACKARD MILL
A HOME INSTITUTION

FREE—50 BIG DOUBLE-DIP
ICE CREAM CONES

To the 50 Boys and
Girls Who Find Our
Prize Eggs Saturday

Check Your Numbers at

HEREFORD CREAMERY CO.

Check Your Prize
Numbers With Our
Card—Each of Our Four Prizes
Will Be Redeemed for 25¢

BRUMLEY - WOODFORD
Motor Company

Buy Your Chick Starter

—AT—

West Texas Feed & Seed
"HOME OF MIXED FEEDS"

OUR TWO PRIZE EGGS ARE EACH GOOD
FOR ONE 25-POUND SACK OF

Merit Chick Starter

HEREFORD MOTOR CO.

WILL GIVE

10c Each For

THEIR 10 PRIZE

Easter
Eggs

LOOK FOR OUR
PRIZE EGGS

The Four Finders Will Each

Receive 25¢ Cash!

Check Your Numbers at

PANHANDLE LUMBER CO.

Notice: The Four
Kiddies Who Find
Our Prize Eggs Will

EACH
RECEIVE **25¢ CASH**

BEAVERS BROS. GARAGE

A DOLLAR BILL

Is Our Prize for

The Boy or Girl Who
Brings In Our Special Egg.

BEAMS & MARRS

Machinists

WE WILL GIVE

FOUR QUARTERS

One Apiece to the Four Kiddies

Who Find Our Prize Easter

Eggs Saturday.

ROSSON IMPLEMENT CO.

BRING YOUR PRIZE EGG TO

E. B. BLACK COMPANY

WE WILL GIVE ONE BEAUTIFUL

Lounge Pillow

TO THE FINDER OF

Our One Easter Egg

Check Your

PRIZE EGGS

Here. The Two
Finders Will Each Get

A Half Dollar

Plan Now to Be Here and Join the Fun!

PITMAN GRAIN CO.

We Will Give

A Quarter Apiece

To the Four Tots Who Bring
Our Prize Easter Eggs Saturday

ROCKWELL BROS. & CO.

Lumbermen

Look For Our
PRIZE EGGS

EACH OF THE FOUR

FINDERS
WILL GET **25¢ CASH**

MAGNOLIA SERVICE

A. C. THOMPSON
Service Station

W. J. (Bill) Smith, Magnolia Agent

50¢

FREE TO EACH

Who Bring In Our Two Prize
Easter Eggs

WEST TEXAS GAS CO.

VISIT OUR STORE SATURDAY
CITY DRUG STORE

"Headquarters for School Supplies"

10 Easter Prizes

A Delicious Ice Cream Cup
For Each of Our 10 Eggs

25c Each Will

Be Given FREE

To the Four Boys or Girls Who
Find Our Prize Eggs

Texas-New Mexico Utilities Co.

KELLOGG'S

5¢ TO \$1.00 STORE
VISIT US AFTER THE EASTER HUNT
FOUR Big Prizes

- 25c GAME
- 25c DOLL
- 25c BOOK
- 25c ANKLETS

FREE
Boy's Suit or Girl's Dress
Cleaned and Pressed
TO THE ONE RETURNING OUR
Tailored Easter Egg
WEST TAILOR SHOP

DODGE PLYMOUTH
IRELAND MOTOR CO.
SALES SERVICE

Our Four Easter Eggs
ARE WORTH
25c
EACH

VISIT
PAINTER'S CAFE
SATURDAY, MARCH 27
10 Delicious Prizes
ONE HAMBURGER
For Each of Our 10 Eggs

OUR 6 PRIZE EGGS
ARE WORTH
When Brought to Our Store Saturday
25c Each
Hereford Implement and
Appliance Company

REWARD
FOUR PAIRS OF CHILDREN'S
Anklets
FOR OUR FOUR EASTER EGGS
D. R. GASS & SON

BRING OUR TEN EASTER
EGGS TO OUR STORE
AND GET
A 10c Box of Cookies
FOR EACH EGG
TEXAS
MARKET AND GROCERY

Easter Egg Hunt Sat. 2 p.m.



RULES AND REGULATIONS

1. Hunt will start at 2:00 o'clock, Saturday, March 27, following a Free Show at the Star Theatre.
2. All the prize eggs will be numbered and those that correspond with numbers in the listed firms will receive the prize which that particular firm is giving away.
3. Children Must be accompanied by their parents or some other adult person, when hunting for the numbers in stores to correspond with the numbers on the prize eggs.
4. All participants in the hunt must be under 12 years of age.
5. No telephone calls will find your number—you must visit these stores until you find the corresponding number that is on the egg.

COME EARLY!

FUN GALORE Valuable PRIZES!



All Kiddies
Under 12
Years of
Age Admitted!

Two Beautiful Pairs of Children's
ANKLETS

Will Be Traded for Our

TWO EASTER EGGS

SEE OUR EASTER BARGAINS IN DRESSES

Priced for Easter Shoppers
Silk, Crepes and Printed Crepes ... **\$3.00**

FASHION DRESS SHOPPE

THE HEREFORD BRAND

WILL GIVE EACH OF THE
Five Kiddies

WHO FIND OUR PRIZE EGGS

\$1.00 Cash, Each

YOUR HOME NEWSPAPER

VOGELE MILLINERY PARLOR

WANTS EVERY LITTLE KIDDIE
TO HAVE FUN ON EASTER

And to the Finder of Our
Easter Egg

We Will Give One of Our
SHIRLEY TEMPLE OR JANE WITHERS HATS

WANTED:: 10 EGGS

Not Just Any Ten Eggs, But the Eggs
With Our Serial Number

1 Orange, A Apple and 2 Bananas

WILL BE GIVEN FOR
EACH OF THESE EGGS

FURR FOOD STORE

FUN FOR EVERYONE

KIDDIES—JOIN THE BIG
Easter Egg Hunt Saturday

—AND LOOK FOR OUR PRIZE
EGG—FINDER WILL BE GIVEN
A \$1.00 SAVINGS ACCOUNT

FIRST NATIONAL BANK

THE FRIENDLY BANK

JOHN McLEAN

Insurance

FIVE 10c PIECES
ONE FOR EACH OF

OUR FIVE

Easter Eggs

J. C. PENNEY CO., Inc.

VISIT US SATURDAY
FOR THE NEW SPRING

Easter Togs

PRIZE

BOY'S DRESS SHIRT
Duke of Kent
OR GIRL'S DRESS
Sunny Tudor



Big Easter Prizes

—AT—

FULLWOOD

BATTERY AND ELECTRIC STATION
Zenith Radios — Norge Refrigerators

10 Handy Tongs

FOR EACH OF OUR 10 EGGS

LOOK FOR T

**FREE! 10 BIG
ICE CREAM SODAS**

TO THE FINDERS OF

Our Prize Eggs

LOOK FOR YOUR NUMBERS
IN THIS STORE OF BARGAINS

BROOKS' DRUGS

ATTEND THE B

FIRST STATE BANK

WILL GIVE FOUR

25c Pieces

TO THE CHILDREN
FINDING THEIR

Four Easter Eggs

SATURDAY, MARCH 2

Our Four Prize Eggs

ARE GOOD FOR

6 COOKIES

AND

6 DOUGHNUTS

EACH AT THE

HEREFORD BAKERY

KIDDIES!

in the Big Easter Egg Hunt
Saturday, March 27, 2 P. M.

LAKE PARK

100 ON THE PRIZE EGGS

AD RULES ON THIS PAGE!

IT'S ALL FREE

1,000 Eggs and a Big Easter Show

Sponsored By Hereford Lions Club

WEIR'S

RED AND WHITE FOOD STORE
OFFERS

Four Nice Easter Bunny
Baskets

For Our Four Prize Eggs

PRIZE EGGS

McCONNELL
ELECTRIC COMPANY

G-E RADIOS—LEONARD REFRIGERATORS

Gives 2 Free
Pocket Flashlights

FOR THEIR

2 GOLDEN EGGS

EASTER SHOW

Some Lucky Little Girl
Will Receive Free

A FINGER WAVE AND SHAMPOO
OR BOTTLE OF HAIR OIL FOR BOY

For Our Prize Egg

THE

PERSONALITY SHOP

DON'T MISS THE FUN!

IKE'S CAFE

OFFERS FREE

Six Ham Sandwiches

FOR THEIR

6

Beautiful Easter Eggs

F. M. KESTER & SON

ONE EASTER EGG
ONE EASTER PRIZE

\$1.25 Watch for Boy

OR

\$1.25 Ring for Girl

YOU CAN FIND
AT LAKE PARK

15 FROSTICKS

IF YOU CAN FIND OUR 15 EASTER
EGGS AND RETURN THEM TO US

AT THE

CHOCOLATE SHOP

ALWAYS A GOOD SHOW AT THE
STAR THEATRE

3 HARD-BOILED EGGS ENTITLES
ALL CHILDREN TO SEE THE SHOW
SATURDAY MORNING

Our 20 Easter Eggs

ARE GOOD FOR

One Ticket to the STAR

Every KID Wants a
FUNNY PAPER for Easter

SO

WE ARE GIVING 6 DENVER POSTS
FOR OUR 6 EASTER EGGS

HEREFORD NEWS STAND

10 New
DIMES

For Our 10 Prize

EGGS

Fox Cleaners & Hatters

C. A. SKELTON

J. I. CASE DEALER
GIVES FOUR

Two-Bit Pieces

TO THE YOUNGSTERS FINDING
THE EGGS BEARING

His Numbers

1—Red Soda Pop

AND

1—Bar of Candy

FOR EACH OF OUR

7 Easter Eggs

Moore Independent Oil Company

Big Easter Show



STAR Theatre

Saturday Morning
10 A. M.

ADMISSION

CHILDREN ONLY

3

HARD
BOILED
COLORED
EGGS

DON'T
MISS
THE
FUN!



SPECIAL PROGRAM FOR THE KIDDIES

DON'T MISS THIS SHOW!



Remember,

Bring 3

Colored

EASTER EGGS

For Admission

STAR THEATRE

ALDERSON'S VARIETY STORE

4 Big Toy Prizes

SET OF DISHES
DUMP TRUCK
COIN BANK OF THE WORLD
2 SACKS OF MARBLES

FOR OUR 4 EASTER EGGS

20 FREE

ICE CREAM CONES

ONE TO EACH
OF THE BOYS AND

GIRLS WHO BRING IN
OUR PRIZE EGGS

CLOSE DRUG

—WHERE YOU SAVE—

Our Large Easter Egg
EGG

WILL HATCH INTO

25 Baby Chicks

FOR SOME LUCKY BOY OR GIRL

HILLSIDE HATCHERY

VISIT OUR PLANT SATURDAY

A DIME'S WORTH OF CANDY

FRUIT OR CHEWING GUM
TO EACH OF THE TEN KIDDIES
WHO FIND OUR PRIZE EGGS

Look for Your Numbers at

PIGGLY WIGGLY

A BETTER PLACE TO TRADE

PHILLIPS

PETROLEUM
COMPANY

T. E. MAJOR, Agent

WILL GIVE FOUR BOTTLES OF

"66" FURNITURE POLISH

TO THE FOUR KIDDIES FINDING

Our Four Prize Eggs

A 5-Cent Bar of Candy

In Return for Each
Of Our 20 Prize Eggs

KIDDIES! JOIN THE FUN!

R. H. KEMP

Lumber Co.

TRADE WHERE YOUR DOLLARS
HAVE MORE CENTS!

TWO 5c BARS OF CANDY GIVEN FOR EACH
OF OUR 10 PRIZE EGGS

HUDSON'S GROCERY

MORE GROCERIES FOR CASH



ALL EASTER PARADES
LEAD TO

JACK SPRATT
ICE CREAM STAND
Two Doors South of Post Office
Will Give FREE
**50 Big, Big Double-Dip
ICE CREAM CONES**
For Our
50 Prize Easter Eggs

GO TO
LUKEN'S GROCERY
SATURDAY, MARCH 27
and Receive
1—ORANGE 1—BANANA 1—APPLE
FOR EACH OF OUR
10 EASTER EGGS

DeLUXE CAFE
WILL SERVE A
HAMBURGER
TO EACH OF THE CHILDREN
FINDING THEIR
FIVE PRIZE EGGS

A 25c Piece To
BOYS OR GIRLS WHO
FIND OUR FOUR PRIZE EGGS
IN THE BIG HUNT SATURDAY
PEVLEY & SEED
Allis-Chalmers

A HALF - DOLLAR
WILL BE GIVEN TO EACH
KIDDIE FINDING OUR
**TWO
Nice Easter Eggs**
TEXAS SERVICE STATION
GLENN SNYDER. PHONE 440

FLOWER'S CAFE
"A GOOD PLACE TO EAT"
WILL GIVE
10 Hamburgers
FOR THE RETURN OF
THEIR
10 Bunny Eggs

**\$100
IN
Prizes**



List of
Cooperating
Merchants

- C. A. SKELTON
FULLWOOD BATTERY
STATION
- HUDSON'S GROCERY
- STAR THEATRE
- IRELAND MOTOR CO.
- NORTON MOTOR CO.
- JOHN M'LEAN, Insurance
- HEREFORD BAKERY
- FOX CLEANERS &
HATTERS
- HEREFORD NEWS STAND
- M'CONNELL ELECTRIC CO.
- CHOCOLATE SHOP
- PAINTER'S CAFE
- KELLOGG'S VARIETY
STORE
- F. M. KESTER & SON
- IKE'S CAFE
- CITY DRUG STORE
- WEIR'S GROCERY
- PERSONALITY SHOP
- J. C. PENNEY CO.
- WEST TAILOR SHOP
- TEXAS GROCERY AND
MARKET
- D. R. GASS & SON
- FASHION DRESS SHOPPE
- FURR FOOD STORE
- VOGUE MILLINERY
PARLOR
- FIRST NATIONAL BANK
- CLOSE DRUG STORE
- BROOKS DRUGS
- ALDERSON'S VARIETY
STORE
- PIGGLY WIGGLY
- E. B. BLACK COMPANY
- FIRST STATE BANK
- LUKEN'S GROCERY
- JOHN PATTON, Insurance
- WILLARD BATTERY
STATION
- A. O. THOMPSON, Abstracts
- FARMER'S GRAIN & OIL
COMPANY

Carry This
List to
The Hunt



25c FREE TO EACH OF
THE KIDDIES WHO BRING
IN OUR PRIZE EGGS
JOHN PATTON
Insurance

FULLER'S
FRESHER FRUITS AND VEGETABLES
OFFERS
Six Surprise Prizes
FOR EACH OF THEIR
Six Easter Eggs

STREU HARDWARE
FINDERS OF OUR FOUR EGGS
EACH CHOICE OF A
Pocketknife or Doll
Plan Now to Join
the Fun Saturday

EASTER

OUR TWO PRIZE EGGS
WILL BE REDEEMED AT
25c Each
WHEN BROUGHT
HERE SATURDAY

HARRY L. RICE
YOUR GOODYEAR TIRE MAN

NORTON MOTOR CO.
PONTIAC BUICK
G. M. C. TRUCKS
50c Each
FOR OUR TWO BIG
Easter Eggs

—FREE—
AT
BOBBIE'S BEAUTY SALON
1—BOTTLE HAIR OIL FOR BOY
OR
1—BOTTLE PERFUME FOR GIRL
For the Return of
Our Two Easter Eggs

**500
VALUABLE
Prizes**



List of
Cooperating
Merchants

- CARL'S GROCERY
- DE LUXE CAFE
- FITMAN GRAIN CO.
- ROCKWELL BROS. & CO.
- PACKARD MILLING CO.
- R. H. KEMP LUMBER CO.
- HEREFORD IMPLEMENT
& APPLIANCE CO.
- WEST TEXAS GAS CO.
- TEXAS-NEW MEXICO
UTILITIES CO.
- H. L. RICE TIRE SHOP
- GLENN SNYDER, TEXACO
STATION
- ARTHUR THOMPSON
FILLING STATION
- W. J. (BHU) SMITH
- BEAMS & MARRS,
Machinists
- HEREFORD CREAMERY
COMPANY
- BRUMLEY - WOODFORD
MOTOR CO.
- BEAVERS BROS. GARAGE
- WEST TEXAS FEED &
SEED
- ROSSON IMPLEMENT CO.
- HEREFORD BRAND
- FLOWER'S CAFE
- JACK SPRATT ICE
CREAM STAND
- CHARM-AID STUDIO
- HEREFORD MOTOR CO.
- FULLER'S FRESHER
FRUITS & VEGETABLES
- BOBBIE'S BEAUTY SALON
- STREU HARDWARE CO.
- PEVLEY & SEED
- PHILLIPS PETROLEUM
CO.
- MOORE INDEPENDENT
OIL COMPANY
- HILLSIDE HATCHERY
- PANHANDLE LUMBER
COMPANY
- WEST SECOND STREET
MAGNOLIA STATION

Keep This
List



CARL'S CASH and GROCERY
WILL PAY A HIGH PRICE
For Their 5 Easter Eggs
20c
WORTH OF GOOD CANDY
FOR EACH OF THE EGGS

YOUR CHOICE:
A FREE WAVE SET
OR A BOTTLE OF
HAIR OIL
TO THE FINDERS OF OUR TWO
PRIZE EASTER EGGS
CHARM AID STUDIO

WILLARD
BATTERY AND ELECTRIC COMPANY
OFFERS
Two 25 Cent Pieces
FOR THEIR
Bunny Eggs

JOIN THE BIG HUNT
AND LOOK FOR OUR PRIZE EGGS—EACH
OF THE FOUR FINDERS WILL RECEIVE
A NEW
Quarter
A. O. THOMPSON
Abstract Company

FARMERS
OIL AND GRAIN COMPANY
WILL GIVE FOUR
50 Cent Pieces
TO THE FINDERS OF OUR
Four Prize Eggs

CHECK YOUR PRIZE EGGS
At the Second Street
Magnolia Service Station
EACH OF THE 10 FINDERS
WILL GET A FREE
SODA POP
FRANCIS (Spike) HARRIS, Manager

HUNT