Water Rates Lower Than Most Towns

er bills which were mailed out at two o'clock. the first of March and which are the hands of users, Hereford s a water rate so low that it a city in the population class of Plainview to show a bet-

dule questionnaire could show as favorable rate to consumers over a stretch of 15 or 20 thousand gallons. On its straight water basis, Plainview and Hereford have the same charge, \$4.30, for 20 thousand; however, the city secretary of Plainview made a notation that for irrigation for residences only there was a charge of \$2.00 only for 20 thousand. It was rigation charge.

parative figures listed below that and burial was made Monday. It will be noted from the comsuch towns as Brownfield and Floydada have better rates to begin with, but when the gallonage runs up their advantage is lost. and Plainview are ahead of Here- ed to Harding College, Morriton, ford, and at 15 thousand and up Arkansas, to complete his studies Texas association are urged to at-Hereford has an advantageou position over the entire field with reeption of Plainview, which has a population of 8,800.

The revised local rate, within the city limits, which went into effect January 20 and included for the first time in the March first statements, makes a noticeable reduction for the small consumer, beginning at a 21-cent saving and sliding downward to the vanishing point. It is efficacious in another way, also, to the smallest user, in that, if he is accoustomed to consuming only 2,000 gallons, he does not have to pay for an extra thousand as under the previous schedule.

While the five per cent dis count privilege for paying by the tenth of the month has been discontinued, the consumer is benefitted 21 per cent on the mimimum, eight per cent on 3,000 gallons, and two and one-half per cent on 4,000 gallous. Percentages are figured in all cases under supposition that the five per cent discount was formerly utilized.

Beginning with 5,000 gallon consumption, the new rate loses its dvantages and an increase of a few cents starts, running on an average of about five per cent, an equivalent of the prior discount. Should the discount privilege be reinstituted for readings of 5,000 and over, the larger con-

(Continued On Last Page)

Business Firms Move Into New Ray Quarters ners:

Removal of the Vogele Millinery parlor and the Fashion Dress Shoppe from 205 Main to the Ray building. 218 Main street, was Presbyterian vs Christian. ade Tuesday, and they are now pen for business.

Mrs. N. C. Vogele is proprietor of the millinery store and Mrs. W. F. Gillis is owner of the dress shop.

These firms are well-established stores in Hereford and their re- tieing teams will meet Thursday moval to new quarters is an expansion and modernization. The Ray building has been remodeled to fit specifications of the new oc cupants where convenience of cusiomers and improved service have

been assured. Installation of latest type of show windows and interior arrangements permit of a most effective display of goods.

Making Up Budget.

A budget committee of the chamber of commerce, composed of N. Sunday. R. Gass, S. P. Rosson, A. M. Jones and the separate budget items.

Mrs. W. O. Fox Is Recovering from Heavy Fall

Mrs. W. O. Fox was showing marked improvement Wednesday at her home here in recovering from a broken leg sustained at Beginning with the present wat- her residence Saturday afternoon

land on a water and sewer sche-called her daughter, Mrs. C. C. Acker, who lives next door, who rushed to her assistance.

the first few days, but seems to of Amarillo, president; Jim E. be recuperating at present and is Hill, Hereford, vice president, and resting much better.

Joe Hastings Dies In Canyon.

Joe Hastings of Canyon, pioneer not stated whether the minimum of the Panhandle and a brother died suddenly at Canyon Saturday

Charlie E. Jones, son of Mr. At ten thousand, only Brownfield and Mrs. C. S. Jones, has returnus there for the present term

Lets Contract For Improving **Canyon Highway**

Contract for grading and drainage of 15.5 miles of highway No. 60, or state number 33, from Canyon to the Deaf Smith county line, was let by the highway department

New routing of the highway was shortened and several right-angle turns will be eliminated.

It is the intention of Randall county to pave its part of No. 60 at some time in the future.

Church Tourney Will be Staged Here Next Week

An inter-church basketball tournament for Hereford congregations

day at 4:45, Baptist vs Christian. Tuesday afternoon at 4, Method-

Wednesday afternoon at 4:00, Methodist vs Christian. Same day at 4:45, Presbyterian vs Baptist. Semi-Monthly The games will be played in the high school gym. Winner will be decided upon a percentage basis and if a playoff is necessary the

There will be no admission fees at the tournament. Referees will

teams are B. M. Kester, Christian; cording to Ray Barber, who presented at Sunday school next ing registered cattle.

and A. H. Streu, is working out a school age, the limit being 21 ture for the Saturday sale. Those inancial program for the coming years, and they must be affiliated who do not get in touch with him year, and will be ready to an- with some Sunday school, though prior to the date may have their nounce next week the total needed constant attendance will not be a articles on hand and the autcoinrequirement for eligibility.

Highway 60 Towns Unite,

important meeting with represen- was completed. Mrs. Fox had stepped from a tative men along Federal highway up to the opening of a flue when P. Rosson of the highway commit- yearling class, winning \$26 None of the other towns in the floor, breaking both bones in nesday. "We feel," continued Mr. of \$5. West Texas within the size-range her leg below the knee. The shock Rosson, "that we are getting into right way.

"At Amarillo, the Texas Nations al 60 Highway association was Mrs. Fox suffered greatly for formed with Clarence M. Williams George Briggs of Pampa, secretarytreasurer. A finance committee of three will be appointed by the president, under authority of yesterday's convention.

"In addition to the officers mencharge was to be added to the ir- of Henry Hastings of Hereford, tioned, each city, town and village along Highway No. 60 in Texas will have one director, with voting power in all conventions and meetings of the association, and the majority of the directors present at any gathering of the association will constitute a quorum.

> "Officers and directors of the tend the National Sixty Highway association organizational meeting in Enid Monday, March 9, and Messrs. Hill and Pope have been instructed to represent Hereford in that organizational gathering. "Amarillo chamber of commerce was host at lunch to the men all along the highway, in Hotel Ama-

rillo. Immediately following . the lunch, we assembled in the hotel and within 30 minutes the organization was complete, and the meeting adjourned, so expeditiously were matters handled,

"In my judgment, we have never effected by the commissioners had a more generous response to court of Randall county in secur- our calls to representative men to build a line from the south into ing right-of-way privileges from along this line to the west of us. property owners, and the distance Boving, Black and Summerfield rebetween the two county seats, sponded, sending full delegations. Hereford and Canyon, will be We regretted that conditions were such at both Friona and Farwell that they could not be represented. These keenly slive communities gave us assurance that they are with us to the fullest extent with their cooperation in all matters pertaining to promoting and developing Feredal Highway No.

> Others attending the meeting from Hereford were E. B. Black L. Baskin, A. O. Thompson, D. H. Alexander, George Muse, T. E. Seigler, W. R. Scheihagen, J. E. Hill, Joe L. Pope.

Hereford's delagation stated that is announced for next week. Meth- they would use their influence in odist, Baptist, Christian and Pres- the matter of securing one direcbyterian teams have been entered tor in each of the communities not and the following schedule will represented in Tuesday's meeting. be played to determine the win- The list without representation included Umbarger, Dawn, Friona Monday afternoon at 4 o'clock, and Farwell. Mr. Rosson states Presbyterian vs Methodist, Same that he, on behalf of the chamber of commerce highway committee, ist vs Baptist. Same day at 4:45, certify the names to the secretary- when all entries should be made treasurer at Pampa this week.

Auction Set Saturday

The regular semi-monthly auction sale of livestock and miscelbe James Wilson, T. E. McCollum laneous items was not held Mon- This office is still taking in subday as scheduled on account of the scription money at the cashier's has been selected to supervise the Saturday snow-storm. The sale will be held Saturday, March 7, in unpledged, causing many thousands A silver trophy goes to the win- the afternoon at two o'clock in of credits to go to waste. The ing team. Chairmen of the church McLean & Pitman feed yard, ac-John Olson, Presbyterian; Wes An- turned Monday from a trip into thony, Methodist, and T. E. Mc- Central and Southwest Texas, Collum, Baptist. The cup will be where he was engaged in auction-

Mr. Barber is ready to accept Participants will be of high consignments of almost any naeer will handle them.

Two Club Boys of County Get In Money Class

Bud Barnett and Addison Hunter, 4-H club boys of this territory, were in the money class at the Amarillo Fat Stock show Tues-"We had a most enjoyable and day when judging of baby beeves

chair to a sewing machine to reach 60 in Amarillo Tuesday," said S. with his two fat calves, junior der the law passed last week by dizziness overcame her sense of tee of the chamber of commerce, prizes. Addison took 14th place in the regional office this week. equilibrum and she crashed to speaking of the event here Wed- the same class, receiving an award

Fred Reppert.

Near-Home Man Will Pass On Railroad Permit



Ezra Brainard, Jr., above, is chairman of the Interstate Comnerve commission. He is an Okahoman and will have much to do with granting of permit to the Texas & Pacific Northern railroad Hereford.

From the fact that the new chairman is a native of the Southmest, familiar with conditions and with the possibilities of rapid development under the right stimulus, itizens along the route are confident that a favorable decision will be received within a few months from the commission.

March 1 closed the time for submitting of briefs from the Texas & Pacific, the territory affected and the opposing railway systems. These are now in the hands of the amission at Washington and some action should be forthcoming before long.

Thousands of Credits Lost by Idle Clubs

has this matter in hand and will paign, the time is near at hand this period. down one of the valuable prizes.

so as to take advantage of the ex- advanced. tra credits allowed during this first or nomination period.

Just at this time when cash is Mrs. Conklin the most important item of discussion, the Brand is making a very attractive offer, solely in redesk, and these subscribers were

will continue to be paid as expirations argive. Of course, it is generally conceded that money is tight, that cash is a little scarce, but very few people will do with-

(Continued On Last Page)

\$70,000 May be Drawn by

Applications from veterans of Deaf Smith county for the ad-Bud took eighth and ninth places justed compensation permitted unin Congress have been pouring into

It has been estimated by officials of the American legion post George Burch, Dimmitt, and R. that about \$40,000 have been applied

will not need to resort to their tember 1. insurance reserve, making the final amount of money to be drawn a 100 per cent enrollment. Where from the government problemati- so many homes have to be visit-

of 50 per cent of the face value the school system next year. of ex-service men's adjusted insurance policies.

Hines headed a group of radio speakers, appealing for veterans to permit those in most need to receive loans first. They also reminded prospective borrowers that unless they paid interest on their loans they would have only \$74 left of a \$1000 certificate when it matured in 1945. How to Get a Loan.

Here is what a veteran has to

do to borrow half the face value of his policy :

If he has obtained a loan he may present in person or mail to one of the 54 reginal offices the

(Continued On Last Page)

Railroad Report Gives Fine Crop, **Stock Condition**

Cattle are in fine condition and ranges are better than for many years at this season of the year, according to a report of the agricultural development department of the Santa Fe railroad covering the sections of Texas served by the lines of the system.

Grass is growing and small grain pastures are furnishing bundant grazing. Rainfall during the past month, has assured ample moisture for the soil and stock water in most localities.

There has been an extremely mild and open winter, giving Texes farmers opportunity to prepare With interest increasing and lands for early spring planting. with several clubs entering the The proposition of land rendy for Brand's \$500 cash distribution cam- seeding is greater than usual for

Winter wheat in the north secand intensive work begun to draw tion is reported in good condition generally. In some areas prospects All clubs who are contemplating are better than the average. Prepgetting into the contest should aration in this part of the state make application before March 14 for planting spring crops is well

Suffers From Fall On Ice

ty hospital suffering with an in- itentiary, I hope to be here from INFANT OF MR. AND MRS. clubs who are still undecided or jured hip, a victim of the slippery who have entered and have not gone to work are losing hundreds

of thousands of credits every day

Medical attendants were uncertain of thousands of credits every day. Medical attendants were uncertain whether a bone had been broken Born to Mr. and Mrs.—

It is a fact that subscriptions in the telephone had been broken by I Grady a days! in the hip or the joint-cap had E. J. Grady, a daughter, Feb- Guseman, infant son of Mr. and been fractured.

car Monday on Main street in third. as she stepped upon the sidewalk March 4. on the ice and she fell heavily. February 24.

School Census Is Being Made by Mrs. Hughes In On Snow

Scholastic census for the Hereford independent school district is now being taken by Mrs. Edith Hughes, in accordance with a state that requires the count to be made by the end of this month.

There were 900 scholastics last year within the district and a slight increase is looked for by C. H. Dillebay, superintendent.

Assistance of patrons is requested in expediting the enrollment of Hereford, from which answers aroused her and she dragged her- the matter of improving Deaf L. Campbell, Wildorado, had some for up to the present and that the and in seeing that none are misswere received by Mayor E. S. Ire self to the telephone where she Smith county highways in the registered cattle in the auction total may reach between \$60,000 ed, as each child counted may sale conducted in Amarillo by Col- and \$70,000. Up to Wednesday 85 mean \$17.50 for the district on a men had mailed in their applica- per capita basis. Whether parents tions out of an estimated 250 ex- expect to send their children to service men in this immediate dis- school here, somewhere else or not at all, they should turn in the Some of the ex-service men had names. To be eligible for the cenpreviously drawn on their certificus the child must be six years cates, and there will be many who old and not over 18 by next Sep-

> It is extremely difficult to get ed and where the families are often away when the call is made. Checks are going out to veter- If any are missed, Mr. Dillehay or ans of the World War at the rate Mrs. Hughes will be glad to have of 25,000 daily, following the over- the names turned in by telephone. riding of President Hoover's veto The better the showing made, the by congress in legalizing payment larger the funds for conducting

Saturday night Administrator Victory Seems Scored On Cut-Off Prevention

A victory was apparently scored in the Thursday highway meeting at Santa Fe at which Here. kind of motor traffic. ford was represented by Jonathan Pitman, S. P. Rosson, E. B. Black on paved streets, with snow and Joe L. Pope who lent their drifting in the pathway and driv-Albuquerque citizens for establishment of a cut-off at Santa Rosa for number 60.

Should the state of New Mexico build and improve the cut-off, it would be a hard blow to traffic through Clovis and Hereford, but according to reports given by the there were several hours of warm delegates Monday noon at the sunshine, only to be suddenly inchamber of commerce luncheon terrupted in the late afternoon by the proposal has been defeated for a heavy, wet snow that drifted several years, at least,

journed to give place to the high-en up the blank spaces. way session, said Mr. Black, who gave a resume of the trip to those at the luncheon. Albuquerque, Amarillo and Oklahoma interests favored the route along the Rock Island railroad.

It is claimed by his co-workers that the logical reasoning, and discussion of the prominence of this region, based upon a plea of friendship and goodwill, but forth by Mr. Pope went far toward shelving the cut-off proposition.

Jno. P. Slaton presided over the Monday luncheon and he said a very enthusiastic highway meeting was held in Dimmit Friday, with Hereford, Dimmitt, Vega and Plainview participating. A state designation of a north and south highway is desired, and plans were talked over for getting for a veterinarian of Amarillo to recognition of the road connecting be in Hereford Thursday, March Vega with Plainview.

eral hundred questionnaires sent land, mayor, is giving notice to out by the chamber of commerce dairymen that a city ordinance office indicates that improved prohibits anyone from selling milk highways stand first in point of desirability of Hereford citizens, said Secretary-Manger Pope, who also used the occasion to express his appreciation of the fine reception accorded him and the ready assistance that has been forthcoming in promulgation of his and call the city clerk, phone 222, and the people's work.

ford," said Mr. Pope, "and, like advises local milk producers who the negro who succinctly told how sell within the city limits, Mrs. Lee Conklin is in the coun- long he had been sent to the pen-

ruary 27.

front of Piggly Wiggly store, and B. B. Robinson, son, Bobby Dean, Cloyd, Baptist paster, conducted

March Rides and Freeze

Hope that March would calm down in time to retire like a lamb to fit the copy-book epigram, was expressed freely by Deaf Smith county folk Sunday morning as they worked at the job of shoveling banks of snow so that screen and garage doors might be opened. Such an experience was a novelty this season, following a snowfail of around six inches Saturday afternoon and night.

Huge drifts of snow marked porches, garages and fence lines, in some instances four feet deep. Not only were roads made impassable, but some of the streets were too deep in snow to be negotiated by motor cars.

Unfortunate motorists caught out on dirt roads were either stalled or had great difficulty getting home or to the nearest quarters for the night. The greatest trouble was met on the Hereford-Canyon highway where slippery roads put scores of cars into ditches, where they were hopelessly stuck until better weather.

Temperature did not drop to freezing until a short while before night and the early fall melted to put the highway in a slushy condition. A slow rain began at 10:30 o'clock Saturday morning, turning to snow at 3:15 when the temperature started down sharply, accompanied by an accelerating wind. The storm approached blizzard aspects before six o'clock that almost put an end to any

It was even hazardous to drive influence against the move of ing through the air to freeze on windshields.

At midnight the storm was raging fiercely, but let up some time before dawn. However, Sunday morning witnessed frequent snow flurries. The skies cleared and over, lasting but a few minutes The New Mexico legislature ad- but continuing long nough to whit-

> Crop prospects, which were already generally good, were heightened by the rain and snow, and there is a fair moisture for grass lands and future row crops,

It was several degrees below freezing Monday morning, giving the snow-covered ground a hard,

Dairymen Will Put Cows Thru **Tuberculin Test**

Arrangements have been made 12, for the purpose of giving cows Results of the poll from sev- the tuberculin test, and E. S. Irewithin the limits of Hereford unless their cows are tested once a year for tuberculosis and found free of the disease.

"If as many as 150 cows can be tested at that time, the cost will be reduced to around 50 cents a head," said Mr. Ireland, "Please arrange to have your dairy cows "It is pleasant to be in Here- tested at that time," the mayor

GUSEMAN DIED TUESDAY

Funeral services were held at the home of H. G. Conkwright Wednesday morning for Little Jack Mrs. C. T. Guseman. The little son Mrs. Conklin had parked her C. T. Guseman, a son, March was born Tuesday and passed away the same day. Rev. V. M. the last rites for the child and out their home paper when it from the street her foot slipped H. D. Buse, daughter, Mary, interment was made in West Park

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> R. E. KESSIE, Editor and Manager

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NOTICE TO THE PUBLIC Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may so-pear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personnally at the office on North Main Street.

Entered as second-class matter at the post office at Hereford, Texas. under the act of March 3, 1879.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Everyone will commend the Panhandle Lumber company, which used its advertising space last week to call attention to the first annual fat ingoer home. stock show of the Panhandle, held in Amarillo this week, March 2-5. This aggressive lumber firm has for its slo- ed on Mrs. John Boling Friday. gan or aim, "To help improve the Panhandle".

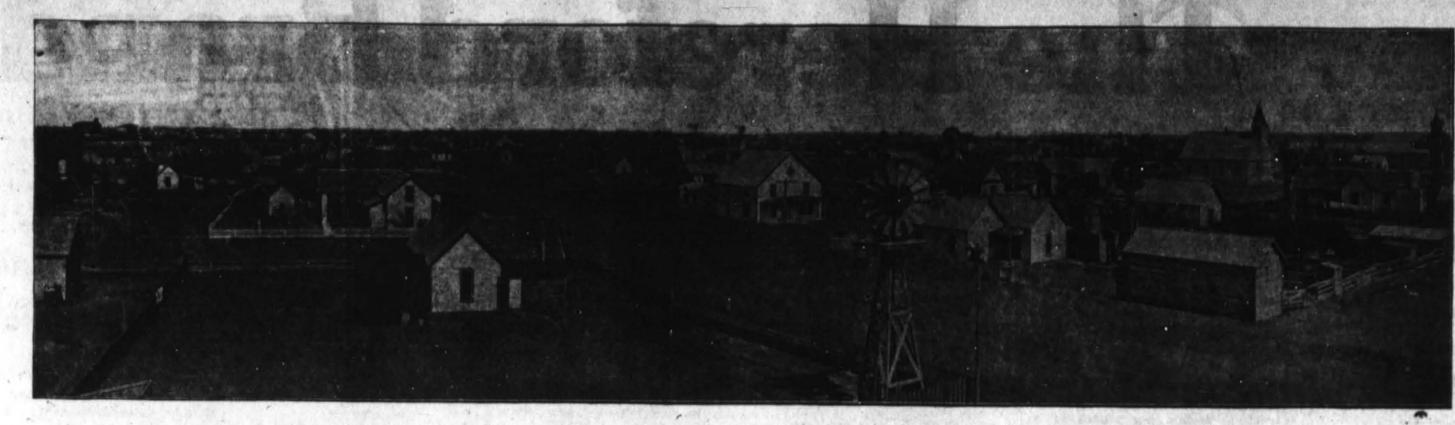
that will encourage diversifi- urday. cation on farms by including important that it forgets lum- Will Chapel. ber for the time and spends its money to boost the fat stock idea.

Highways have been named by a poll conducted by the chamber of commerce through the mail as the most important project facing Deaf Smith county. This means more roads. and better roads. Hereford is on an important state highway, a great national highway, and a new trancontinental route that is destined to become the most traveled pathway for tourists in America. -Number 60, beginning on avoids the cold weather of the good in this district. north and the high mountains

of the central west. key highway a fight must be ter of a rapidly developing made and that can best be territory, Joe Pope will need done by improving the road- some help and unstinted supbed. Another stretch of coun-port. He has remarked that in ties could lift the designation his experience in chamber of in its westward outlet from commerce work just about 3 Amarillo by paving. An ap- per cent of the people do any parent victory has been won constructive work for their by the counties of New Mex- community. Why not make ico in directing traffic through Hereford an exception to the Clovis, and Hereford becomes rule? Surprise Mr. Pope by a beneficiary in the favorable showing him you are doing results. What Randall, Deaf something and run the per-Smith and Parmer counties do centage of twenty-five. Soin the matter of arranging for dom and Gomorrah would future paving will have an have been saved if Lot could important bearing on reten- have mustered a 'few more tion of Number 60, and there- nen and women on his side, in lies an unestimated amount and Hereford will make a city of trade with tourists who will if only ten per cent of its peopass this way every month of ple will it so. the year, from east to west and west to east. It means something to be on a main rail-road trunkline and the same thing can be said, with much or more emphasis, about an arterial motor route of a continent.

All briefs, pro and con, on the Texas & Pacific request to build a new rail line in the immediate western tier of counties were filed on or before March 1, and the commissioners can now get down to business in digesting the bulk Eyes elamined by the most modof testimony submitted in the ern methods. Glasses ground in December hearing at Lubbock. Everything points to a decision in our favor. More and Cross eyes straightened without

How Hereford Looked When Church Center Was Near Central School



Above is a picture evidently planes were too scarce to be used regions and snapped the modern son street, running north and south The structures to the left with at an unknown date "when you date. and I were young, Maggie".

twenty guests.

taken by an enterprising photo- for this purpose in Hereford. It city for the pictorial edition is- by the Central school campus, two windows is the old Robison grapher from a windmill tower is rather a far cry from that inci- sued by the Brand last year. The church sites were on the house, and the two story residence some where on West Sixth street dent to June, 1930, on this last In the picture, the street be- block immediately joining the cam- in the center was recently remov-

Floyd. Refreshments of cake and

Arney News Items

BY MRS. F. W. FORTNER

Mrs. Russell has been very ill

The Post elevator meeting has

The many friends of Mrs. C

Finley will regret to hear of her

Lawren Taylor went to Silver

Mrs. Raymond Hurst and baby

Snow fell here Saturday and

Mrs. Kimmons is very ill and

Mr. and Mrs. Wright are in Dal-

Jumbo News

BY EDNA HALL

Mr. and Mrs. Ovid Pinckert and

children, Mr. and Mrs. M. L.

Hardy and daughter, Kathleen,

called on Mr. and Mrs. Frank

Mrs. Albert Schofield and son

have gone to Lafbbock to spend a

few days with Mr. Schofield's moth-

Mrs. Carroll Hunter and Mrs.

Mrs. Hines and Mrs. Means spent

T. E. McCollum was a Saturday

and Sunday visitor in Estelline.

He had to leave his car there and

return home on the train on ac-

count of snow drifts and muddy

Wednesday with Mrs. Ovid Pinck-

Wilkerson spent Friday with Mrs.

Pinckert Wednesday night.

er, who is ill.

W. A. Hunter.

her aunt from Black is with her.

pendix removed.

Sunday, improving crop outlook.

tween the windmill and small pus on the east.

barn, foreground, is West Sixth. The home of John Schwartz ground and to the right of the

A windmill tower is mentioned Paul I. Odor flew around The two churches, left, Methodist, may be seen to the txtreme right. windmill is the home of Finis as the point of vantage, for air- like a bird, in Hereford's upper and right, Baptist, are on Jack- He is still occupying the house. Owen.

ed and remodeled. In the fore-

Fairview-Palo **Duro Items**

By MRS. JOHN BOLING

A good snow fell here Saturday and Sunday, drifting badly. Stock suffered.

Honor roll: Frances Campbell, Leda Smith, Cecil Oglesby, Ar- and Mr. Russell's sister of Friona cher LeGrand, H. D. LeGrand, is staying with her. Byron Campbell, Lula LeGrand, Bernardine Phillips, Maxine Clark- been postponed until March 9. son, Earl Young, Marcene Oglesby, and Billie Price.

L. V. and Wannie Thomas visit- death last week.

ed Mrs. Dan Higgins Friday. Mr. and Mrs. Smith and family ton Thursday and to Levelland "Where there's drink there's danspent a day last week in the Com- Friday to visit relatives.

Canyon last week. Mr. and Mrs. H. J. Oglesby call-Mrs. C. O. Phillips spent Thurs-

day with Mrg. L. L. Womble. Its management sees in the Mr. and Mrs. R. L. Campbell They will go to Dallas soon where fat stock show a movement visited his father in Amarillo Sat- Mrs. Kimmons will have her ap-

Mr. and Mrs. Dan Higgins had livestock and poultry raising visitors from Pampa and Canyon las for a few days. in the program. The company last week, Wylie Rendells, Miss considers the forward step so Hattle Bagley and Mr. and Mrs. spent Monday with Mrs. Kimmons.

> Mr. and Mrs. H. C. Miller of Amarillo visited the Toy Price home last week.

> L. V. Thomas of Daniel visited out school Friday.

Mr. and Mrs. Comingoer visited H. J. Oglesby and family one night last week.

Mrs. Tom McClain is better at

this writing.

Mr. and Mrs. Neil of Plainview visited their daughter, Mrs. Cecil Allred last week.

School visitors last week were Mmes. Higgins, Comingoer and

Several from this community attended the social at Mrs. A. Griggs

the Atlantic and ending on the roads, more and bigger indus-Pacific. It is a southern route, tries mean a greater Hereford but not too southern to make and . more prosperous counthe distance a handicap. It, ty. The future looks mighty

To give Hereford its right-To retain a position on this ful place in the sun, a real cen-

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Residence 5731

DR. J. M. HADEN Registered Optometrist, in Charge.

> Hours 9 to 12, 1 to 4 Sundays, 12:30 to 2:30

our own shop to meet your individ-

better highways, more rail- the use of medicines or surgery.

in Wildorado, honoring Mrs. Bill WHERE THERE'S DRINKING-THERE'S DANGER

ice cream were served to about (Submitted by the Hereford Chapter of W. C. T. U.)

Write it on the liquor store, Write it on the prison door, Write it on the ginshop fine, Write, aye, write this truthful line "Where there's drink there's dan- and sang a while last Sunday eve- to Westway last Wednesday.

"Where there's drink there's dan-

Write it on the warehouse gate, Write it on the schoolboy's slate, Write it on the copy book Where the young may often look-

"Where there's drink there's dan-

Alfred Higgins visited friends in of Clayton, N. M., are visiting her "Write it on the nation's laws, parents, Mr. and Mrs. Chas. Cox. Trampling out the license clause, Write it on the ballot white, so it can be read aright— Where there's drink, there's dan-

"Where there's drink there's dan-

"Write it over ev'ry gate, On the church, the halls of state, Mrs. C. E. Burks and Chas. Cox In the heart of ev'ry band, On the laws of ev'ry land, Where there's drink, there's dan-

Where there's drink, there's dan-

Home - Cooked **MEALS**

> HOME - BAKED PASTRY

CLUB CAFE

Dawn Items

BY MISS LOVIE MAYFIELD

Dawn, Feb. 28.-Novel Bryant of Hereford delivered a good ser-daughter, Mrs. I. A. Binam and mon to a large crowd at the school sons, and Mrs. Alma McGowen the Mayfield home Sunday. house last Sunday afternoon. Several met at the school house

A large crwd attended a school

program last Friday evening. Miss Mary Thompson of Amarillo spent last week-end with Mrs. Nash, Okla., are visiting the Gal-Alma McGowen and family.

The senior boys' basket ball team of Black came down and the T. A. Smith home last Sunplayed our team, winning 10-6. Dawn boys basketball team visited Black Friday and lost.

Mr. and Mrs. A. T. Frye and were in Amarillo Thursday. Senior boys basketball team went

Misses Ruby and Lois Harris last Sunday. spent last Monday in the W. F. Mayfield home.

Harold Posey and sister ley home.

Miss Gladys Greer visited in day afternoon.

J. C. Southard visited in th Mayfield home last Sunday.

Buster Greer was a visitor in

Mr. and Mrs. W. A. Buchanan and Mrs. Carl Elliston of Canyon visited the Mayfield home

W. L. and Ruby and Lois Harris were in Hereford last Monday

W. L. Harris has been on the sick list the past week.



We're Always 'Pleased to Meet You'



The officers of this bank bid you welcome. To lend our aid to ambitious men of the community, to give counsel and cash in support of sound projects is our business. Now, more than ever, just as better times begin to dawn, we are eager to lend the support of a strong bank to fellow-townsmen with ideas. Come any time for a visit here.

First State Bank



Rolling Back the Years From Your House-

Our famous remodeling service will restore your home to its original newness and soundness. But it will do more-it will add modernity and commodious comfort to the good old

LET US TALK COSTS!

R.H. Kemp Lumber Company

Black

SEVENTH GRADE.

The play, "An Old-Fashioned Mother", was presented at the school house Friday evening and proved a success and a large number were there. The play was sponsored by the P. T. A. and will also be staged at Dawn school house Friday evening, March 6.

Mr. and Mrs. J. F. McKinney and family have moved to Borger to make their home.

Summerfield tournament Saturday, but because of bad weather lead- Lean entertained a group of their

Greatest Hose

Events

in the history of our shoppe.

Regular \$1:50 hose for three days

will be sold for, pair 79¢

Buy a supply while they last.

other great bargains in

FASHION DRESS SHOPPE

ing teams, including Black, will friends Saturday evening.

play the finals later. Bud Barnett is in Amerillo and has entered his Hereford steers in the fat stock show there. James W. Barnett and James C. McLean were in Friona Friday.

Miss Vena Mae Welch spent the week end with Pauline Hart. Miss Anetta Cline and brother of Quinlan, Okla., have been the guests of Miss Lucille and Bud

Elmore the past week. Mrs. R. W. Sisk of Hereford is a guest of her parents, Mr. and Black basketeers entered the Mrs. A. C. Hays, this week.

Misses Lucille and Noble Mc-

Open for

Business

In Our New Location

218 Main

LINGERIE

Our Specials On

Friday, Saturday, Monday.

Several of our farmers expect to attend the fat stock show.

Ray Bennett lost a very valuable cow several days ago. Ed Garrett spent the week-end

in the Barnett home. Mr. and Mrs. N. A. Smith were away home. Hereford visitors Sunday.

Mrs. F. E. McMurray spent Fri- Hughes and Garrett and Mrs. day night in the McLean home. A number of Summerfield folk Thursday afternoon, attended the play Friday night. visitor Saturday.

A feeding tour party, sponsored appreciation. by the Hereford chamber of commerce, took dinner in Black last Pauline called in the Wiley Rober-Monday. Several Black farmers son home Wednesday night. and land owners joined them on the tour.

> H. L. McLean and Kermie Deaton visited Friona Sunday. Ralph Price spent Saturday night with Barnetts.

Progressive News BY MISS OLIVE PERKINS

The play, "Polly Wants a Cracker", was given by the following young people: Misses Lucille Park, Eunice Caldwell and Leatrice Benson, Mrs. Jess Caldwell and Jodie Benson, Mr. Boyd, J. C. Gregory, Friday night at literary. It was one of the best plays given in this community in recent years.

Mrs. Edward Meek of Lubbock and Mrs. Polk of Hereford called on Mrs. Caldwell Wednesday.

Mmes. W. C. Russell, Clyde Russell and Roy Wagner spent Friday afternoon with Mrs. Albert Hig-

Misses Madge and Agnes Childree spent the week end at home Mr. and Mrs. Clyde Russell visited last week end with Mr. and Mrs. Luke McBrayer.

community decided to spend the answered with a characteristic of Tierce, W. R. Moore, Joe Thurmoney earned at the B. & R. lun- Lincoln or Washington. Mrs. Dean mond, Durwood Vernon, Luna Jacheon in improving the school gave a talk on the life of Lincoln cobs; Misses Catherine Hershey house and yard: The following after marriage. Mrs. Miller gave and Angle Jacobs and the honoree. committee was appointed. Albert a talk on the life of Washington Mrs. Denkil received several love-Higgins, Owen Neel, Mrs. Blake- after marriage. Mrs. Voth talked ly gifts. more, Mrs. W. C. Russell and on the teaching of patriotism to Mrs. Emmett Tierce returned to

Jeane and Glenn motored to Silverton to visit her parents and

Mrs. Jeff Roberson spent eral days last week visiting her mother, while Mr. Roberson was on the jury.

Mr. and Mrs. Clyde Russell visited Mr. and Mrs. Arch Dougherty Sunday.

Eunice Caldwell spent the last week end visiting Virginia and Elizabeth Bowman.

Mr. and Mrs. Jim Park and Ruth visited in the Click home

Ward News Notes

Our community was visited by blizzard Saturday night which passable for a while. They are in good shape now and wheat received some benefit from the snow.

Misses Hughes and Garrett spent the week end in Hereford in the home of the former's parents, Mr. and Mrs. Allen Hughes.

Mrs. Malone visited Mrs. Stivers Thursday afternoon. Mr. and Mrs. D. O. Williams

pent Saturday night with Mr. and Mrs. Bill Hutson.

Mr. and Mrs. Roberson and sons and Misses Hughes and Garrett visited the Arlie Dean home Wednesday night,



Only the advice of a dependable memorial craftsman can aid you in selecting family memorial. For 24 years we have offered just such service, and during that time we have designed, built and erected most of the best memorials in the Panhandle.

Write or phone at our expense and our representative will call on you. Our valuable illustrated folder, "How to Select a Memorial," sent free upon request.

MONUMENT CO.

24 YEARS IN AMARILLO

Amarillo, Texas

Phone 2-0614

Taylor St.

Sunday in the O. J. Lady home. Mrs. Rogers spent Saturday with Mrs. Stiver.

Mr. and Mrs. Clem Rich of Can- lahoma. yon are visiting in the W. P. Car-Mrs. Lady, Misses Dorris Lady, ning.

Miss Gunter met with the 4-H Bert Barnett was an Amarillo club girls Wednesday and gave a

lesson on bedrooms and musical Mr. and Mrs. R. B. Dixon and day night.

James Donavan Hutson spent the week end with his grandparents, Mr. and Mrs. Dennis, near

Owing to bad weather there was no Sunday school Sunday.

Mr. and Mrs. Jim Higgins and children spent Sunday afternoon in the Bob Higgins home.

Miss Brunson visited in the home of her brother, Fred Brunson near Ford Wednesday night.

Mr. Caraway and niece, Mrs. Rich, went to Plainview Friday and returned Sunday. W. R. Harrison, Floyd and Miss-

es May and Omah spent Saturday night in the Edwards home. Hartland Caraway and Glenn

Ratcliff made a business trip to New Mexico this week end.

Scherer Items By MRS. B. F. FULKERSON

Messrs. and Mmes. Bates and

Caldwell were in Amarillo Wed-

J. E. BEYER

Hereford, Texas

Mr. and Mrs. Sidney Bachley meeting will be with Mrs. Miller. and son spent Saturday night and The health meeting will be this week with Mrs. Hubbard.

Joe Hubbard has returned from few weeks visit at Shattuck, Ok

Miss Ivy Ragsdale called on Mrs. B. R. Fulkerson Friday eve-

Messrs, and Mmes, Bates and Roberson called on Mrs. Malone Caldwell motored to Lokiton Friday to visit Mr. and Mrs. Pal.

Mr. Ellwart was a visit in the Fulkerson some Saturday.

Jack Hubbard attended the fiddlers contest in Amarillo Satur-

Daniel News

BY MRS. JOE THURMOND

The rain and snow which fell before a driving wind Saturday night was hard on livestock, but the moisture will be beneficial to the wheat and spring oats that have been sown.

Mr. and Mrs. Joe Moore and children were in Amarillo Saturday and returned as far as Wildorado Saturday night and the storm was so bad they spent the night there and came home Sunday morning.

W. R. Shugart and Irving were in Umbarger Monday.

Someone has been entering the Daniel school house at night and doing some damage. They put things in such disorder Thursday night that the teachers were unable to have school Friday.

Mrs. Floyd Tomlinson entertained Tuesday afternoon with a miscellaneous shower honoring Mrs. and family Thursday night. . Herman Denkil who -was before her recent marriage Miss Etoyle The Palo Duro Home Makers Jacobs. The hostess served refreshclub met with Mrs. McCollister on ments of sandwiches and apples February 26, with most of the to the following guests: Mmes. At a meeting Friday night, the members present. Roll call was Cecil Hodges, Joe Moore, Emmett

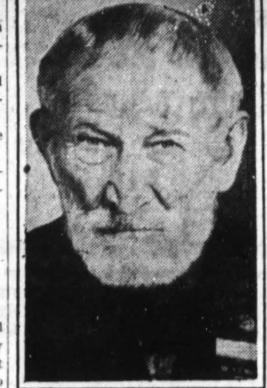
children. Miss Hall gave a lesson her home at Lockney Wednesday Mr. and Mrs. Ira Ricketts, Ira on home sanitation. The next club after having spent ten days here

T. B. GALLAHER,

General Passenger Agent

Amarillo, Texas

He Fought With North and South



The unique distinction of being a friend and foe of the Union army belongs to Benjamin C. Longist, above, of Stockton, Calif., gest it. If you can't eat, can't sleep, now in his 106th year. After fighting against the Blue in the Civil War, Longist joined Federal forces in the campaigr against the Indians.

with her sister, Mrs. Floyd Tom

Mrs. S. D. Blackwell of Canyon called on Mrs. Luna Jacobs Thursday afternoon. Mr. and Mrs. Floyd Tomlinson

and daughter visited with her parents at Plainview Wednesday and Thursday

Mr. and Mrs. Vernon Miller of Canyon visited Mrs. Luna Jacobs

Blackleg vaccines and poultry vaccines. The CORNER DRUG STORE.

Kidney Acids

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action Don't give up Try Cystex (protion. Don't give up. Try Cystex (pro-nounced Siss-tex) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve rest-ful sleep and energy, or money back. Only 60c at

CORNER DRUG STORE

Run-Down, Weak, Nervous?

To have plenty of firm flesh and the ability to do a big day's work and feel "like a two-year-old" at night, you must relish your food and properly dican't work, just give Tanlac the chance to do for you what it has done for millions.

Mrs. Fred Westin, of 387 E. 57th St. North, Portland, Ore., says: "Tanlac cured my stomach trouble completely after three years suffering. It built me up to perfect health, with a gain of 27 lbs.

Tanlac is wonderful for indigestion gas pains, nausea, dizziness and headaches. It brings back lost appetite, helps you digest food, and gain strength and weight. No mineral drugs; only roots, barks and herbs, nature's own medicines. Less than 2 nts a dose. Get a bottle from your ruggist. Your money back if it doesn't help.

Special, Friday and Saturday

JELLO, three boxes SUGAR, ten pounds MATCHES, Diamond, carton 19c Soap, Crystal white, 10 bars .. 35c TOMATOES, No. 2 can. Peanut Butter, qt. jar Crackers, 2 lbs Saltine Dutch Cleanser, 3 cans 23c Coffee, White Swan, 3 lbs .. \$1.31 OATS, large package, W. S. . . 19c CHINA DISH GIVEN WITH \$5.00 ORDER

CASH SPECIALS

AND FAT STOCK SHOW

FORT WORTH, TEXAS, MARCH 7 to 15 INCL., 1931.

Tickets on sale March 5 to 14 Incl.

Final return limit March 17, 1931.

ROUND TRIP FARE FROM HEREFORD

\$15.80

Correspondingly low fares from other points.

For further information, reservations, etc.,

FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

OATS Extra for baby chicks, Bulk, per pound		4c	
PICKLES	Fall gallon sour	-65c	
COFFEE	A good Peaberry per 1b	22c	
Apple Jelly	7 ounce_ glass each	9c	
PEACHES	Gallon can	52c	
CATSUP	Large bottle	19c	
HAMS	Supreme skinned, half or whole, per pound	24c	
MATCHES	Regular size six boxes	15c	
SUGAR	Ten-pound cloth bag	57c	
PECANS	Whole halves, shelled bulk, per lb	69c	
ORANGES	Full of julce, not too small, per dozen	21c	

Bakers Cash Grocery MONT E. BAKER, Proprietor.

Life for Chicks Merit STARTING MASH FOR BABY CHICKS MERIT



Just as the baby boy or girl must have milk or strained vegetables, so must the baby chick have pulverized feed composed of nutritious grains and oils. Your selection and use of feed is a vital factor in determining the number of chicks you will raise .. also the number you will lose. The best food is always the cheapest in the long run . . . and you just can't beat MERIT STARTING MASH. It contains plenty of Cod Liver

See us for your garden and field seeds in bulk. They are cheaper that way.

Onion Sets and Bermuda Shps. West Texas Feed and

Seed Company

Phone 265



SPECIALS FOR FRIDAY AND SATURDAY

OI DOMAING I OR I MI	DAI WOOTIONDAI
SPUDS, 25 pounds for 50c	
SALMON, tall, pink, two for 25c	
PEANUT BUTTER, five pounds 82c	
PANCAKE FLOUR, 15c size, two for 25c	
PRUNES, gallon can	

	Our
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Hereford Wholesale Grocery Company

L. W. CARLYLE PHONE 164

ocial

Music Study to Have Extra Session Monday

The Music Study club will meet in extra session next Monday afternoon, March 9, at 2:30 o'clock with Mrs. C. H. Dyar, at which time the study book, History of Music, will be finished and the following musical program given: Dance of the Reed Pipes, Tsch-

Norwegian Dance, Grieg: Miss

Why Hesitate?

-Today's chicks are the foundation for next year's poultry profits. Present reports show there are 40 million pounds of dressed poultry short over last year. This means that all poultry products will advance.

-Chicks now will be the early pullets and reap the fall profits. All our chicks are from A. P. A. certified, blood-tested flocks.

SATURDAY'S SPECIAL Ten chicks given to each child whose parents buy 100 baby chicks.

> Custom Hatching Hillside Hatchery

Panhandle's First A. P. A. Hatchery Hereford, Texas Buy Only Certified Chicks-They Cost No More.

To Me Thou Art a Flower, Rubenstein: Mrs. Wiltshire. akoff: Mrs. Coneway.

The Lark, Glinka-Balakirew: Miss Steele. Roses of Iipahan, Faure: Mrs.

Prelude, Radio Britain: Mrs.

The Lorelei, Silcher: Mrs. Beyer and Mrs. Hawkins, Selections from the Mikado.

PROMISING RADIO JOURNEY TO MUSIC LAND THIS WEEK

Some interesting radio journeys to musicland are promised for the ensuing week over N. B. C. network by Walter Damrosch, as fol-

March 6: 10 a. m., central standord time, Symphony No. 5, Beethoven; 10.30, Wagner program. American school of the air appears over C. B. S. as follows:

March 10: 1:30 p. m., A Musical Family, with solos by Saint-Saens, Massanet and others. March 12: 1:30 p. m., American

Folk Music. These programs are given with stories, explanations and suggestto music club members, and of in-

Springs, New Mexico, for a vaca-

save the fruit. We have the prop- Seigler, reading; songs by the er insecticides. CORNER DRUG Lions, and Miss Lucta Borden,

Whatever Your

Requirements

Whether it's material for a home, finish

floors, siding, ceiling, moldings, dimension,

white pine, yellow pine, interior trim, oak

flooring, before you buy ask this question:

IS IT AS GOOD AS THE PANHANDLE

LUMBER COMPANY CAN SELL YOU!

Our Aim-To Help Improve the Panhandle

rtesy - Quality - Service Man

HEREFORD PEOPLE ATTEND VARSITY BANQUET AT AMARILLO

Miss Emma Gunter, Miss Emma fean Donald and L. D. McCurdy braved a muddy road Monday evening to attend the March 2 banquet of ex-students of the Usiversity of Texas at Amarillo. More than 100 former students took part Eastern Romance, Rinsky-Kors- in the celebration, following out the university's creed that its exes observe Texas Independence Day wherever possible.

A join banquet will be held in Canyon next year on March 2.

Legend of the Lorelei: Mrs. Par- Benefit Play Of Lions Club Well Attended

Predictions of the high class entertainment in "Patsy", the Lions club play, were not over-sanguine, and a full auditorium enjoyed three hours of one of the best stage productions ever put on in Hereford last Friday evening at the high school. Gate receipts, which will be used in equipping a playground for the kiddles, were satisfactory, according to C. Acker, president of the club.

Careful selection of local talen in the characterization and faithful preparation of the individuals for correct presentation was evidenced in the dramatic art in carrying the comedy-drama through Amateurishness was conspicuous in ed tests. They will be of great help its absence and those chosen to according to Mrs. H. L. Broadwell, play the parts revealed former experience in appearing before the footlights.

terest and inspiration to all music The performance went over well with the audience, and no rest-Mr. and Mrs. Earl Lance and lessness was noted throughout the three children and Mr. and Mrs. evening. The between-acts scored Joe Kendall and daughters of a hit, and Fields' trio, with catchy Summerfield have gone to Hot vaudeville acts, brought down the

Other between-acts entertainment was furnished by Lelia Jane Insect time; spray early and Lewis, acrobatics; Miss Gladys

> Worm capsules at CORNER DRUG STORE.

Dawn Items

BY MISS LOVIE MAYFIELD

Dawn, March 4.- Due to illness Misses Lois Smith, Modine Barns and Inez Miller were absent from school last Monday. Light cases of influenza seem to be the cause. Mr. and Mrs. L. A. Smith entertained a number of young people with a party in their home Friday evening when refreshments

were served at a late hour. Misses Inez Miller and Lois Andrews spent last week end in the P. H. Barns home.

of hot coffee, cocoa and doughnuts

Due to bad roads the bus man has been unable to make complete trips the past week.

Mr. and Mrs. W. J. Stewart visited the W. F. Mayfield home

Miss Gladys Greer spent the last week end with home folks. You are urged to attend the

ning, March 6.

Monroe and J. C. Southard called in the Mayfield home last Mon-

Monday.

at Summerfield last Saturday. The grocery store was broken into and robbed one day last week. Several hundred dollars worth of sugar, flour, tobacco, etc., was taken by the robbers.

Coty Face Powder and lipstick, both for \$1.00. CORNER DRUG

Aquatic Queen

......



With lovely Beatrice Lee as ueen of the aquatic nesta at Lo Angeles, you can understand why the participating yachtsmen had fair sailing in their annual regatta. The queen is shown above crowned with a skipper's hat

Find Structure Erected

by Babylonian Monarch A temple built by Nebuchadnezgar in approximately 600 B. C. has been discovered in Ur of the Chaldees by excavation of what appeared to be an insignificant mound. C. Leonard Woolley, director of the joint archeological expedition maintained at Ur by the University of Pennsylvania and the British museum, reported that the temple is in the best state of preservation of any ever found in Mesopotamia. The structure, which was added to and restored by Nabonidus, 50 years after it was built, lies in the inner corner of the northern harbor of Ur and was concealed by a mound whose excavation the expedition undertook "for topographical reasons." "What makes the building in every way remarkable is its condition," Woolley declared. "The walls stand without exception to a height of nearly 20 feet and even the whitewash on them remains in good condition. In all Iraq there is no other temple so well preserved. We have not attempted to clear the outside of the temple, but once inside one obtains an astonishing effect of completeness. This is the only place in Iraq where one can stand in a Babylonian temple and forget for a moment that it is a

Establishing Sorority

Banta's Greek Exchange says that "there is no question more frequently asked than the one concerning the formation of a national sorority. There is no cut and dried



Now you can buy home-hatched chicks from home-produced eggs play, "An Old-Fashioned Mother," priced as low as 9c each on White played by the Black school at Leghorns and 10c each on Barred Dawn school house Friday eve- Rocks, Rhode Island Reds and Buff Orpingtons in hundred lots. One-Mr. and Mrs. Clarence Bagwell half cent less in 500 lots; 1c less called in the P. H. Barns home in 1000 lots. Best grade blood-tested chicks higher.

CUSTOM HATCHING A SPECIALTY

Bring us your eggs on Satur-W. F. Mayfield and Reuben call. days and Tuesdays. \$5.00 per 156 ed in the W. J. Steward home last Turkey eggs \$6.00 per 110 egg trays, Satisfaction guaranteed; in-Several of this community at surance carried. Complete line of tended the basketball tournament poultry supplies at money-saving

ADKISSON HATCHERY Phone 5170 AMARILLO



method of establishing any sort of a sorority or fraternity. A group find themselves in close unity and in thorough harmony and drift together without particular intention to unite. Later the thought of a fraternity comes into their minds as furnishing them a little stronger bond of union. The detail of such work cannot be catalogued or listed. It depends in every way on condition, on location and personnel.

In short, it is not a machine made thing. It does not go by rote or rule." The inter-sorority conference of 1905 defined a national sorority as one having at least five chapters, all of them at institutions of collegiate rank.—Washington

Country of Forests

In the little republic of Latvia on the Baltic Riviera, more than one-third of the territory is covered by forest. Seaports and in-land towns, villages and farmsteads are bidden to keep their distance. This sight of the monarchy of trees where the wild life of feathers and fur has been immemorably happy is reserved for the traveler who seeks in the Old world places which

these are FAST



are really olden, older than masonry and moats, as old as earliest time. Pine, fir and beach reign supreme, and in the Livonian Courland district the forests reach as far as the very dunes of the sea-

Sea of Galilee Describing Galilee a short generation after Christ's death, Jesephus, who knew the district as

fts military governor, drew a pi ture of the country around the sea of Galllee that confirms its presentation by the Gospels. He mention nine cities on the shores of the lake, none of them with less that 15,000 people, and described the sorts of trees can grow upon it, for the temper of the air is so we mixed that it agrees very well with different sorts," such as fig trees, palms, olive and walnut trees.

FRIDAY and SATURDAY **SPECIALS**

OUR BEST BACON, sliced, pound 32¢ ORANGES, good size, dozen 21¢ MACARONI or Spaghetti, four for 23¢ LAUNDRY SOAP, any brand, 3 for On Friday and Saturday and all the week following the prices below prevail on Pillsbury's Best Flour: \$1.29 24 Pounds 67¢ We are closing out Pillsbury's Bran with screenings

WE GIVE SILVERWARE COUPONS.

Carl's Cash and

Phone 324

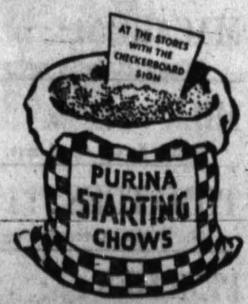
ONE CHICK FEEDER WITH EVERY 100-DOUND BAGFUL OF PURINA STARTING CHOWS THAT YOU ORDER WITHIN THE NEXT 7 DAYS

FOR EITHER IMMEDIATE OR FUTURE DELIVERY-

50 CHICKS can eat comfortably from one of these up-to-date, sanitary and feed-saving feeders...eating one 100-pound bagful of Purina Startena Chows in six wacks. Each one of these chicks can eat only one thimbleful of feed per day. From this little feed they must get so much. That's why there are 14 feeds in every thimbleful of Purina Startena Chows (mash or all-mash)...14 feeds which are there in just the right proportion...mixed over and over 960 times. The 1930 national feed survey of 1,834,513 chicks tells you the kind of a job these thimblefuls do. At six weeks of age, 92 out of every 100 Purina-fed chicks are alive and growing. And they weigh an average of one-fourth of a pound more than other chicks. There's the story for you...the story of Purina Startena Chows.

We offer you this proven starting feed ... with a free feeder per 100-pound bagful. Take advantage of this 7-day bargain. Order now and we'll have the feed and feeders ready for you when you want them...either now or any other date you set this spring.

Purina Startena Chow (Mash or All-Mash) Purina Chick Chow (Scratch)



McLean & Pitman

Hereford, Texas.

International Sunday School Lesson

MARCH 8, 1931 THE GOOD SAMARITAN

Luke 10:25-37

to inherit eternal life? 26. And he said unto him, What again, I will repay thee. is written in the law? how read-

est thou? and with all thy mind; and thy wise.

neighbor as thyself. 28. And he said unto him, Thou hast answered right; this do, and

thou shalt live. himself, said unto Jesus, And who

is my neighbor? 30. Jesus made answer and said, certain man was going down from Jerusalem to Jericho; and he fell among robbers, who both stripped him and beat him, and

departed, leaving him half dead. 31. And by chance, a certain priest was going down that way. and when he saw him, he passed by on the other side.

32. And in like manner a Levite also, when he came to the place and saw him, passed by on the other side.

33. But a certain Samaritan, as he journeyed, came where he was: and when he saw him, he was moved with compassion.

Run-Down, Weak, Nervous?

To have plenty of firm flesh and the ability to do a big day's work and feel "like a two-year-old" at night, you must relish your food and properly digest it. If you can't eat, can't sleep, can't work, just give Tanlac the chance to do for you what it has done for millions.

Mrs. Fred Westin, of 287 E. 57th St. No. in, Pertland, Ore., says: "Tanlac cured my stomach trouble complettly after three years suffering. It built rie up to perfect health, with a gain of 27 lbs.

Tambe is wonderful for indigestion gos paine, naturea, dizziness and headaches. It brings back lost appetite, him you dig at food, and gain strength and weight. No mineral druggs cary roots, barks and herbs, natura of a meetches, Less than 2 inta a cose. Get a bottle from your

34. And came to him, and bound up his wounds, pouring on them oil and wine; and he set him on his own beast, and brought him to an inn, and took care of him.

35. And on the morrow he took 25. And behold, a certain lawyer out two shillings, and gave them stood up and made trial of him, to the host, and said, Take care saying, Teacher, what shall I do of him; and whatsoever thou spendest more, when I come back

36. Which of these three, think-27. And he answering said, Thou him that fell among the robbers? shalt love the Lord thy God with 37. And he said, He that showall thy heart, and with all thy ed mercy on him. And Jesus said soul, and with all thy strength, unto him, Go, and do thou like-

29, the third year of Christ's est wisdom. ministry.

Place: It was spoken in Peraea, Jordan.

Introduction.

larly essential to good Christ- Christians."-Dean A. P. Stanley. "moved with compassion"-witness ing at this story of the good Samatanity because of the example of "It sounds simple love to God, and not from a sense of duty, but ritan and the commandment that Christ himself, who was a super- and love to man. It is the angel's the added item that at the inn he follows it with a profound reveralative example of it, who cease- message as they sang together stayed with the poor fellow all ance. It is the fountain-head from lessly went about doing good and when new life came to earth."- night, taking care of him. hunting out cases that needed good Caroline Hazard. doing. So the practice of helpfulness he made one of the disting. ties, love of God and love of man. parable his dostrine or principle ton, D. D. self in the Good Samaritan.

I like." Jesus teaches: "Your near- for him."-S. Baring-Gould. est, next-door neighbor is the man who needs you most; whether he's lying by the Jerusalem-Jericho from Jerusalem to Jericho." The highway, or on a street corner in "certain man" was thus a Jew, Tarshish. If Jesus ever neglected which adds point to the story. anyone it was the man who had Jericho, the famous city of Palms, less need of him than some one was about 15 miles east of Jeru-

Shall I Do to Inherit Eternal Life?

The same question was asked Christ by the rich young ruler. Luke 18:18; it was a subject commonly debated. The very wording steep rocks full of caves which of the question is contradictory, for if eternal life is to be inherit- dits. An Englishman, Sir Frederic to receive it. This, in truth, is the murdered. "Who both stripped him did not discuss that aspect of the ing him half dead." So far as the matter, preferring to take the law- thieves cared, he might have been

yer on his own ground of the law rather than on the unfamiliar ground of grace.

"And he said unto him, What • is written in the Law? How readest thou?" This kind of answer may often be found in the sayings of the famous Jewish rabbis, set down in their recorded discussions. The principle is illustrated over and over in the dialogues of Socrates, who always ironically pretended to be entirely ignorant himself, and to be seeking light from his pupils.

The lawyer quoted Deut. 6:5 and 10:12. No words were more familiar to the Jews. The heart signifies the affections; the soul the spiritual essence, the personality; the strength the physical nature. and the mind the mental capaest thou, proved neighbor unto city. We are to love God with body, mind and soul, and not mere-

tence, "And thy neighbor as thyneighbor as thyself.—Lev. 19:18. Rabbi Hillel. Love of one's neighbor summarizes morality as love 29, But he, desiring to justify Time: This parable was spoken in of God summarizes religion. The November-December of A. D. two together constitute the high-

Love of God and Man.

when he was baptized, kept his

"We all have the two great du-

uishing marks of his discipleship. Now God expects of us something of "the second mile". The Samar- This parable is one of the finest Some of the church fathers declar- more than a mere formal fulfill- itan had done a whole lot for this illustrations of complete and praced that Christ was picturing him. ment of the two tables of the Com- unfortunate man-who was "noth- tical stewardship. It illustrates (1) The lawyer would have defined shalt live quite so but he would might have been expected; had in Samaritan did not hesitate to inneighbor: "Any member of my have a ready, hearty service, a finitely outdistanced the priest and terrupt his journey and disarfamily; of my synagogue; anyone going out of the way to do work the Levite in the practical appli- range his plans at the call of need.

From Jerusalem to Jericho.

"A certain man was going down Jordan. He was "going down" for the road descends some three thousand feet before it reaches Jericho. "And he fell among robbers." The road is rimmed with were the haunts of desperate banit comes of God's grace, and Henniker, was here set upon by one does not need to do anything Arabs in 1820, was stripped and teaching of Christianity, but Jesus and beat him, and departed, leav-



dead; it was a picture of the hard ever it is untouched by the mercy of Christ. Our Lord had often self." This is quoted from Lev. traveled this road going up to 19:18, and was the answer given Bethany, and the parable may Golden Text: Thou shalt love thy to a similar question by the great well have been based on some recent occurrence.

Moved With Compassions

The painstaking tenderness of the traveler with the wounded is the Great Physician who is tellnature, not by parts of it. There wine, was the ordinary remedy for the country east of the lower was an old barbarian chief who, lacerations and wounds in antiquity, (Isa. 1:6.) The words "set The Second Mile.

> mandments. This do, and thou ing to him'., as we say-more than the stewardship of time. The good cation of religion to life; but he It further illustrates (2) the stegoes farther yet: paints fairer wardship of ability. He was not the beautiful lily of his kindliness; a physician, but he knew the

man may bear.

Go and Do Likewise. mans were the great slave-holding. The good Samaritan "had com- That we be kind." man-stealing people. The new thing which the gospel brought into the world was humanity."-Charles Kingsley, "God so loved the world."

"The Jericho road did not end at Jericho; it passed the frontier of Judaea, it went into all the world. Wherever in this world sin had brought shame or suffering or sorrow, there ran the Jericho road. And the meaning of this Galilean was, that all of these sufferers were one's 'neighbors'."-Rev. C. I. Scoffeld, D. D.

The lawyer's question, "Who is my neighbor?" "is one of the everlasting questions, and must be forever asked by all good people, not only in this world, but in the life to come."-Dean George Hodges.

"The command, Go and do likeman, verse 34, reminds us that it wise, is the origin of all the beneficient alleviations of suffering, "God must be served by all our ing the story. Olive oil, with modern medicine, hospitals, doctors, nurses. Until Jesus the Good Physician comes not even good surgery appears. And until at his right arm out of the water, that him on his own beast" indicates bidding doctors go out to the unhe might still work his deeds in the original that he did it gent. doctored and unhealed races, men of blood. That is the likeness of ly. And all this, not to be seen of still perish in the misery of avoid-Good Samaricanism is particu- the imperfect religion of many men, for there was no one around, able disease. We cannot help lookwhich the streams of mercy, widening with the centuries, origin-Finally, Jesus brings into the ally flowed."-Rev. Robert F. Hor-

en on earth, have had more effect gave his money, all to minister to live in a Christan life. than those of this parable. The the needs of an entire stranger, "Let us be kind!. Jews had no notion of humanity, belonging to a hostile race. And The Greek despised all nations but primarily, ft illustrates (4) the his own as barbarians. The Ro- stewardship of the love of God.

so that "Good Samaritan" has be- "first aid" of the day, and made passion" on the wounded man. He come one of the most coveted titles good use of such skill as he had. carried God's tender mercy in his that generous minded Christian Also it exemplifies (3) the stew- heart, the mercy that had been ardship of possessions. The good shown to him and that he was Samaritan gave the use of his glad to show to others. All these "No words, perhaps, ever spok-donkey, he gave his food, and he forms of stewardship will be ac-

The way is long and lonely, And human hearts are asking for this blessing only,

Just a gentle wipe and FRIGIDAIRE gleams with spotless newness

Porcelain-on-steel! As freshly sweep of a clean, damp cloth white as the frozen snow on a mountain slope. Its glass-like, gleaming surface simply won't harbor any dirt that one gentle

won't whisk away! No smudgy pattern of fingerprints need ever decorate the

front of your Frigidaire! No spillings will ever stain its everlasting, frosty-white interior! Not even lemon juice can mar

or mark it! The Frigidaire the bride of tomorrow buys will boast the same pure, orange-blossom whiteness on her Golden Wedding Day!

Beautiful, durable Porcelainon-steel is one of the very real advantages of Frigidaire Advanced Refrigeration. There are many others. We invite you to come in and learn all about them.

FRIGIDAIRE

THE NEW ALL WHITE PORCELAIN-ON-STEEL FRIGIDAIRES ARE SOLD WITH A THREE-YEAR SERVICE GUARANTER

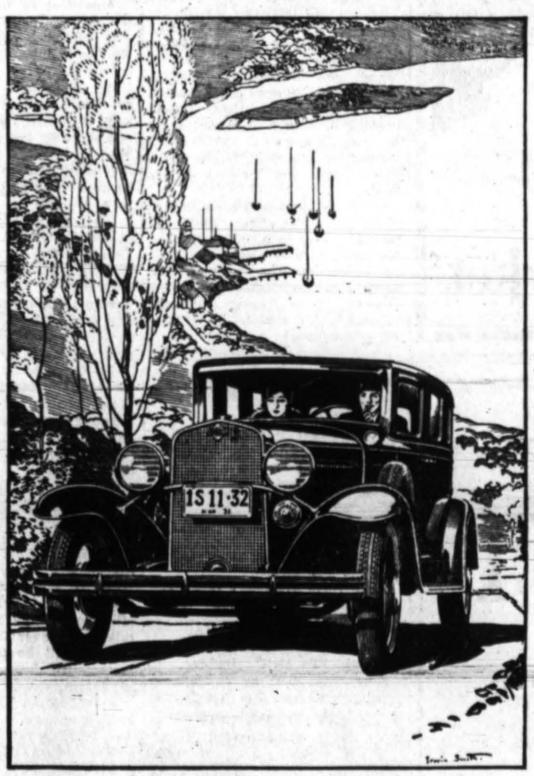
R. M. ALLRED

PHONE 176

HEREFORD, TEXAS



Performance, too, proves Chevrolet the Great American Value



The New Chevrolet Special Sedan-Product of General Motors

The big, modern Chevrolet Six is a fine performer. It maintains high road speeds at a low, easyworking engine speed. Its 50horsepower valve-in-head engine operates with unsurpassed economy. Six cylinders enable you to creep along, accelerate, climb hills, go fastand do it all smoothly, quietly -with little shifting of gears. If you have formed your opinion of Chevrolet quality solely from the car's fine appearancestep into a Chevrolet and drive. Because performance, too, points to Chevrolet as the Great American Value.

New low prices-Roadster, \$475; Sport Roadster, \$495; Phaeton, \$510; Standard Coupe, \$535; Coach or Standard Five-Window Coupe, \$545; Sport Coupe, \$575; Five-Passenger Coupe, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan or Convertible Landau Phaeton, \$650. Prices f. o. b. Flint, Mich. Special equipment extra. Low deliv-

ered prices and easy terms.

NEW CHEVROLET SIX

The Great American Value

See your dealer below =

Brumley Chevrolet Co., Inc.

Hereford, Texas.

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, \$355 to \$695, f. o. b. Flint, Michigan

BUSINESS AND PROFESSIONAL DIRECTORY

PHILLIPS "66" and Ethyl gas, Mobilell,

• Greasing, Tire Repairing, Etc. • ◆ Phone 69 when in tire trouble ◆ ◆ W. J. SMITH, Phillips Stations No. 1 and No. 2

Nunn Transfer

HAULING OF ALL KINDS

Fix-It Shop

kinds of Furniture Repaired. J. J. BUCKNER

PLUMBING THAT IS GOOD Prices that are RIGHT.

ROUNTREE PLUMBING

MORRISON'S WRECKING SHOP

I. Morrison, Proprietor Parts for All Cars East First Street

LANHAM'S FILLING STATION Phillips Gas and Oils, Phone 206 when you run out of gas or have a punctured tire on the road.

.......

DR. J. W. HICKS Upstairs In Buckner Lambert Building Office Phone 400 Residence Phone 217

DR. G. F. LEGRAND Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 400 Residence 244

BE WISE!

Buy Real Estate NOW for Quick Profits.

See Us for Bargains. Dunlap & Cox

Dunlap Bldg.

Loans-Bonds

HEREFORD INSURANCE AGENCY JOHN McLEAN, Manager

Dr. B. M. Wiltshire, Dentist

Over Sprowls-Cronin & Company Room 3. Buckner-Lambert Building.

Residence Phone 272

Office Phone 470

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

A. O. Thompson Abstract Co.

51/2 Per Cent Federal Farm Loans

A. C. THOMPSON DEPENDABLE LUMBER

McKindley & Third

Phone 456

Seen On the Screen at the Star

New Mexico, during the famous to be estray, viz: cattlemen's war of 1878-80. The career of William Bonney (Billy the Kid) is the crux of the wild- ing for cost and trouble caused.

and "Rain or Shine", featuring from the date hereof I will pro-Joe Cook, is scheduled for Satur-ceed to estray the same in acday's shows.

Monday and Tuesday the picture is "Way for a Sailor", with Hereford, Texas John Gilbert, Wallace Beery and March 3, 1931. Polly Moran.

Another big picture is "Remote Control", billed for Wednesday and Thursday of next week, March | A dance at Dimmitt is announc-12-13. Novelty-always a premium ed for Friday night, March 6. -is reported to figure prominent- Music will be furnished by a Herely in William Haines' latest talk- ford orchestra.

ing vehicle. This picture is a comedy combined with a mystery plot. Supporting casts are Mary Doran, Polly Moran, J. C. Nugent and

ESTRAY NOTICE

"Billy the Kid," which is show- Taken up about February 1, ing at the Star now, will be on 1931, by the undersigned, living the screen for the last time today, about 11/2 miles south of the town March 5. The picture relates the of Hereford, in the county of Deaf stirring happenings at Lincoln, Smith, the following animal known

> One large red sow. Owner may have same by pay-

est point the West ever reached. If not legally proven by the own-"Blue Angel" is here Friday, er thereof within twenty days cordance with law.

W. I. VALENTINE,

Dance at Dimmitt.

There is No Substitute for BUTTER

No plant oils so far investigated, and these include cottonseed oil, almond oil, peanut oil, cocoanut oil and sun-flower-seed oil, contain the Fat Soluble Vitamins in appreciable quantities. It is false to claim these as substitutes for butterfat.-Agricultural Experiment Station of the University of Wisconsin, Bulletin 291.

Don't be fooled by thinking any substitute for butter has the health, vigor and vitality of butter.

Farmers Creamery Ass'n, Inc. Hereford Phone 3

Want Some of that Choice Baby Beef?

We will buy at least one of the 4-H Club Boy's Baby Beeves this week at the Amarillo Fat Stock Show.

This will undoubtedly be the finest beef we will have this spring.

Phone in your order in advance, telling us what particular cut you prefer, and it will be reserved for

Texas Meat Market

Your Best Protection

LIGHT

Burglars Don't Work by Bright Lights

By using lights in your business house at night, you can give the officers the greatest assistance in detecting crime. No burglar alarm could be more effective in preventing robberies than bright lights.

Protect your place of business with adequate lighting.

Texas Utilities Co.

Watch Belts, Collars This Spring

NEW STYLES PRODUCE INTERESTING EFFECTS IN JABOT, SLEEVE TREATMENTS -NEUTRAL SUITS RECOMMENDED FOR "SAFETY'S SAKE"

BY HARRIET

KEEP an eye on spring styles these days, when you buy any of those winter bargains or remnants to make new frocks or en-

Among the several general style trends that bear watching are the sleeves, jabot collars, and belted coats. The latter may be belted-Directoire style, Empire style, low waistline or intermediate. Just so you belt them.

There is always a division of opinion this time of year whether it is better to buy the long coat or the suit for early spring wear.

I might say right here that if you can squeeze both into your budget, so much the better. They should go together. But on the other hand, it certainly is to be a suit spring. Just suit yourself whether you want a suit or not!

If you plan to make your own suit, you can' do it more easily this year than ever before. The dressmaker style allows it. But clothes are so much cheaper now, ready made, that it's a good idea to buy a suit.

LITTLE suit that is likely to attract increasing attention is made of beige in a sea sand tone, of one of the new dull-surfaced woolens. It is trimmed with brown galiack, in a novel manner, which consists of banding that begins at the top of the jabot of the coat, and winds around the neck. making a diagonal closing of the jacket, with the belt fastening over it.

Worn with a skirt of stitched and seamed gores, and a blouse of either the brown or the beige, it is a lovely costume for spring wear. Moreover, with its neutral tone, it goes perfectly with a topcoat of color, or a new blouse of plaid gingham, in beige, brown and orange tones.

Best of all, for this beige suit you can get a brown hat and West Indies brown kid shoes and purse that match the galiack.



The jabot neckline of the beige wool coat, left, is outlined with beige fox. The cuffs fasten with cuff buttons. Notice the novel manner in which the sea sand beige suit, right, is trimmed with brown galiack. The diagonal banding is fastened over by the belt.

girl or woman will find useful sleeves have beautiful cuffs which and stylish. It is beige wool, with fasten shut with cuff buttons, just If you have an eye to style this a jabot neckline outlined at the like a shirt. These buttons, inspring, you will know that the outer edge with beige fox. It is a cidentally, can be changed to neutral suit or coat, with plenty new line of coat, made Directoire, green, blue, red or brown to of color for blouse, hat and other to flatter the figure. And then it match your kid shoes and you accessories is a safe and sane bet. is belted, to make you look much hat band of kid.

Here is a coat that any little smaller than you really are! The

To Organize

not repeal," is the slogan of the

local W. C. T. U., as of every other |5

A busy year lies ahead for the

Madie Keith Culwell, president,

The district has asked Hereford

to organize adjoining counties so

that the Panhandle be complete.

with glad anticipation to meeting

It is hoped to convince those of

Next meeting of the W. C. T.

U, will be held at three o'clock

will be announced in the Brand

Hereford organization, says Mrs.

W.C.T.U. Units

Commissioned

Wants to Get Home Names of All Maimed Youths News

The Crippled Children's coundil of Amarillo is making a special effort to have every crippled child in this territory brought to the Northwest Texas hospital Saturday, March 7, for the free clinic under supervision of Dr. W. B.

Carrell and his staff of Scottish Rite hospital doctors from Dallas. It is requested that anyone knowing of such a child should let the council know of the case by writing or phoning 6504, Amarillo, giving name and address of the

Funds for this purpose are raised by the civics clubs through an annual minstrel. A \$250 diamond ring will be given away on both nights of March 10 and 11. Every person attending the review on either of the evenings will have an equal opportunity to receive

LIONS CLUB WEDNESDAY

A. delightful program was furnished the Lions club Wednesday noon at the Hereford hotel, with Little Misses Mary Ann Acker and Carolyn Gieser and Master Buddy Downs appearing in numbers.

Buddy gave the invocation and after the luncheon the following

program was given: Song, Good Morning: Mary Ann Acker, Carolyn Gleser and Buddy

Piano solo: Mary Ann Acker. Speech, "To Hell": Buddy.

Song, Good-Bye: by the trio. Voline Downs was responsible for the pleasing entertainment. L. H. Foster was appointed to arrange a program for next Wed- written that she will be in Hereford

D. H. Alexander and S. P. Rosson, members of the club and closely associated with committee work in the chamber of commerce, discussed briefly the highway sit- in the Court House with Miss Gun-

NEW UNIFORMS SHOWN BY HIGH SCHOOL BAND

the high school band in its new Hereford high school debating uniforms was made Friday after- team, contended for a substitute noon when a short street concert for trial by jury against represwas given and a tour of the resi- entatives of the Amarillo high dential section was made in a school in Amarillo Wednesday truck, advertising the Lions club night,

and white are the equal of any tion here Thursday night against high school organization. Under Canyon, defending the present direction of Ralph Smith, 36 mem- jury system. bers in full regalia presented a Miss Irene Crawford is coach pleasing picture in parade and in of the boys in their forensic efperformance order.

Demonstration

MISS EMMA GUNTER, C.H.D.A.

Miss Gunter has started what she calls Office Girls Clubs. Any girl that lives in a community unit in the nation. that does not have a club in the school can come into Miss Gunter's office once per month and get instruction on club work and keep informed and after school is out she may come in more often. Miss Gunter has several girls doing work that way now and will This plan is to be acted upon, and be glad to help other girls if they the local members look forward wish to come in.

The Dramatic School will be with "those of like minds in neighheld in Canyon at the West Texas boring countles." Teachers College on March 9-12 for four Counties in District 1 dissenting minds of the worthiness and Dist. 2. Each County is to of the cause, for God and home have four representatives, a lady and every land. and girl and man and boy from one community. Some of the High points of the school are: 1-Songs to be taught to their p. m., March 19. Place of meeting

clubs for the next year. 2-Records for music study and

music appreciation for the next

their group. 4-Plays to be produced during

the following two years. 5-Bibliography for study for the year.

There will be two meetings each day, a morning session from 10:00 to 12:00 and an afternoon session from 1:30 to 3:30 p. m. Miss Gunter and Mr. Dunkle have talked this over and have thought that it will be possible for one community from this county to

send four people. The Clothing Specialist from Extension Service at A. & M. College. Mrs. Dora R. Barnes, ha, nesday and George Garrison for to give a two-day short course to the Wardrobe Demonstrators and one selected member from each club on March 30-31, and these women are requested to be present both days to get the benefit of the school. The work will be given ter assisting Mrs. Barnes.

DEBATING TEAMS BUSY ON JURY TRIAL QUESTION

The first public appearance of Keller Muse and Robert Del

Woodrow Ireland and G. T. The band's uniforms of maroon Higgins will debate the same ques-

Plainview Sale **Booked by Ray** Barber, April 9

Booking of the sale of dairy cattle for the Panhandle-Plains Dairy show in Plainview April 9 was made Monday morning by Col. Ray Barber, Hereford auctioneer.

This is the second time that Mr. Barber has been given that responsible position. He had charge of the sales there in 1929 and hung up a record for dairy cattle sales, getting an average of \$200 a head.

Whiteface Band Performs.

Canyon, March 4.-The Whiteface band of the Hereford high school gave one of the most enjoyable programs of the year at the assembly at the West Texas State Teachers College last Saturday. The coming of the Hereford Whiteface band is one of the events which is looked forward to by the students of the college.

Jumbo Gets Good Snow.

J. T. Hartley, proprietor of the Jumbo general store, was in the Patsy, Ruth and John A., of city on business Tuesday. He said Plainview, spent the week end the snowfall in his section was with Mrs. Hamm's daughter, Mrs. probably one-third heavier than R. O. Douglass. here. Some of the roads in his district were likely to be blocked all week by three-foot stretches of drifted snow, he said. A good moisture was received in the Jumbo territory in spite of the high wind that dumped much of the snow into catchments,

Burglars Get Groceries.

Burglars made a raid on th grocery store at Dawn last week when they made a forced entry and carried off several hundred dollars worth of grocery stock. Listed in the loot were flour, tobacco, sugar and miscellaneous

4.50 x 21 Brunswick tires \$5.95 and insured, of course. RICE'S.

Mrs. A. C. Hales, who has been in the local hospital, was able to return to her home Tuesday.

"STOP MY WANT-AD; ALL OATS ARE SOLD'

"Don't run my want-ad any longer as I have already sold the oats," J. H. Reinart, who lives near Wyche school house, said Saturday. He had paid for three insertions but two issues, and probably the first one alone, was sufficient to find him all the buyers he could accommodate. Following is the little ad that

was so effective: FOR SALE: Some good rust-proof oats for planting,

And the Brand made a refund on the extra time paid for as complete results had been obtained before the order had been fulfilled. And this is no exception; that is why there are hundreds of satisfied want-ad users in the community, and many of them are rural readers.

PRREACHING AT BLACK

Preaching services will be held here next Sunday morning at 11 o'clock by M. H. Dungan. There will also be a musical program ir the afternoon at two o'clock by young people of the Hereford Baptist church.

Mrs. J. W. Hamm and children,

Beauty Shop

Permanent Waves \$3.50 up Finger Waves 25¢ Shampoo 25¢ Marcel Henna Pack 50¢ Clean-up Facial 50¢ Eyebrow Dye 50¢ Eyebrow Arch 25¢

Mrs. Carl Jennings

507 McKinley Phone 459



Friday and Saturday

23c

assorted, 2 dozen ... FRUIT PIES FRUIT ROLLS

apricot, apple, dozen Remember, the BEST bakery products sold in Hereford ARE BAKED IN HEREFORD

Ask Your Grocer for Hereford Bread!

Hereford Bakery

Shopping Days Sale

CLOSES SATURDAY NIGHT, MARCH 7th

Not for years have we cut and slashed prices as during this period of special events. We are gratified at the response the economical buyers have given us, and urge them to take full advantage of this sale to make any contemplated purchases before closing time next Saturday night.

> BARGAINS AS YOU NEVER **HEARD OF THEM BEFORE!**

Sprowls-Crowin & Co.

Is Revealed In

in Lubbock, the local unit serving

cent is being paid, and its inves-

ted capital here is slightly above

The cost of the general office

proration on undistributed motor

Dordes Will be Cash and

\$75,000.

Normal Profit

Wantads

Wanted

South Main St., Phone 111. 8-tfc Avenue.

HAVE buyers for two or three houses to be moved, from three to five rooms each. J. P. Wood. 8-2p

WANTED: Plowing of any kind. Prices reasonable, work guaranseed. Practically new equipment. hone 436.

WE WILL BUY your Jersey calves nd half breeds, and pay all the FOR RENT: Three unfurnished Bring them on Thursday and Fri- 707 25-Mile avenue. day. Brumley & Son.

Lost and Found

parlor and Moore's tourist camp. McMahon. T. E. Brodie. Please leave at post 8-1p

LOST: Yellow and white spotted Jersey cow; also six-months-old "DRIVE IT YOURSELF" service red calf, branded J. M. Strayed car; always ready, new tires, Saturday night. J. M. Moore, puncture proof tubes, Prestone in Dawn, Texas.

LOST: Glasses in blue case. Lubock doctors' name stamped on NICELY furnished bed room by

ARE YOU

GETTING

READY?

The Out-of-Doors

Sport Season

Is Right

Around

the Corner

Are You

Prepared?

How About a

New Set of

Golf Clubs

Or Get Your

Old One

RE-STRUNG

Don't Forget

At Any Time

We Are

SPORTS

HEADQUARTERS

For Rent

WHO WANTS to file on 480 acres FOR RENT: Furnished apartment, Eastern New Mexico land? A good suitable for light housekeeping. stock farming proposition, worth Board if desired; reasonable, Mrs. the money. Burns Land Co., 110 J. D. Thompson, 1000 25 Mile 8-1p

> FOR SALE-About 12,000 kafir bundles, or can handle a bunch of cattle to feed. 28 miles north-

FOR RENT: House keeping rooms C. P. McCollough or B. B. Parmer, close in on pavement. Phone 146. However, sales in several cities

WANTED: A housekeeper for FOR RENT: Nicely furnished without adjustment for changes in orning work. Mrs. Tom Carter, three-room apartment, 210 East price level. Dunlap building, phone 314. 1c Tenth Street. Mrs. W. I. Valentine, phone 9028-F2.

arket will stand per pound. light housekeeping rooms, \$10.00. terested enquire at my residence.

FOR RENT; Brick duplex, mod- FOR SALE; Watkins products

pers, between Moseley's domino age. Phone 354-W. Mrs. J. P. B. B. Parmer.

FOR RENT: Modern five - room house on 25-Mile Avenue, R. L. Elliston. 7-1p

radiator. FIVE CENTS a mile, plus small hourly charge. Phone FOR JOB WORK. TRY THE BEAND, 216 or 430-it's ready to go, W. F.

ase. Notify Mrs. A. C. Pierce, week or month. Two blocks east Vestway community, or Brand of court house, 403 Roosevelt Ave. 7-1p Mrs. B. B. Parmer.

FOR RENT. Comfortable apart. ments, downtown, two unfurnished. F. H. Oberthier.

> FOR RENT: Nicely furnished bedroom, adjoining bath, in modern home, close in. 304 Lawton, phone

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194.

Lodge Directory



HEREFORD LODGE

Stated meetings on each Second Monday ever month. Lodge instruction each Thursday night. Visitors are Welcome. L. A. RAY, W. M.

J. S. JONES, Secretary. HEREFORD LODGE No. 476, I. O. O. F., meets Monday, 7:30 p.m. Visiting Brothers welcome R. L. DOWELL, N. G.

L. H. Foster, Secretary. HEREFORD POST NO. 192 AMERICAN LEGION Meets at 8:00 p. m., first and third Thursday night in County Court

Tennis Racket For Sale or Trade

Room."

WALL PAPER, the new spring line, priced right. Burns Furniture Co., 110 South Main Street,

FOR SALE: Texas red rust-proof early 90-day oats. Fred Millard. 8-tf

FOR SALE OR TRADE: room modern house, \$8,000.00. Five room modern, \$4,000.00. Easy terms. A. C. Thompson, Phone

FOR SALE: Setting eggs from the Oscar Hunt strain of Buff Orpingtons, \$1.00 for 15, Mrs. Troy Womble, 600 25-Mile Ave.

FOR TRADE: Well improved half section, New Mexico farm, for land in Deaf Smith county. 225 acres cultivation; immediate possession given; has no encumberances. A. A. OTT.

FOR SALE or trade: 160 acres of good wheat land 25 miles northwest of Hereford, 1/2 mile from school. Price \$25.00 per acre, or will trade for good young stock tows or heifers. Write J. A. Wilmert, Route 3, Lincoln, Illinois.

FOR SALE: Bundle feed, 21/2 cts. a bundle, or will trade for cattle or hogs. J. W. Marnell, Route Four.

FOR SALE: Sixty tons of kafir and malze, lightly grained. Frank Zinser, Box 33, Hereford, Texas.

6-3p FOR SALE: Chinese Elm trees, home grown, six to ten feet tall, from 75c to \$1.50. At my place one miles north of Wyche school,

Trades Day at Sprowls-Cronin.

The following persons received awards last Monday in the trades day event being conducted by Sprowls-Cronin & Co. store:

Mrs. Albert Springer, \$15 cash; Mrs. J. H. Hutson, \$16.95 dress; Mrs. J. A. Thomas, \$10.95 dress; Mrs. Burrell Matthews, \$6 shoes; Mrs. Jim Mauk, \$4 shoes; Mrs. on its investment of \$75,377.85 in lowered. James Morgan, \$1.95 hose.

Coty lipstick free with each box of Coty face powder at the City Drug Store.

Business Picks Up.

Austin, March 2.-The general west of Hereford. A. A. Ellwart. decline of retail department stores 8-1p during January over December was only seasonal, according to the bureau of business research. 8-ic during January exceeded those of tion were \$14,267.88. the corresponding month last year,

> FOR SALE: Three nice residence lots north of my home; anyone in-7-1p Mrs. J. D. Bourn,

ern, close in. See J. F. Ward, Ask for my special. Geo. W. Smith, 5-tf phone 9025-F2 FOR RENT: Modern furnished 1927 Model Ford touring car, \$15. the Lubbock office last year was

In this report it is observed that to users. Success of the fight of other towns, for a reduction in rate will hinge on getting the conearned eight per cent, or \$6,069.60 | South Plains Pipe Line Company

Hereford during 1930, according The cities served are working to to a statement filed with the city have the West Texas Gas company commission. Financial statement put in effect a 50-cent rate, which of utilities companies are required in Hereford would be a reduction by law once a year to be turned of 17 1-2 cents. It appears from over to the municipal authorities. the financial statement submitted, The Hereford office collected such a rate can be secured only from local consumers of gas \$48,- through the South Plains Pipe Line 514.58. Cost of gas from the company adjusting its contract from J. Lindsay Nunn, an Ama-South Plains Pipe Line company with the West Texas company to a rillo man of considerable interests, was \$28,725.50, which was at the 20-cent basis.

rate of a fraction under 38 cents Just how this may be done or "Dear Joe: a thousand cubic feet. Operat- what methods will be used to bring ing expenses, taxes and deprecia- about such a favorable solution your coming back to the Panhanhas not been advanced yet by the dle and, also, at the same time According to the statement of permanent organization of city my congratulations to the Pan-R. H. Hinchey, vice-president of officials formed last week in Lubthe company with district offices bock.

Hereford has an incumbrance and indebtedness of \$72,582,98, upon powder we give a Coty lipstick which interest of about 41/2 per free, Olty Drug Store.

> 4.40 x 21 Brunswick fires, \$5,25. no extra for insurance, at RICE'S.

vehicles, tools, furniture and fix-Mrs. F. H. Davis of Clovis is tures was fixed at \$2,058.62 dur-LOST: Ex-soldier's discharge pa- apartment, reasonable, with gar- See at 403 East Roosevelt Street. ing 1930, and the local prorata visiting her mother, Mrs. J. D. 7-1p share of expense in operation of Thompson, on 25-Mile avenue.

Breaks Arm at School.

Delphus Fellers is mending rapthe largest item of expenditures idly from a broken arm which he ty hospital for several days the is the purchase of gas for resale sustained in a fall from the "Dip first of the week, having underof Death" at Central school Fri- gone a minor operation from which cal attention at once, and it is his parents, Mr. and Mrs. E. F. The West Texas Gas Company tract between the distributor and thought the bone will knit back Connell. within a short time. He has been able to return to school.

Flower seed at CORNER DRUG

J. L. NUNN WELCOMES

The congratulatory letter below, is self-explanatory.

"Accept my congratulations on handle in getting you back here as a citizen.

"I am sure you are going to like With each box of Coty face your work down there and under your leadership the work will pros-8-1c per. Any time you are up here drop in and visit with me. "Yours very truly,

"J. L. NUNN."

We try to make "Rice's Instant Tire Service" mean just that.

tubes one dollar at RICE'S.

George Connell In Hospita

George Connell was in the coun-Gas Statement the city, in connection with sixty day morning. He was given surgi- he is recovering at the home of

Church of Christ,

Sunday school each Sunday morning at 10. Preaching at 11. Young people's meeting at 6:30. Preaching at 8:00. Ladies' Bible POPE TO PANHANDLE study each Wednesday at 230. Prayer meeting Wednesday night at 8:00. Public invited.

Thanks Brand.

Realizing that the Brand reaches many readers who were interested in Christian Science, Mrs. Clara H. Blough, clerk of the church at Canyon, has expressed her appreciation for the publicity given the recent lecture which was held in Canyon.

Showing Easter Goods.

Lubbock, March 2.-From 50 to 75 wholesale clothing merchants handling ladies' ready-to-wear, millinery, shoes and other dry goods lines will have sample rooms here March 16, 17 and 18, for the semiannual West Texas market week. 30 x 31/2 guaranteed Brunswick Merchandise will be supplied re-8-1c tailers in time for Easter sales.

hy we spend \$2,000,000 to put Camel cigarettes in the new HUMIDOR PACK

WE have been in the tobacco business a long time down here at Winston-Salem and we take a lot of pride in the quality of the cigarettes we make.

While we have spent a good many million dollars advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, ripest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our offices one morning, he sighed with very evident enjoyment and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him. "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would give the rest of the world the kind of Camels you sell here in Winston-Salem, you ought to have all the cigarette business there is."

HAT statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that somehow, something must be done.

Denver wasn't getting a fair break. Neither in fact was any other town. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem.

That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no differ-

ence whatever in the quality

NOT THE RESIDENCE OF THE PARTY SMOKE A FRESH CIGARETTE

of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo. But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural, not added, moisture content which is prime at about ten per cent.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

HERE are three things about a cigarette that can sting the tongue and unkindly burn the throat.

(1) Cheap tobaccos.

(2) Particles of peppery dust left in the tobacco because of inefficient cleaning methods.

(3) A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.

Always certain of the quality of our tobaccos we had already made Camel a "dustless" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perfect a package that would actually act as a humidor and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We knew what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and humidity tests covering all methods of packing cigarettes came the detailed report of which this is the net:

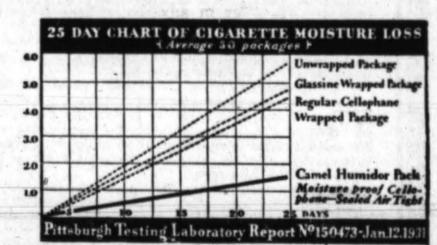
(A) No existing cigarette package, including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

(B) All cigarettes so packed tend to dry out rapidly from the day they are released from the factory.

(C) Only a waterproof material with a specially devised air-tight seal could give the desired protection. (D) This measure, while costly, could be relied

on to keep Camels in prime condition for at least three months in any climate.

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.



Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

You may be sure we gave this report a lot of careful study. We checked it and re-checked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

That costs a lot of money, more than \$2,000,-000 the first year, but after you have tried Camels packed this modern new way we are sure you will agree it is a fine investment.

For some time now every Camel that has left our factory has gone out in this new Humidor

We have said nothing about it until now, to make sure your dealer would be able to supply you when the good news came out.

Camel smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can hear the difference and you certainly can taste the difference.

Of course we're prejudiced.

We always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

R. J. REYNOLDS TOBACCO COMPANY Winston-Salem, N. C.

Mi.

Green Trading Phone 300 N. G. Elliston.

We Give

Store

JUST A FEW DAYS LEFT

To Get the Greatest Possible Benefits From

THE HEREFORD BRAND \$500.00 CASH DISTRIBUTION PLAN

The first period, which holds out the highest credit possibilities, closes Saturday, March 14. Ten or twelve more community or civic organizations are needed to participate. The highest number of credits will win the money. Hundreds of thousands of credits are to be had simply for the asking. GET BUSY!

Does Your Club Need Money? It's Time To Act NOW!

Rules and Regulations

1. Any Civic or Community Organization in Hereford or its surrounding territory is eligible to enter as a unit in the Cash Distribution and compete for a Cash Award. Nominations may be made at any time during the first three periods of the Campaign.

2. No employee or relative or any employee of the Brand is eligible to solicit or assist in soliciting in this contest. The manager reserves the right to reject any nomination if in his opinion the organization nominated could operate to the exclusion of others, or in violation of fair competition.

3. The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the

4. Clubs are not confined to their own particular, town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.

5. Cash must accompany all orders where credits are issued. There will be no exception to this rule. Clubs are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued

6. Credits will be issued primarily on subscriptions, but may also be obtained as the result of any business transaction by which a purchase is made from the Hereford Brand. Each purchaser of advertising, printing, office supplies, or anything the Hereford Brand sells in its regular order of business will receive credits for each dollar involved, these credits to be secured from the purchaser by solicitation on the part of the contestants. No member of any participating club may in any way learn of these credits except by soliciting of possible purchasers or from divulgence of the credits by the purchaser. The manager reserves the right to dismiss any organization from the contest that obtains "business" credits in an unfair way or causes any patron of the Brand undue embarrassment in soliciting credits. The price of subs riptions will be the same as always, and all business transactions with the Brand will be at the same rate as heretofore. The credits are absolutely free, and are issued with the sole purpose of determining the winner of

7. Credits cannot be purchased. Every cent accepted through the Subscription Club must represent subscrip-

tions, or Brand business activities.

8. Credits are not transferable. Club members cannot withdraw in favor of others. Should a ciub member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discreiton of the manager,

9. Any collusion on the part of clubs to nullify competition, or any other combination, arrangement or effort to the detriment of clubs or this newspaper will not be tolerated. Any club entering into or taking part in such an agreement, arrangement or effort, will forfeit all right to an award or commission.

10. Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the clubs. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the 11. In the event of a tie for any of the awards,

awards identically alike will be made to members. 12. In case of typographical or other errors, it is understood that neither the publisher, nor clubs shall be held responsible, except for the necessary correction of

13. No statement, assertion, or promise, cittles weitten or verbal, made by any solicitor, agent, or club will be recognized by the publishers, other than these printed

14. Every Club is an authorized agent of this paper and as such may collect subscription payments from pres-

en; as well as new subscribers. 15. Extension of subscriptions will receive credits according to the schedule in effect when the first subscription was paid, except that no extension credits will be

given in the final period; 16. It is distinctly understood and agreed that clubs will be responsible for all money collected, and that they will remit such amount in full at frequent intervals or on demand of the manager.

17. There will be a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY club becomes INACTIVE, failing to make a weekly cash report, it will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or commission.

18. The publishers guarantee fair and impartial treatment of all clubs, but should any question arise the decision of the manager will be absolute and final.

19. Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement. 20. The Campaign opens Monday, February 23-

Closing on Saturday, April 4. 21. All extra ballots will be issued at the close of

each period. 22. All matter contained in this issue-pertaining tothe contest hereby becomes a part of the rules and regulations. The right is herewith reserved by the management and the publishers to amend, revise or add to these rules and regulations, and also to offer extra or additional awards to club members for their efforts.

IN ACCEPTING NOMINATIONS, CLUBS AGREE TO ABIDE BY THE ABOVE RULES.

No individual may win a prize, nor can any organization win a prize for an individual, the prize money must go to the organization. Credits must be solicited and collected by contestants.

All Prizes Will be Cash and Not Merchandise

Buy What You Wish

First Prize

In Cash to the Winning Club

Second Prize In Cash

Third Prize In Cash

Fourth Prize 25.00 In Cash

20% COMMISSION-To All Non-prize Winners who remain active through the contest, for all Subscriptions Secured.

How Awards Will Be Made

The grand capital award, \$150.00 CASH, will be awarded to the Club that totals the greatest number of credits for the entire campaign.

After the above winner has been decided, \$75.00 IN CASH will be awarded to the club having the second highest total of credits.

\$50.00 IN CASH will be awarded to the club having the third highest total of credits.

After the winners of the first three prizes have been decided, \$25.00 will be awarded to the club having the fourth highest total of credits

TWENTY PER CENT COMMISSION

Every Club that remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time it starts to work, and who fails to win one of the regular awards will receive 20 per cent in cash for the gross amount of its new subscription sales.

HOW CREDITS ARE SECURED.

Credits cannot be purchased and they cannot be transferred. Once issued to a club's credit they cannot be given to another. This rule is imperative.

There are four ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits. Another method is through securing new and re-newal paid in advance subscriptions to The Hereford

Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions. A third method is securing the credits issued for each sale in the amount of one dollar or more made by the Brand during the term of the campaign. This may be for advertising, job printing, office supplies or any other transaction performed by the Brand in its regular order of business. Credits for business transacted will be issued only when work is paid for and not at the time of its completion. Contestants are liable to be dismissed

sued for less than one dollar. The fourth way by which credits may be earned is for the payment of past due accounts to the Brand. The existence of such accounts and their payment may be learned ONLY from the customer owing them, and in no other manner.

from participation for seeking to learn through Brand

sources of any work being done. No credits will be is-

How Subscriptions Count In Credits In the Campaign. The following scale shows the subscription rates, and

the number of credits given according to the amount paid. Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randal, Castro, Bailey, Parmer and Oldham Counties Texas and Curry and Quay Counties, One Year _____ \$2.00.____ 5,000 Credits
Two Years ____ \$4.00 ____ 15/200 Credits

\$2.50 per year to all other countles and states with the same schedule of credits as above. In addition to the scale above, a bonus of 150,000 EXTRA CREDITS will be given for each \$20.00 turned in between

now and 6:00 p. m., Saturday, March 14th. From March 16 to March 26, a bonus of 100,000 extra redits will be issued for each \$20.00 turned in. From March 26 until March 31st, a bonus of 75,000 extra credfts will be issued for each \$20.00 turned in. From March first natif April 4, a bonus of 20,000 cates credits will be a lissued for each \$20.00 turned in.

HOW BUSINESS TRANSACTIONS COUNT IN CREDITS EARNED

Each dollar's worth of business earns 1,000 credits. No credits will be issued for less than one dollar, but each fractional part beyond one dollar more than fifty cents will receive credit for 1000 credits as if it were a full dollar.

HOW PAST DUE PAYMENTS COUNT IN IN CREDITS EARNED

Any customer or patron of the Brand whose account is sixty or more days in arrears is entitled to 10,000 credits for each dollar due, should the account be paid during this campaign. The credits will be issued to the customer upon payment of the account and he may give them to the club of his choice or vote them as he sees fit.

FIRST SUBSCRIPTION NOMINATING BLANK

Good for 10,000 Extra Credita

This nomination blank and first subscription, a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a club. If so requested, the nominator's name will not be divulged.

drian-Sims Notes Y MRS. J. M. CHAPMAN

drian-Sims, February 28.-Rev. or of Adrian filled his reguappointment at Sims Sunday moon, Visitors were Mrs. Pry-Mr. Bullington and Mr. Knox

frs. Eugene Brouse of Adrian reported quite sick. Mrs. John Van Meter visited

th Mrs. M. B. Stone the later night. rt of last week. We are glad to report Sunday

hool attendance growing. Every-Misses Alma and Lucille Foxall

ere shopping in Hereford Sat-Mr. and Mrs. Alma McMurphy

Mr. and Mrs. Mason visited in

Walcott School

By MISS MARGARET CAMP

ght guests in the Lueb home

Clint Treadwell home Sunday

ors Saturday. .

the proud parents of a baby born February 15. Locke home Sunday. Mr. and Mrs. J. M. Chapman

stertained the young people of is community Friday night. The rty was in honor of Ray Chapn's 18th birthday. Games were joyed during the evening and reshments were served to 36 Mr. and Mrs. M. B. Stone and Culpepper home. May Mecaskey were Vega

his recent illness.

family Friday and Saturday.

have chicken pox.

Mrs. Jones.

Many children in the community

Ella Wolfington spent Sunday

with Mrs. Aurel Jones. S. M.

Hicks, Henry Mason and Garland

Jones were other dinner guests of

Rev. Bozeman of Muleshoe de-

Rockwell Presents Home.

College Station, March 3 .- A model farm home, erected on the campus at the expense of the Tex-Walcott, February 28.-Misses well, Houston, president of the oskinson and Camp were overassociation.

The farm home, a six-room cottage, will be used as a key demon-Roal Jones is in Ada, Oklahoma, stration home under supervision of the extension service.

DR. D. K. ROBISON Residence Phone 500

DR. R. E. ADAMS Residence Phone 369-J

Doctors Robison and Adams

PHYSICIANS AND SURGEONS

Office Phone 282 Office In Clark Building Over Rice Drug Store Hereford, Texas



Stay Out of Debt Have Money

ON'T burden yourself with Debts and shoulder more than you can carry.

It is too easy to buy things "on time" today. The pull to get from under debt is a hard, long one. If you should fail, your home, credit and good standing are GONE.

START SAVING REGULARLY NOW We Welcome Your Banking Business



FIRST NATIONAL

OF BANK HEREFORD A Strong Bank Thoughtfully Managed





HOW ONE WOMAN LOST 20 POUNDS OF

ained in vivaciousness

fat.

Take half a teaspoonful of Krusprovement in health—so gloriously
n Salts in a glass of hot watenergetic—vigorously alive—your every morning-cut out pastry money gladly returned.

and fatty meats-go light on potatoes, butter, cream and sugarnote how many pounds of fat have very good.

Notice also that you have gained in energy-your skin is cleareryou're fat-remove the cause! your eyes sparkle with glorious RUSCHEN SALTS contain the health—you feel younger in body

en your vital organs fail to Get an 85c bottle of Kruschen orm their work correctly, your Salts alians (1) Whose (installs and kidneys can't throw off 4 weeks). If this first bottle does waste material-before you not convince you this is the easiest, ze it—you're growing hideous- safest and surest way to lose fat

present getting to play. Mr. and Mrs. J. L. Lookingbill entertained her sister from Anton recently.

mon visited the H. D. Culpedder Soon Have to Pay for Good Roads Anyway

County: livered sermons here Friday, Saturday and Sunday. The largest Austin voted 5 to 2 in favor of Saturday night but the storm pre- 8-1c crowd we had was out Sunday the State issuing two hundred million dollars in bonds for the Dale and Barton Jones visited purpose of using so much thereof Saturday at the home of Otis as is necessary to pay off and take up the various county road bonds. Mr. and Mrs. Will Gentry at Those countles in Texas which tended preaching Sunday morning have voted road bonds and paved one selling milk within the city and took dinner with the Culpep- their state highways will have limits unless their cows are testtheir money handed back to them ed each year for tuberculosis, and Roxie Hoskinson and Margaret out of this two hundred million this applies to those selling sur- 8-1c Camp were dinner guests at the dollars, and they will also have their paved highways.

Mr. and Mrs. Levi Pounds of All those counties in Texas like Summerfield spent the week end Deaf Smith and Castro which have with Mr. and Mrs. Rufus Locke, not voted bonds and have no pay-After church Sunday night the ed highways will be taxed equal-Wolfingtons, Masons, Hicks, Mat-ly and proportionately to pay off tie Priddy, Bill Coe and Fred Cog- the two hundred million dollars dell formed a group which en- for the paved roads in the other joyed a radio party at the H. D. counties. Savy? Deaf Smith and Castro counties have neither the Alton Jones is recovering from bonds nor paved roads, but they will be taxed just the same to pay for the paved roads in those counties which have them.

All those officers and politiclans at Austin have determined to issue the two hundred millions in bonds and they are backed up by all the officers and politicians as lumbermen's association, was and voters in all the counties formally presented by J. W. Rock- which have outstanding road bonds and paved roads. They have the influence and also about ten or fifteen votes to our one. That two hundred millions in state bonds will be put over next November, you just wait and see. And we will be taxed to help pay it and have no roads. I am in favor of getting some and holding out our hands to the big boys down at Austin and say, "Come on, pay for ours, too, with the rest of them". And they will have to do it. It's going to be done.

> I copy here a part of a statement sent out from Austin last week by the Associated Press:

> "It was brought out today that counties relieved of their bonded indebtedness could abolish tax levies to pay off the bonds." ourse they can, for the State will have paid off the bonds, If Deaf before next November we will be left sitting in the middle of a muddy roud and no place to go. But we will begin in 1932 to pay taxes on this two hundred million dollar state bond issue which is to be used in paying off all the roads bonds for all the counties which have paved roads.

If Deaf Smith and Castro will issue road bonds this year and begin to pave their roads, then when the state takes up and pays off the bonds of those counties which have been issued and pived they must pay off ours, for all must be treated alike in that matter. They can't take up one without taking up all. I venture the assertion that if we will issue roads bonds we will never be taxed but one year to pay them. The state will take them up.

Respectfully, JNO. P. SLATON.

Summerfield

BY MRS. L. JOHNSON

About ten members of the W. M. S. at this place attended the program and social given by the Hereford W. M. S. last Wednesday afternoon. They proved to be royal entertainers,

Mr. and Mrs. Louie Huckert returned from a visit with their daughter, Mrs. Joe Heiselman at Vega last Friday.

Mr. and Mrs. Joe Kendall and mother, Mrs. Lee Kendall, lett for Hot Springs, N. M., Thursday for an indefinite stay.

Jeff Crawford of Black was a visitor with Mrs. Clayburn Carr last Saturday afternoon.

Mr. and Mrs. Lee Curry visited a cousin at Progressive Sunday.

Miss Emma Gunter, demonstration agent at Hereford, held a meat canning at Mrs. Gerald Morgan's last Friday.

Mr. and Mrs. Adam Flowers visited her brother, Sam Ratcliff at Ford last Sunday.

Mrs. A. J. Blakemore went to Amarillo last week to be gone several days and take medical treat-

Several from this community attended the play at Black last in 3 weeks get on the scales and Friday night and pronounced it

> W. L. Huntley and Glenn M. Crate of Black attended a Red and White business meeting at Clovis Thursday night.

Those reported on the sigk list ds and nerves should have to give any fat person a joyous sur. are Leatrus Walser, Ellen Atchley, Bernard Roberson and little Os-

> Saturday was well attended but the rain prevented all 'the teams

Guy Walser, Jim Clark, Aaron plus milk from a family cow. Santa Fe the past week.

digging chickens and pigs out of the drifts. The moisture will be very beneficial.

Rev. Clouse of Amarillo came at that time. Last week our legislators at to fill his regular appointment for vented any services.

Notice to Dairymen,

Ordinance No. 238 prohibits any-

Judd and Bernard Roberson have Dr. E. W. Little, of Amarillo, been working at Canyon for the will be in Hereford, March 12th, and all should arrange to have The snow storm Saturday night their cows tested at that time, If found several the next morning as many as 150 cows can be testgrounds 50 cents per head.

Please call City Clerk, phone 222 and arrange to have tests made E. S. IRELAND,

Mayor.

Notice of Sale.

Sandy-colored gilt, weight about 175 pounds, to farrow soon. Will be sold March 17, at two p. m., at City pound.

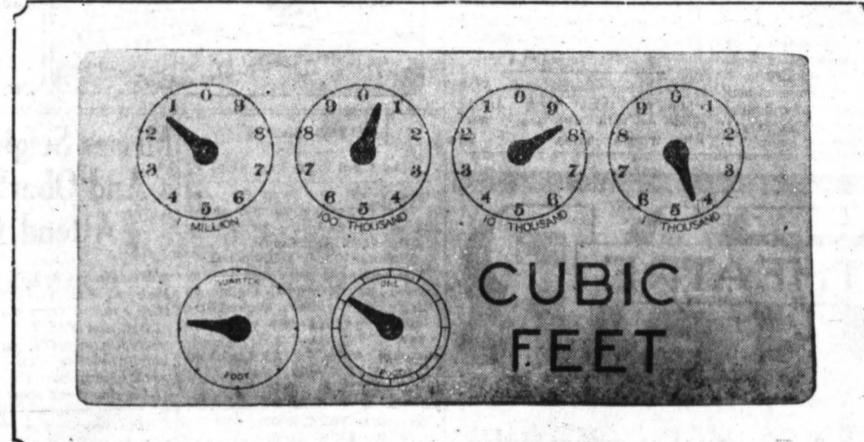
C. R. BOYD, City Marshal. Wear Clean Clothes

PHONE 160

Corbett & Co.

National Association of Dyers and Cleaners

HOW TO READ Your Gas Meter



There is nothing mysterious about the reading of a gas meter. The ability to read a meter will acquaint patrons with the rate with which gas is being consumed on their premises. A meter also is valuable in detecting leaks.

The accompanying illustration shows what is known as a four dial meter, such as is in common use in Hereford. The small dials at the bottom are disregarded in reading meters.

EASY TO READ A METER

To read the above meter, first take the dial at the left marked "1 million". It is divided into 10 parts of 100,000 each. Look at the pointer. It is between the numbers "1" and "2". So put down the number "1" which the pointer has just passed.

The second dial is marked "100 Thousand," having 10,000 to each division. The pointer is just past the cipher, so put down the cipher after the "1" from the first dial, and you have "10".

The third circle is marked "10" Thousand," each division representing 1,000 cubic feet. Put down the number the pointer has just passed, which is "8" and you will have the number of thousand feet consumed, 108.

The last dial to the right is divided into 10 sections of 100 each. The pointer has just passed "4", so the complete reading is 108,400.

The West Texas Gas Co., however reads the meters for billing purposes in even thousands, so you would be billed for the month for the difference between 108,000 and the previous month's reading. You can check your gas consumption at any time during the month by comparing the previous month's reading given on your gas card with the present state of meter.

LOWER DIALS ARE USEFUL

The lower dials will help you determine whether there are leaks in your gas pipes, or in finding the rate at which any of your gas appliances is consuming gas.

To find leaks, turn off all gas outlets tightly and then note whether the hand on one of the lower dials move. If it does there is a leak somewhere. But DONT LOOK FOR THE LEAK WITH MATCHES. Use a heavy soap suds on the connections, and see whether the gas bubbles through. Then, if you dont know how to mend the leak yourself, call a plumber-for gas leaks are dangerous and expensive.

The rate of any gas appliance may be determined by shutting off all other outlets and then noting how long it takes the appliance to consume a certain number of cubic feet of gas.

The West Texas Gas Co., Service department always is glad to cooperate with con sumers to the end that they may obtain the greatest possible heat return from the ga which they purchase.

"MODERNIZE WITH GAS"

West Texas Gas Co.

Oklahoma C. C. **Head Points Out** Hereford Asset

Outside the directors of the chamber of commerce who made the fortunate selection, perhaps few local citizens realize the importance of the step taken in bringing Joe L. Pope to Hereford as secretary-manager. It is no exaggeration to say, in accordance with opinions expressed freely by men and groups who have been associated with Mr. Pope, that cities ten times the size of Hereford would count themselves lucky to have the man with them in like position.

Mr. Pope is not a candidate for any office, he is not of the vainglorious type, and has little reason to court personal publicity, but the high-type of commendation coming in from distant points are too significant in direct bearing upon this territory's activities being in the hands of such a capable leader to be omitted from wide circulation.

The directors are fully behind the new manager in his plans, and the board desires a united support in putting over the program in process of being outlined. Confidence in the manager must first be established, and in that respect the board can best point to what men of large interests and the Oklahoma chamber of commerce have to say in voluntary statements.

"Oklahoma's loss is Hereford's gain and no mean asset of Texas ing our services." as a whole, in the acquisition by your city of Joe L. Pope as manissue of your splendid paper," W. sells Weed's chains.

B. Estes, managing director of the chamber of commerce of the state of Oklahoma, writes to the Brand in an unsolicited letter to acquaint the management with the previous work of one who is cataloged as "one of the best known men in Oklahoma."

MAC

'Mr. Pope was identified with the staff of this organization for some time," continues the letter from the Oklahoma City office. "in charge of our organization service department which rendered a service to the 88 member chambers federated into this body. Mr. Pope covered the state rather thoroughly with his splendid work and is perhaps one of the best known men in Oklahoma and loved by all who know him.

"Not only is Mr. Pope a capable, thoroughly experienced member of the secretarial profession, but he is a student of economics and from his facile pen we are confident that you will secure much constructive publicity which alone will more than offset his compensation, whatever that might

"We want to bespeak for Mr. Pope, the wholehearted cooperation of your citizens and you really are to be congratulated because you can truthfully boast of the fact that in Joe L. Pope you have one of the outstanding members of the commercial and secretarial profession. This, we are confident, you will discover for

"If at any time this organization can cooperate with you in any movement wherein our mutual interests would be involved, we shall appreciate your command-

Get those tire chains NOW. ager of your chamber of commerce while you think of it. Another as announced in the February 19 snow or rain will come. RICE



Last Time Tonight THURSDAY, MARCH 5





One Day Only FRIDAY March-6

EMIL JANNINGS

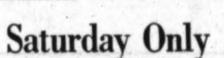
...The Blue Angel"

MARLENE DIETRICH

A Paramount Release

Wednesday Thursday Of Next Week WILLIAM HAINES In

"Remote Control"



Matinee and Night MARCH 7th



Monday and Tuesday MARCH 9 AND 10



gohn.

WALLACE BEERY and POLLY MORAN in

"Way for a Sailor"

Reason Enough





BY MUNCE





WATER RATES

(Continued from Page One)

sumer would pay about the same as formerly, while the few thousand gallon household would enjoy substantial reduction.

Minimum Charges Compared. The following list shows a comminimum covering both water and

Hereford, \$1.50 for 2,000 gallons. Slaton, \$1.50, 3,000. Plainview, \$1.50, 3,000. Wellington, \$1.50, 2,000. Brownfield, \$1.50, 5,000. Littlefield, \$3.00, 2,000. Clovis, \$2.00, 1,500. Floydada, \$1.50, 3.000. Lockney, \$2.00, 3,000. Dalhart, \$1.85, 3,000. Panhandle, \$1.50, 2,000. Clarendon, \$1.75, 3,000.

Water-Sewer Rates Data. The tabulation below reveals the standing of Hereford with others towns of West Texas on rates from 10,000 to 20,000 gallons, including sewer charges:

Town	10M	15M	201
Hereford	3.00	3,65	4.3
Wellington	3.75	5.00	6.2
Brownfield	2.75	3,75	4.7
Clovis	4.25	5.58	6.9
Floydada	3.10	4.10	5.1
Littlefield	3.35	4.10	4.8
Lockney	3.20	3.95	4.7
Dalhart	4.85	6.60	8.3
Panhandle	3,15	3.80	4.4
Clarendon	5.25	6.75	8.2
Slaton	\$3.95	5.20	6.4
Plainview	2.55	3.30	4.3
(Irrigation for r	esiden	ces	only
\$2.00 for 20M gall	ons.)		17
		-	

Wyche Items

MRS. L. P. PERKINS

C. V. Burgess called in the L. P. Perkins home Monday morn-Miss Smith, Miss Priddy and

Grandma Neill visited in the L. P. Perkins home Friday night. Everybody is rejoicing over the snow. While much of it drifted

there is enough left on the fields to do much good. P. G. Perkins spent Friday night

in the L. P. Perkins home. C. V. Burgess and family went

to Summerfield Friday evening to visit Mrs. Burgess' brother who is ill with influenza. Miss Hall, Miss Pinkert, Messrs. Hunter and Butts of Jumbo call-

ed on Mr. and Mrs. Perkins Thurs-Mr. Brashears and wife are making an extended visit in the

C. V. Burgess and family visited relatives at Summerfield Mon-

day night. Mr. and Mrs. Perkins visited in the Burgess home Tuesday.

Guy Edwards and family visited

in the paternal home Thursday. Everybody is invited to the St. BARBARA JANE FUQUA Patrick's progressive forty-two BROUGHT HERE FOR BURIAL party at the school house here on March 17. The club women will two games.

5.50 x 19, Heavy Duty, 6-ply tires \$13.15, and insured against last Friday. road accidents at no extra cost. At RICE'S.

Mr. and Mrs. Earl Springer and ors in Amarillo tast Thursday. | vented it. RPCE sells them. 8-lc spent several wekes.

Misses Seigler **And Oberthier** Attend Queen

Miss Gladys Seigler, daughter of parison of Hereford's minimum Mr. and Mrs. T. E. Seigler, and charges, with gallons allowed, the Miss Frances Oberthier, daughter effect along with discharge papers of Mr. and Mrs. F. H. Oberthier, played prominent parts in Panhandle society the first of the week in Amarillo when the queen ed in an elaborate ceremony.

> ladies appeared in the Amarillo News Saturday, in announcement of some of the queen's attendants;

Coronation of her royal highness, the queen, was held in the auditorium Monday night, Form-Mexico crowned the queen, midst gorgeous scenery and effects, in the presence of princesses, court gentlemen, crown-bearers, and ans' compensation certificates is flower girls. The ladies' costumes determined : were things of rare beauty. The coronation dance was held at the University club following the cor-

Westway Items MRS. PINK GILILLAND

Westway community club met with Mrs. J. H. Landers. Two visitors were present and 16 members answered roll call with characteristics of Washington and

Mrs. A. L. Manjeot March 13. |ed for under the new law will be Mr. and Mrs. S. J. Lovell, Misses made, if desired. Frances Brown and Ruth Hanna were dinner guests in the J. H. Landers home Sunday.

Stella Mae Gore spent the week end with the Wilson girls.

Mr. and Mrs. P. H. Gililland and Bob and Mrs. Ran Howton visited Judge and Mrs. O. R. Tipps in Silverton Sunday. They came back by Happy and called on Mr. and Mrs. R. F. Rogers.

Johnson Cramer spent the week end with Leslie Vaughn. Westway basketball boys play-

ed Dawn Friday. The score was 20 to 12 in Westway's favor. Christine Huntzinger spent last week end with Bessie Gunn.

Westway boys' and girls' teams attended the county basketball tournament at Summerfield Saturday.

Charlie Evitt is reported on the sick list this week.

serve cocoa and coffee. Everyone of Mr. and Mrs. J. L. Fuqua, Jr., member is urged to be present and is requested to bring sandwiches. Clayton, New Mexico, was brought A prize will be given in the forty- to Hereford for burial Monday af- stands as there will be judging by ternoon. Rev. V. M. Cloyd conduct- the agent. ed the funeral services for the little girl who died in Clayton

The mother is out of danger.

VETERANS LOANS

(Continued from Page One)

record of it and application for more. In this district, nearest regional office is Oklahoma City.

Those who have not received loans must mail to the office or present a certified note to that and the certificate. Notes can be obtained from the regional office and veterans' organizations.

In Hereford and adjacent terriof the fat stock show was crown- tory, C. W. Humble, service officer for the American legion post Miss Seigler was selected prin- here, will lend every assistance cess from Hereford and Miss Ob- possible for all ex-service men erthier was chosen maid of honor. who make known their desires. Photos of these talented young He will make the necessary arrangements for applicants.

From there on the loan is in the hands of the veterans' bureau, which heretofore has issued loans within ten days of receiving aper Governor R. C. Dillon of New plications and hopes to continue issuing checks at the same rate.

How Value Is Figured. Here is how the value of veter-

Each former soldier, sailor, marine or coast guard and those in any other branch of military service during the World War is allowed \$1 a day for service at home and \$1.25 a day for overseas service.

To this is added 25 per cent of the total, which, with four per cent interest compounded annually, forms the actual maturity valne of his certificate.

There are still many veterans Lincoln. Mrs. Sikes gave an in- who have not applied for and reteresting paper on training our ceived these certificates. The govchildren in patriotism. Mrs. Pierce ernment will still issue the certidiscussed the lives of Washington ficates when properly applied for, and Lincoln. The club meets with and when issued loans as provid-

Ward News Notes

BY MRS. WILEY ROBERSON

met Wednesday, February 25. with Mrs. O. E. Boyer with eight members present. Mrs. Suggs gave an interesting paper on training to give children patriotism. The program took the form of

a discussion of famous men born in the month of February. Talks were given on fives of Washington and Lincoln. The Ward club has grown both in interest and in new members, and it is hoped by spring and summer there will be a much larger club.

The members have been very successful in gardening and canning projects, also in canning beeves and poultry.

The next meeting will be with Mrs. W. P. Caraway on March 11. Mrs. Caraway is president of the Barbara Jane, infant daughter club and will be hostess. Every bring rugs, shelves, stools and

> Just received another shipment of dry cells for radio or telephone service at RICE'S.

C. W. Humble has returned from Got stuck in the snow, didn't a combined pleasure and business N. C. Vogele were business visit- you? Tire chains would have pre- trip into New Mexico, where he CONTEST

(Continued from Page One.)

osts so little for a whole year. Enroll your club in the cam- get your supplies this week end paign, line up your workers, and do not omit to approach every one PERRYTON POST WILL you know at once. Get his or her subscription or pledge. Don't let the dozens who come to the office each week and pay up do that the American legion and auxiliary

without getting these credits. his paper and says nothing about in the state in point of memberturning his credits to this or that ship, according to Van W. Stewclub, it is only the fault of the art, post commander of Perryton clubs that the party has not been legion which will be host to the seen previously. There are lots convention.

of credits just floating waiting to be gathered in. There is plenty of room more club candidates. Come in an

BE HOST AT CONVENTION

The annual spring convention of the 18th district will meet in It is unfair for the Brand to Perryton March 21 and 22. Fifty suggest to the subscriber that he three Panhandle counties comprise vote his credits. When he pays for the district, and it is the targest

STRAYED

I have some coming yearling steers that drifted in the storm, branded mashed O on right hip and thigh, and others branded C on left hip. Any information concerning these will be appreciated.

H. G. CONKWRIGHT PHONE 228



"It's all right to build air castles-but keep your foundation on the ground."

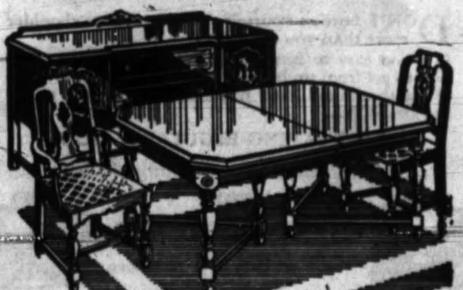
We have a good supply of

Texas Maps With Calendars

We want to give these to our friends. They are yours for the asking.

Western National Bank

DISTINCTIVE **HOME FURNISHINGS**





Our thousands of satisfied customers living in all directions up to many miles from Hereford have established our reputation for dependable home furnishings. You will find, as they have, that if given an opportunity to serve you, you will be pleased.

The Big Store With The Little Torrest Contraction of the Contr