

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 24

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JUNE 25, 1931.

FIVE CENTS PER COPY.

## Westway Club Woman Wins Trip To College Station With Dress Costing Only 76c

First prize, a free trip to A. & M. College the latter part of next month, was won by Mrs. Beauford Luttrell of Westway in the house dress contest, conducted here Wednesday, June 17, when over 200 rural and urban women, friends and children met in an all-day meeting.

Besides the competition in home-making of house dresses, the occasion was to celebrate the first anniversary of home demonstration work in Deaf Smith county. The program was arranged by Miss Emma Gunter, agent, who upon that date had completed her first year's work.

Other winners were Mrs. P. H. Gilliland, Westway, on a dress costing 93 cents, and Mrs. Effie L. Brown, North Hereford, with a 66-cent dress. These ladies tied for second place after a close check. Mrs. Lester Galley, Dawn, whose dress cost 73 cents, was third, and Mrs. J. P. Slaton of the Westway club, took fourth with her \$1.97 dress.

### Winning Dress Cost 76 Cents.

The winning dress, entered by Mrs. Luttrell, was made at a cost of only 76 cents. Her free trip to the short course at College Station was made possible by the First National and First State banks which put up the money.

The first prize winner is an active member of the club at Westway and she has been chosen as a delegate in the spring to Canyon to take the instruction in recreation work for her community. She is well equipped to bring back to Deaf Smith county a hot of ideas and new inspiration for bigger club work.

### Better Homes Accentuated.

The average cost of the dresses in the competition was 85 cents. The cheapest was 25 cents and the most expensive was \$1.39. Only two prints were duplicated, said Miss Gunter, which she thought exceptional for so few stores to choose from. Colors of red and blue predominated.

Another feature was that some of the dresses in the high scoring were made by women who had done very little sewing in their lives but they took special time and effort to make them standard articles.

The contest, which was presided over by Mrs. S. A. Miller, president of the Deaf Smith county demonstration council, more than fulfilled the expectation of glorifying the farm home, and it evidenced the great advancement made in the program for betterment of homes in this district.

### 53 Dresses Judged.

All the clubs from ten communities were present. They first brought their entries and foundation patterns to the club room to be judged by Miss Mary Sitton, Potter county home agent, and Mrs. Bob Wilson, ex-home demonstration agent, Hereford. There were 53 women who brought dresses to be entered.

A short program was held in the district court room in the morning. After a few songs, Mrs. Miller gave an emblematic talk, using a candle as the basis of her remarks. She compared the work of a club member to the light of a small candle, bringing out that

(Continued On Last Page)

## Wheat Growers Meet Friday to Talk Marketing

Wheat producers in the Hereford territory are called to meet here Friday afternoon, June 26, at two o'clock at the court house to discuss the grain situation and devise means for testing the validity of the operations of the Chicago board of trade, to which institution much of the ill of marketing wheat are being traced by the growers.

This is said to be an important session and all interested are expected to attend. An out-of-town speaker is announced who will discuss marketing matters thoroughly. The entire wheat belt is having similar meetings and the ultimate aim is to eliminate the board of trade or curtail its operations in future trading.

## Favorable For Wheat Advance, Says Grain Man

The wheat market, along with most every product, including bonds and stocks was stiffened the first of the week in the announcement of President Herbert Hoover that the American nation was ready to agree with Europe for postponement of all war debt payments for one year.

The grain price advanced three cents on the bushel in the Hereford market. The price Wednesday morning was 94 cents for wheat.

It is evident that milling companies are staying out of the market, according to F. H. Oberthier, local grain man, letting the price sag to an export basis. Mr. Oberthier thinks the bottom has been reached, and thinks any slowing up of the rush to sell, such as storage in granaries and piling on the ground will cause an advance.

"Everything is in favor of better prices," said Mr. Oberthier Wednesday morning, "especially considering the low price at present. There is a short crop in Canada and indications are that the acreage will be reduced away down for next year.

"Farmers should show some confidence in their product by being slow to sell and holding off as long as possible."

## S. J. Williams Gets Promotion

A promotion was recently given S. J. Williams, son of Mr. and Mrs. C. B. Williams, this city, by the International Harvester company. S. J. has been associated with the harvester concern for several years, and is now manager in charge of collection and credit offices in eastern and southeastern parts of the United States.

It is stated that this is one of the most responsible jobs of the company held by a young man of his age.

### LONGBOTTOM BUYS WESLEY STORE FROM MRS. JANES

Effective Monday, Claude Longbottom became proprietor of the store at Wesley, nine miles north of Hereford on 25-Mile avenue. He bought the property from Mrs. George Janes and will manage it personally.

## Travel Census Will Be Taken For Hereford

Checkers will compile data on motor vehicle traffic on all roads leading into and through Hereford on July 6, 7 and 8, according to Joe Pope, secretary-manager of the chamber of commerce, who said it was decided at the road meeting at Dimmitt Wednesday afternoon of last week that all towns between Vega and Brady would make such a census of travel.

These are preliminary steps toward getting a state designated road, running north and south. An attempt will also be made in the checking to keep separate records on out-of-Texas vehicles using the roads.

A brief will be made of the travel census and other facts and a committee from the road association will submit it to the state highway department for a decision.

### MIDGETS BEAT CLOVIS 9 TO 1, EVEN SERIES

The Hereford Midgets played head-up baseball in Clovis Thursday to beat the Curry county boys by a score of 9 to 1, making only one error in the nine innings. Jim Moore did some excellent pitching for the Midgets, letting the opponents down with four hits. The Midgets made six hits and they came when they meant runs.

## Fire Damages Milk House of Wilson Dairy

A furnace shed was destroyed and some damage done to the milk house at the S. O. Wilson dairy, south of Hereford, by a fire which started Friday afternoon at 3:30 o'clock.

The fire department made a run to the scene, tapped a water reservoir and saved most of the milk house.

A boiler was in operation in the shed room from which water was obtained for sterilization. Coal was used as a fuel and it is thought too much heat from the furnace ignited the nearby walls. There was no evidence of an explosion.

## Home Markets, Price Levels Talked About

A suggested comparison of price levels between Hereford and other towns of this district was made by Judge John P. Slaton, president of the chamber of commerce, at the weekly luncheon last Monday.

He urged that steps be taken toward gathering data that would put Hereford in the right light to draw more trade and assist in the trade extension project which was placed in the chamber of commerce's program several months ago.

Judge Slaton stated there was no intention to particularize, that he was speaking of price levels in general, the average, and he wanted figures to present to the public showing comparison of markets and retailing between Hereford, Friona, Vega, Dimmitt, Tulla, and Canyon, and make known Hereford's advantages, whatever they might be.

Slaton Takes Up Problem. "Advancement of the common interest is the object of the chamber of commerce," said Judge Slaton. "It should promote the interest of all business and enterprises, of farmers and merchants.

"Our chamber of commerce was organized to make a bigger and better trading and distributing point here, to establish bigger and better markets for all produce grown in the surrounding territory. "We might advertise in the Brand and in the picture show, carrying a plea for trading at home, keeping money in circulation here, for year after year, but would be useless unless Hereford has the confidence of the trading public.

"If our prices are fair and just, let's prove it. I suggest that we select a man and woman to check prices with other towns, find out the facts and let the people know. "To do this is the only fair thing. Convince the people that local business and service are on competing bases with other fields and we can build Hereford.

Cronin Presents His Views. J. T. Cronin said he was handling advertised goods and that he would give \$50 to anyone who could show he was higher than the prices named, grade for grade, unless it was a special sale of bank-rupt or over-banked goods.

"These are abnormal conditions," he said, "when many stores in Amarillo are near receivership and some have been selling dry goods at 35 cents on the dollar to raise some cash for a pressing emergency. But a fair profit must be made by going concerns if they expect to stay in business."

In comparison of prices, Mr. Cronin explained, the customer must consider not only the same brand but the same grade of that brand. It is this disparity in prices of the different grades, he said, which often causes the public to get the wrong idea of values.

## Baptist Church Opens at Black

The Baptist church recently completed at Black will hold formal opening exercises next Sunday. There will be an all-day service with a program in the afternoon in the hands of a group of Baptists from Dimmitt. Everyone is invited to be present and spread a lunch.

## Disapproval South Rail Line Voiced

The examiner for the interstate commerce commission recommended Wednesday to the commission that a permit be granted the Texas & Pacific Northern to build 136 miles of road from Big Spring to Lubbock, via Brownfield, and that a permit for the same road to build 207 miles be denied from Lubbock Junction to Vega, and from Dimmitt to Amarillo, according to a message received Wednesday afternoon by Judge John P. Slaton here.

The interstate commerce commission has not acted but will probably be governed by the recommendation of the examiner. If such a ruling is issued and maintained, Hereford loses its chance for a north and south railroad outlet.

The line receiving favorable mention from the examiner covers 89 miles of new road from Big Spring to near Brownfield, Terry county, and 46 miles from there into Lubbock.

## Two Business Lots On Main Change Hands

Two pieces of Main street property in the business district have recently changed hands. Emmett Cardwell, now of Dallas but formerly a grocer of Hereford, has sold the Cardwell building to Mary Bourn of Jackson county, Missouri. The consideration was not announced.

The Cardwell building has a 25-foot front on the east side of Main street, lot 18, block 18, and is now occupied by the C. A. Skelton Variety store.

In the first block north of the railroad I. V. Flowers has sold to R. L. Hopson lot 19, block 19, on the east side of Main, next door north of L. Baskin. The lot has a 25-foot frontage and the improvements are two old frame structures, occupied by a lunch room, meat market and grocery. Consideration named in the deed was \$3250.

## Ships First Car of Wheat Out Tuesday

Wheat harvest officially opened here last Thursday when the first truck load was bought by McLean & Pittman Elevator company. The first carload was billed out Tuesday morning by the Great West Mill and Elevator company, through E. E. Fridley, local manager.

The end of the week or the first of next should see the harvest on in earnest as the hot, dry weather has ripened the grain and drawn out the moisture rapidly.

Correspondents of the Brand over the territory report combines standing in the fields ready for the rush when wheat has reached proper maturity and that the scramble to save the grain is expected to start any day.

The first truck load was grown by J. A. Noland, Summerfield, who received 25 cents on the market and 40 cents premium on the bushel Thursday afternoon from McLean & Pittman. It was too green, however, having a moisture content of 24 per cent. Number one grade has a maximum of 13 1/2 per cent.

R. Waiser, Summerfield, sold the first load of oats of the season Friday to McLean & Pittman for 17 cents, plus a premium of 10 cents.

Dave Wallace of Brownfield community produced the first load of wheat this year, shipped through the Great West elevator and billed over the Santa Fe shortly after 11 o'clock Tuesday morning. The grain was very dry and tested 63 pounds to the bushel, said Mr. Wallace. Mr. Wallace said he was marketing around 25 bushels to

## Commerce Body Protests Raise In Freight Rates

A telegram was dispatched Wednesday morning to the chairman of the interstate commerce commission at Washington by the local chamber of commerce, protesting against granting railroads permission to raise freight rates at this time. The message pointed out the distressful condition of producers on account of low markets and claimed it would be unfair for an additional tariff to be put on outgoing farm products through raise of freight rates.

## Castro County Woman Passes 99th Birthday

Surrounded by 100 friends and relatives who wished her more pleasant days, Mrs. Julian Sams, better known as Grandmother Sams, celebrated her 99th birthday last Sunday at the home of her daughter, Mrs. J. S. Smith of the Eastern community.

Recalling days as far back as the forties, Mrs. Sams compared them with modern times, displaying an amused smile as she talked. She was born in 1832 in Blountsville, Sullivan county, Tennessee. Her nearly five score years have been filled with many events. After her marriage in 1855, war clouds hovered over the Southland, and in the strife between the states her husband was called.

Went Through Civil War. While her husband was in the army she remained at home on the little farm in East Tennessee with her three small children, the oldest not large enough to hold up a walking plow during the entire war. After the conflict she took care of her sick husband.

Upon his recovery the family moved to Kentucky in 1867 and then in 1870 they answered the call of pioneer blood and came to Texas.

"I remember the trip to Texas very well," said Mrs. Sams. "We came through in a wagon. Hillsboro was the first town of any importance.

Sees Killer First Thing. "I remember well driving up to the little store and there just across the way was a man handcuffed and guarded by two men with guns. He had killed a man. Texas was a pretty bad place in those days."

She recalled their visit to Dallas, then a small town on the Trinity river. They began farming in Bell county between Temple and Belton and lived there until 1896 when they moved to Cyril, Okla. For the past six years she has been a resident of Castro county.

In spite of her age Mrs. Sams is still able to read and sew. She eats plain food, no meat and an abundance of vegetables. Her greatest joy is to read the Bible. She has her family Bible which was published in 1850.

### Has Seen One Picture Show.

Mrs. Sams views the radio, airplane, talking pictures and other modern inventions as great marvels but she is content to sit in her chair by the window and look over the broad prairies of Castro county. She has seen one motion picture and declared she did not like it.

She does not think bobbed hair becoming to womanhood and has no use for the smoking habit. "Women smoking is no modern thing," she declared, recalling days when the cob pipe was a household commodity.

### Has Voted Only Once.

This pioneer has been a Democrat all her life, voting for the first time last year. She has seen the United States in four wars:

(Continued On Last Page)

## Lions Enjoy Big Fish Fry

Regular Wednesday luncheon of the Lions club was postponed in order to have a big fish fry that night on the creek, with the ladies present. The picnic was held at the city park on Tierra Blanca creek on South Main street, starting at 7:30 o'clock.

## The Brand's Drive For New Readers Launched; Workers Wanted In Every Community

### Eastern Star Instruction Is Held Wednesday

For the first time within 20 years Hereford had the honor of having the Eastern Star school of instruction for this district meeting here Wednesday morning at nine o'clock at the Presbyterian church.

Mrs. Bessie Barth, worshipful grand matron of Texas, was here to attend the session as one of the more than 100 Eastern Star members.

Other honored guests were Mrs. Florence Read, district deputy G. M., this district, Conhoma; Mrs. Maude Ripley, grand examiner, district two; Mrs. Pauline Hash, deputy grand matron, Stinnett. This was the official annual visit of these officers at which time grading of the local work was done.

Mrs. O. G. Hill is worthy matron of the Hereford chapter, O. E. S. No. 312, and is also deputy G. M. for section 2, district 2. Mrs. Hill served a six o'clock dinner at her home in honor of the grand officers.

A lunch was served at noon and refreshments late in the evening. Wednesday night the Hereford team, dressed in their new white costumes, put on the work, initiating two members in the Presbyterian church auditorium.

## Golfers Cling to League Top

The local golf club remained in the upper brackets for at least another week by defeating Vega on the home grounds last Sunday afternoon. The score was 9 to 3.

Reports of the other matches in the Wheat Belt league had not been received here Wednesday morning, with exception that Clovis took Happy into camp on the Clovis course.

Matches for Sunday are Clovis at Hereford, Tulla at Canyon, Lockney at Plainview, Happy at Vega.

### CHAMBER OF COMMERCE TO MEET AT CLUB CAFE

Regular luncheon-meeting of the chamber of commerce will be held at the Club cafe next Monday, announces Joe L. Pope, secretary-manager. All members are requested to be present.

## Fr. Paul, New York, to Hold Revival Here

A five-day mission or revival is announced by Fr. Salvator for St. Anthony's church here, beginning Friday and running through Tuesday evening. The mission will be conducted by Father Paul, S. A., the general and founder of the Society of the Atonement, in New York City.

Father Paul is a convert several years ago from the Episcopalian church to Catholicism. He is a forceful preacher and his sermons have a special appeal to non-Catholic friends of the church, says Fr. Salvator. He held a mission in Hereford ten years ago and there was a full auditorium out to hear him every night.

Everybody, especially non-Catholic friends, is invited and welcomed by Fr. Paul, S. A., and Fr. Salvator, S. A.

### TWO MEN BITTEN BY MAD DOG ARE DOING NICELY

E. B. Childre and Forrest Taylor, who were bitten recently by a mad dog, are reported to be showing no ill effects. Mr. Taylor was owner of the dog which showed symptoms of rabies.

The local Red Cross chapter took cognizance of the case and contributed \$25 toward paying for the medicine used by the county health officer, Dr. J. W. Hicks.

"A Brand In Every Home." This is our slogan and as a means to accomplish this end surely and quickly, the Brand offers "ambitious men and women" of Hereford and surrounding communities either a fine special Chevrolet sedan, a \$250 suit of furniture, a \$195 Majestic radio, a \$75 Virgin diamond ring or a \$42.50 lady's Gruen watch, in addition to cash reserved for commissions, for their spare time work during the next few weeks.

The Brand is meeting with the hearty support of the various firms of the city of Hereford and especially is this true of the ones from whom the prizes have been purchased. The Brumley Chevrolet company is furnishing the capital prize, this being a beautiful Special sedan which sells for \$305. This fine car is now on display at their sales room and all prospective contestants are urged to call and see this beautiful sedan and make up their mind that it is to be theirs for spare time work.

It being impossible to supply a car for everyone who might aspire to enter this contest, the Brand has made ample provision for other workers in this campaign. The beautiful suit of furniture to be purchased from the E. B. Black company would be ample pay for anyone's time during the next six weeks. Call at the Black company store and see this beautiful suit of furniture. In order to make this second prize more attractive Mr. Black has very kindly consented to let the winner select either a bedroom, living room or dining room suit in the retail price class of \$250. And Mr. Black assures the management of the Brand that who ever wins this prize will be truly glad after they make the selection at his store.

As third prize, the Brand is giving a beautiful high boy Majestic radio, purchased from W. S. Orr, dealer in this territory, for this wonderful machine. The Majestic, known as the "Mighty March of the Air," is, without question, one of the leading brands of radio and it was only through the kindly cooperation of Mr. Orr that the Brand was able to care for the third prize winner in this campaign in such an elaborate manner. Visit Mr. Orr's place of business and see this fine machine. It also would be ample pay for your spare time during the coming weeks.

We have not forgotten the fourth and fifth place winners in this community-wide, good-will drive. The Brand has made ample provision for holders of these last two places in the contest through the hearty cooperation of F. M. Kester & Son, leading jewelers of this section of the Plains country. A fine \$75 virgin diamond ring goes to fourth place winner and a beautiful lady's Gruen watch to fifth place winner. Suffice it to say that virgin diamonds and Gruen watches are outstanding and you will be delighted if you are fortunate enough to win one of these prizes. Call at F. M. Kester & Son, 222 S. 1st St., to be shown these fine pieces of jewelry.

How can they do it? No doubt this question has been asked many times.

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## Merchants to Decide About Fourth Closing

It has been suggested that business and professional men of Hereford get together within the next few days as to closing on July 4. The Fourth comes this year on Saturday and there has been much inquiry as to what form of observance will be held.

In Amarillo it has been announced that all members of the credit association will close their places of business July 4 in honor of Independence day. The public has been requested to transact all necessary business on the preceding Friday.

The public is wanting to know what decision the merchants reach as early as possible so that they may plan their holiday accordingly.



**The Hereford Brand**

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**HEREFORD, DEAF SMITH  
 COUNTY, TEXAS**  
**MUNN-WARREN PUBLISHING  
 COMPANY, INC.**  
**PUBLISHERS**  
**R. E. KESSIE,  
 Editor and Manager**  
 TELEPHONE 36-AT NIGHT 436

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

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.  
**SUBSCRIPTION PRICES:**  
 Zones 1 and 2, per year \$2.00  
 Zones 1 and 2, six months \$1.00  
 Outside Zone 2, per year \$2.50  
 Outside Zone 2, six months \$1.50  
 Outside Zone 2, four months \$1.00  
**ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.**

**Nineteen Years Ago In Hereford**

(From the Files of The Brand, June 28, 1912)  
 Ben Hubbert, manager of the local baseball club, was arranging a July 4th game with Amarillo. When Amarillo wanted a good game it looked to Hereford, for the two always drew a big crowd. Prospective Hereford players were Alban catcher, Beene pitcher, J. Carter first base, C. Bennett second base, B. Hubbert third base, Willson short, C. Beach left, Jones center, Estes right, Wheeler substitute.

E. B. Black, on the west end of Third street, had challenged citizens of the east end of the street in a contest for keeping adjacent premises in most attractive condition.  
 Alex Thompson had contracted for an irrigation well on his Frio farm.

Leading candidates in the merchants' and publisher's trade campaign contest were Mrs. Allen Bell, Miss Eddie Smith, Miss Lena Gregory, Miss Eloise Pitman, Miss Lena Roberson, Miss Louise Oberthier.  
 Dr. E. A. Bare, Hollene, New Mexico, had visited here. He had 2700 sheep on a ranch near Findley community and was clipping an average of seven pounds of wool.  
 George A. Stambaugh was advertising the "Nufang" trousers, having fasteners on the sides above the hips.  
 The Hereford fire department, granted to be one of the best equipped and trained, was considering a try for the Fuqua cup at Vernon the coming August.

Mrs. Paul Barnett, San Benito, had visited her parents, Mr. and Mrs. J. M. Boone.  
 J. H. Pitman had gone to Missouri to close up several land deals.  
 L. McBride had leased the Star restaurant from Bert Applegate.  
 Mr. Kopp of Parrott has just finished painting buggies for Percy Shepard and Messrs. Guthrie and Metcalf.  
 J. H. Wilson had returned from a trip into the Black mountains on the Rio Grande, rounding up cattle for Jim Williams. He said that part of Texas was the roughest in the world and that cattle were wild as deer. He got 142 head.

the Baptist. The Union Sunday school will continue at the school house at ten thirty every Sunday morning, and everyone is cordially invited. New officers and teachers will be elected Sunday, as several of the present officers and teachers are members of the Baptist church. So let everyone come Sunday and help elect.  
 J. J. Crawford lost a good cow last week.  
 Mrs. Willie Price has been ill the past week but is able to be out again.  
 The ladies social and literary club met with Mrs. A. C. Hays last Thursday. An interesting hour was

spent discussing the behaviour of our young people in public; the rights of the child in the home, and several of the ladies gave recipes for canning early vegetables. Ice cream and cake were served by the hostess to about 18 members and a few visitors. The next meeting will be held at the home of Mrs. Claude McKinney on Thursday, July 2.  
 C. J. Jackson's father, who has been visiting him, has returned to his home in New Mexico.  
 Mr. and Mrs. Tom Rogers of Flagg spent Sunday in the C. R. Russ home.

**Notice of Liquidation.**  
 The Western National Bank of Hereford, located at Hereford, in the State of Texas, is closing its affairs. All note holders and other creditors of the association are therefore hereby notified to present the notes and other claims for payment.  
 G. A. F. PARKER,  
 20-9c President.



Caught in The  
**Corral**  
 &  
 Put Through The  
**Chute**

The American Legion, like the Lions, has decided there are two chambers of commerce in town; one is great on declaring they are going to play and the other does nothing but play ball. It is claimed this ball playing commerce bunch never heard of dues and does not know when or where the real outfit has its meetings.

The stabilized body stands at the gate and matches all fights but when the rush comes on, steps aside and turns the bulldog loose to route the opposition. One of these days the challenger is coming up camouflaged to unleash suddenly a Bengal tiger that will ruin the bulldog.  
 We have resigned from the task of writing copy for hand-

justed, not for enrichment, but to a point at which only the fittest, the best managers, are able to carry on their retailing. Those who cannot meet such conditions are forced to close.  
 Hereford merchants say their prices are similar to that in nearby towns of the Plains. If prices of the Panhandle were compared to eastern points they might be found higher in this part of Texas. The reason would be that the standard of living is higher here than back east. In time economic conditions will always govern. Prices can't be set arbitrarily. If too high, there is no business; if too low, the creditors and sheriff take charge and that store is no more.

The chamber of commerce was treading on soft ground Monday when it took cognizance, through its president, of prevailing retail prices. No one is having a harder time today to keep their business going than the retail merchant. Buying power has been depreciated and buying has been curtailed. Merchants are striving to find a price which the customer can pay and at which they may keep operating.

One drygoodsman said Tuesday that never had he known goods to be marked down and sold at such a small margin of profit. No one is making any money these days. The producer is in a sorry plight, and when he suffers business groans with the same kind of pain. If there ever were such a day, it is past now when a storekeeper could set his price and let the people take it or leave it. Everything is sold on a competitive market and that always brings prices down to a level where the profit is ad-

justed, not for enrichment, but to a point at which only the fittest, the best managers, are able to carry on their retailing. Those who cannot meet such conditions are forced to close.  
 Hereford merchants say their prices are similar to that in nearby towns of the Plains. If prices of the Panhandle were compared to eastern points they might be found higher in this part of Texas. The reason would be that the standard of living is higher here than back east. In time economic conditions will always govern. Prices can't be set arbitrarily. If too high, there is no business; if too low, the creditors and sheriff take charge and that store is no more.

The law of supply and demand set the merchants right, and some effort may be necessary to set the people right by presenting facts. Every day customers come to Hereford from long distances in other counties to shop, and do shop. Many of them drive 40 miles, passing other towns, to supply their needs in Hereford at a price which they have checked and found satisfactory and worth their long trip. These are not isolated cases—they occur from day to day.

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

**Black**

MRS. J. J. CRAWFORD

The farmers of this community are all about ready to begin harvesting their wheat. Several have their combines in the fields ready to begin work.  
 Mr. and Mrs. Aldon Hawks have gone to Oklahoma where they were called by the serious illness of her father.  
 Mr. and Mrs. T. J. Hawks attended the children's day program and dinner given at Summersfield Sunday.  
 Mr. and Mrs. Jack Mahler of Lakeview spent Sunday in the Lee Clymore home.  
**Church Will Be Ready**  
 It was announced Sunday\* that the Baptist church would be ready for use by next Sunday, and the Baptists will hold their first meeting there. Mrs. Clyde Hays resigned as superintendent at the Union Sunday school, as she will attend

**Bargains for Friday and Saturday**

<b>Coffee</b> Folgers	1/2 lb	24¢
	1 lb	44¢
	2 lbs	85¢
	5 lbs	\$2.00
<b>CORN</b> , No. 2 can, two cans		25¢
<b>PEAS</b> , No. 2 can, two cans		25¢
<b>TOMATOES</b> , 2 1/2 lb can, "large"		14¢
<b>OKYDOL</b> , "large"		22¢
<b>WHITE KING</b> , washing powder, large		43¢
<b>SPAGHETTI</b> or Macaroni, Skinner's, three for		25¢
<b>SPECKLED BEANS</b> , lb		5¢
<b>BLACK-I-PEAS</b> , lb		7¢

WE DELIVER

PHONE 249

**More Wheat**

Can Be Hauled On

**Federal Tires--**

They Get the Job Done Right



We Trade For Your Old Tires and Guarantee Service and Satisfaction

Ask the Man Who Uses

**Federal Truck Tires**

---He Knows!

**Western Tire Stores**

Incorporated

"LET'S TALK TIRES"

Hereford, Texas



Like tobacco... the best Gasoline is Blended

YOU may prefer Burley tobacco with a touch of Turkish or a mixture which includes Perique. Whatever the preference, every good smoke is blended, expertly.

Of the various types of gasoline no one is a perfect motor fuel. So CONOCO refiners have developed their balanced blend, using: Natural Gasoline, for quick starting; Straight-run Gasoline, for power and mileage; Cracked Gasoline, for its anti-knock properties.

As expertly as the tobacco leaves are mellowed and combined these three elements are produced and blended to make CONOCO Balanced Blend Gasoline. You will find this better gasoline wherever you see the CONOCO Red Triangle. Try it today.



**CONOCO**

THE BALANCED - BLEND GASOLINE



**Jumbo News**

BY EDNA HALL

Mr. and Mrs. W. A. Hunter visited Mr. and Mrs. M. L. Simpson Sunday.

Mr. and Mrs. Frank Pinckert and Mabel took dinner in the Hardy home Sunday.

Mrs. M. L. Hardy and Josephine shopped in Hereford Wednesday.

Mr. and Mrs. B. M. Hines visited Mr. and Mrs. Lowell Baggott Sunday.

Miss Opal Mobley visited Juanita McGhans Saturday night.

Mr. and Mrs. Jack Hull of Archer City are visiting their uncle, W. F. Hall.

J. J. Wilder and family, Frank Aze and family and Mr. and Mrs. Sam Hunter and baby attended the 90th birthday of Mrs. Wilder's aunt in the Smith home at Easter last Sunday.

Pauline Matthew visited Pauline Andrew Sunday.

Mrs. Press Dyer and children visited the Hardy home Tuesday afternoon.

Mrs. Orid Pinckert visited the Hines home Saturday.

Mr. and Mrs. John McDonald visited the Ullman Hunter home Sunday.

Mr. and Mrs. Walter Means visited the Hall home Sunday.

Jumbo campfire girls observed Father's day with a program Sunday morning and supper on the creek, when a large number attended.

Wheat harvest has opened and every body is busy.

Messrs. and Mmes. E. E. and Elmer reland visited the Hall home Sunday afternoon.

Mmes. Pinckert, Baggott, Hall, Hunter, Berry, Noland, Benswanger, Harding and Beck quilted at the Mrs. M. L. Hardy home Friday.

Kathleen Hardy spent a few days this week with Mrs. Berry.

Norma Hunter spent Friday night with her grand parents, Mr. and Mrs. W. A. Hunter.

Mr. and Mrs. L. A. Matthews and family returned Thursday from a week's visit at Archer City.

Miss Ruby Berry visited Kate Sublett Friday night.

Carroll Hunter and family visited the Whitson home Saturday.

Mr. and Mrs. Merritt of Cleo visited the P. H. Dyer home Sunday.

with his aunt, Mrs. W. R. Williams at Hereford.

Glacys Lewis of Ward spent the week end with Sue Vaughn.

The Grimes baby has been brought home from the hospital.

Miss Ivy Ragsdale of Dean spent the week end with Miss Besse Gunn.

Sixteen club members attended the all day meeting of demonstration workers at Hereford Wednesday.

W. J. Gilliland of Hereford is spending a few days with his son, P. H. Gilliland.

**Home Demonstration News**

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

The Home Demonstration Council met Saturday, June 20, with seven clubs represented. The main work taken up was the preparation for the fair September 16-17. Each home demonstration club woman is expected to exhibit two square glass topped jars of fruit or vegetables. This is the only work asked of the members for that department. Each community has a chairman of the community booth and it is separate from the home demonstration exhibit.

Miss Gunter announced that Potter, Carson and Deaf Smith would have an encampment together about August 21, so if any of the women did not get to go to Canyon they can make up by going to this camp for two days.

The Ford girls' club met at La Verne Mann's Friday, June 19, with every girl except one present. The agent gave a demonstration on yeast rolls and salad dressing before the girls, and the team that is working out from the Ford club gave their demonstration before the girls. The girls are expected to make the above foods five times each and to exhibit some at the county fair.

Miss Gunter announces that the girls team demonstration tryouts will be held Saturday, June 27, at 3 o'clock in the club room at court house. The winning team will work for district honors or a free trip to A. & M. College July 27 to August 1. The following girls are working for this district trip: Dawn, Lois Anderson and Alma Miller; Westway, Mary Turrentine and Billie Corn; Ford, La Verne Mann and Marie Norton; Sims, Lois Phillips and Stella Lee Fortenberry; Ward, Allene Caraway and Francis Huton. The girls from 8 counties will gather in Amarillo July 10 for the semi-district tryouts.

The clothing demonstrations will have their contest Wednesday, July 1, at 3 o'clock in the club rooms at the court house. The lady that wins in this contest is to win a free trip to A. & M. College. These women have worked on their clothing work seven months and should have some very interesting things to relate. The women are to report on work done on clothing and work to be done the rest of the year; picture of clothes closet before and after improvement; foundation pattern; a street dress made of cotton material or prints, gingham, chambray, broadcloth, suiting, pique, cotton tweed, etc.

The following score card will be used: Book and cards, complete to July 1, 30 points; narrative, 10 points; picture, 10 points; foundation, 10 points; dress, 40 points; total 100 points.

**Flagg News**

By MRS. W. T. SUMMER

Miss Viola Ramsey won a loving cup in the singing contest at the Plateau singing convention at Borger. We congratulate her.

Mrs. Roberson of Jacksboro is visiting her daughter, Mrs. Cass Arms.

Messrs. and Mmes. Floyd and Summer were Sunday guests of Mr. and Mrs. N. A. Arms.

Joe Tidmore received word of the serious illness of a relative in Chillicothe Thursday and left to be with them.

Messrs. and Mmes. Burton and Warm of Big Square attended singing here Sunday night.

Brady McAlester of Portales is visiting the E. Jones home.

Mrs. Mary Sue Frasier has her mother as a guest this week.

Sid Sheffey spent Sunday with Jimmy Benswanger.

**Summerfield**

By MRS. L. JOHNSON

Rev. Bost of Dimmitt preached here Sunday. Several laymen and young people were with him.

Mrs. M. Madden and Leatrus Walsor spent the week end with home folks. They are in summer school at Canyon.

Lee Wilson and daughter of Hot Springs, N. M., are visiting in the Alva Wilson home.

Mr. and Mrs. H. Still moved to the Huntley residence. He will teach here next year.

Mr. and Mrs. Sam Ratcliff were week end visitor in the Meharg home. He attends school at Canyon.

Misses Beatrice Lawrence and Mildred Meharg visited last week with relatives at Canyon.

Mrs. Cass Lance of Hereford is visiting the Walsor and Kendall homes.

Abner Smith, Yeso, N. M., is visiting his sister, Mrs. B. C. Roberson.

Mrs. Bernard and Chapman spent Monday in the Mote home at Black.

Rev. and Mrs. Swartz of Happy were here Sunday, he preaching Sunday night.

Mr. and Mrs. Caraway of Tulla and Rev. Stiles of Post visited the Oglesby home Sunday.

D. J. Chapman and wife of Hereford have moved here and he will work on the railroad.

**Pioneer Dies.**

Word has been received of the death of N. A. Laughlin of Hot Springs, N. M. He was a pioneer resident of this county and has

many old friends here who regret the passing of an old neighbor.

A children's day program last Sunday was enjoyed by many. A basket dinner followed and the afternoon was given to friends from Dimmitt.

The intermediate Sunday school class was entertained in the B. C. Roberson home Tuesday night.

Mr. and Mrs. Ray Johnson were in Amarillo Monday.

Mr. and Mrs. Homer Martin of Bovina were here visiting the J. B. Davis home over the week-end.

F. B. Barnes, Wheeler, brother of Mrs. J. B. Davis, is here assisting in the harvest.

Perry Herd of Lubbock, former citizen, is helping Ky Lawrence harvest wheat.

**Easter News**

By MISS LOUISE FRYE

Wheat harvest is on.

Mrs. J. H. Sanders entertained a number of friends at a quilting party last Thursday.

Mrs. Coonaugher and Miss Maggle visited Mrs. Curtsinger recently.

J. H. Sanders and family spent Wednesday in the J. Sanders home at Big Square.

Freda Rutherford is spending the

week in the Coonaugher home.

H. H. Frye and wife spent Wednesday evening in the C. Frye home.

Bill Smith was here from Dimmitt Thursday.

B. Saxon and family visited in Flagg Friday.

O. L. Anthony spent Saturday night with Claude Smith.

Messrs. and Mmes. Blake, Cogsdell and Ewell Morris spent Sat-

urday night in the Sanders home.

Grandmother Caslon, who is at the home of her son in Wellington, is not well.

Major Bruton was in Portales and was accompanied home by his sister, Miss Ashby who have been visiting her sister, Mrs. Morgan.

Mrs. M. Siemons has returned from Missouri where she was called by the death of a brother-in-law.

Marion Turner, Evelyn Reynolds and the Sam Hunter family spent Wednesday night in the A. M. Allen home.

Louise Sanders is spending the week with Mary Lou Sanders.

Home demonstration club met with Mrs. Carter June 19. Miss Drennan demonstrated six kinds of salad. The social hour was enjoyed by all. Lemonade and pineapple shortcake were served.



**A PARADISE FOR VACATIONISTS**  
May Be Found In Northern New Mexico's Playground

In planning your vacation this summer during the dry and sultry months are you interested in Nature's Fairyland? Do timbered mountains, beautiful in their summer garments of green foliage, clear and crystal lakes, murmuring mountain brooks, and unexcelled scenic views interest you? Does a section of the Southwest, replete with historical Indian background of hundreds of years and picturesque Indian life in the Pueblos, attract you? If they do, you can reach these attractions of vacationists' Fairyland within a few hours drive from Raton, New Mexico, the Gateway City to Northern New Mexico's playground. Excellent highways and good rail connections lead from here and Raton offers unexcelled accommodations for the tourist.

**The Raton Chamber of Commerce**  
RATON, NEW MEXICO

**Westway Items**

MRS. PINK GILLILAND

Mr. and Mrs. A. Pierce visited relatives at Vega Sunday.

Mr. and Mrs. Alfred Manjeot of Dumas spent the week end in the A. L. Manjeot home.

The Kelly family attended the singing convention at Borger last Sunday.

Mrs. Ben S. Howton left Wednesday for an extended visit with relatives at Chickasha, Ardmore, and Oklahoma City.

Rev. White filled the preaching appointment at the school house Sunday.

Mrs. P. H. Gilliland called on Mrs. Alice Haines at Hereford last Sunday afternoon.

Mr. and Mrs. A. W. Nicks called in the Sikes home Sunday.

Mr. and Mrs. A. L. Manjeot entertained with a six o'clock dinner recently in honor of the Western officials of the Kemp Lumber Company. Guests were President Stein and Walter Harrison of Howell, J. L. Shorman and Pearl Singlettery, Hereford.

Kelly Grimes' father of Alabama came Saturday to make him a visit of several months.

Mr. and Mrs. Oria Nolen of Canyon Normal called in the Manjeot home Sunday.

Bob Gilliland spent the week end

**New Summer Wirthmors**

Sheer Cool Satinists \$1.00 Lovely High-Count Prints

What could look more charming or more delightfully summery than these



Regular Sizes 16 to 46

Also Stouts; 48 to 52

To See Them Inspires You To Buy

When you see how flattering they are, you'll understand why we say "The More You Have - The Happier You'll Be"

**Fox Mercantile Company**



**Practical Economy**

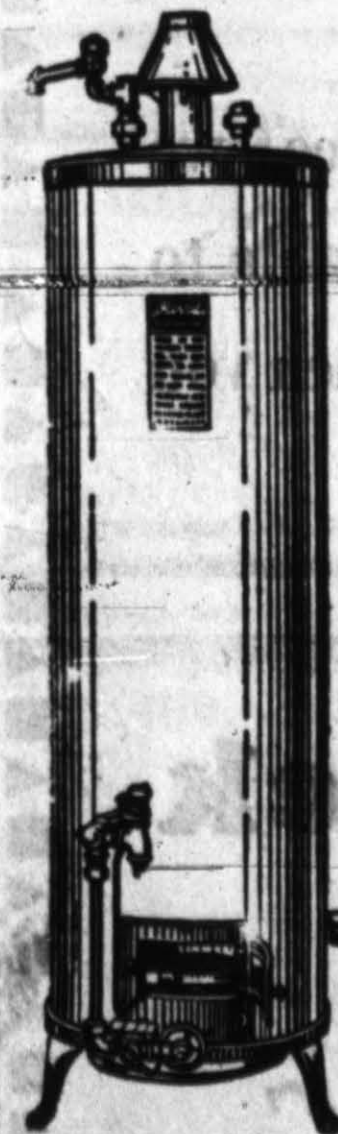
YOU need never entrust anyone else with your dollies, table runners, scarfs, and embroidered center pieces—those pieces so dear to a woman's heart. With an efficient hot water system installed in your home it will take but a few minutes of your time to wash them and you will know that they are beautifully clean.

**Rival Automatic Water Heater**

It is important to have a good water heater. This does not necessarily mean an expensive one. You can get a thoroughly good one, correctly designed and well insulated, at moderate cost.

A revelation awaits you in the Rival Automatic Water Heater—its countless new conveniences—the stamp of up-to-dateness of the modern accepted things, hot water, free flowing—day and night—from every faucet.

Rival Automatic Hot Water Service, tested and proved by thousands of successful installations, can be yours under the budget plan. It is easier to enjoy the luxury of a Rival Automatic Water Heater at once than to save and wait a year for it, for the Rival will pay for itself as you pay for it.



**West Texas Gas Co.**

**HONEST PAINT**

To sell a paint that has body, durability, covering capacity, brilliancy and permanence of color, fineness of finish, and at the same time to be a paint that is economical to the consumer, is the constant aim of the Kemp Lumber Company, and we offer you LOWE BROTHERS High Standard Liquid Paint as the result. Test Lowe Brothers paints for yourself and prove our statements of its absolute dependability and economy. Time only can test how long it will wear, but we will stake our reputation upon it if it is properly applied upon a surface fit to hold it.

**R. H. Kemp Lumber Co.**



### Ford Doings

MISS LA VERNE MANN

Miss Nell Casey took Sunday supper with Miss Oleta Reeves. Mrs. H. Clemer was a Sunday dinner guest of Mrs. Rye Casey. Miss Ruby Rempel visited Miss Ethel Tooley Sunday. Mr. and Mrs. Bob Higgins ate dinner with Mr. and Mrs. D. B. Mann Sunday. Miss Oleta Reeves spent Friday

night with Misses Dorothy and Maurine Norton. R. L. Mann and family visited the D. B. Mann home Sunday. Ruby Rempel and Ethel Tooley spent Friday afternoon in the J. Y. Norton home. Miss Dorothy Norton is recovering from an illness. Mrs. Rye Casey and children and Vineta Simpson and La Verne Mann visited the Norton home Monday. Paul and Lela Rempel are here

from Corn, Okla., visiting. Vineta Simpson visited La Verne Mann Wednesday. Mrs. Rye Casey and son went to Childress Tuesday to stay through harvest. Nell and Mildred Casey visited Lottie and Elsie Fund Saturday. R. L. Orr visited the Simpson and Norton homes Monday. Vineta Simpson, Maurine Norton and La Verne Mann visited Mrs. O. D. Frazier Monday. Burnett Funk of Vega spent Tuesday night with Riley Casey. Arthur Buller and family visited the Mann home Monday. Hardy Benson and family were in Clarendon Sunday.

### Dawn Items

BY MISS LOVIE MATFIELD

Wheat harvest is now under way. Glenn Greer and family entertained the young people of this community, Happy and Amarillo with a party at their home last Friday evening. C. L. Goad entertained a large crowd Saturday night. Will Snapp lost a fine cow Saturday. Clifford Stewart spent Sunday in the Mayfield home. Mrs. Frankie Phillips who has been visiting here left for her home at Big Spring Sunday. W. W. Woods, Amarillo, called in the Greer home one day last week. W. L. Harris and family called in the Miller home Sunday. Miss Lois Harris visited in the H. H. Miller home Sunday. Miss Vivian Bowers ate dinner in the Greer home Sunday. The Mayfield children called in the H. E. Miller home Sunday. Progressive young people attended singing here Sunday. W. W. Woods and Miss Copeland, New Mexico, gave special numbers at singing Sunday. Local singers will go to Progressive next Sunday. Joe Sherbit and Dock Smith of Bovina visited the Frye home one day last week. Gladys and Mignon Greer called in the Mayfield home Tuesday. Mrs. P. H. Barns and children visited the Mayfield home recently. Alford May called in the Mayfield home last week. L. A. Smith and family were in Summerfield last week. Mrs. Alma McGowan visited the Snapp home last week. Harland Barns and Gladys Greed visited the Smith home last Sunday. Mr. Boyatt is visiting his uncle, Will Snapp, and family. Nell Kester, Wilma Jones, Ruby Vaughn, Louise and O'Neil Johnson returned Sunday from Ceta Canyon where they attended the Christian Sunday school conference. Miss Billie Hill is in Van Horn visiting her sister, Mrs. Jim Neill.

### International Sunday School

#### Lesson

BY DR. J. E. NUNN

June 28, 1931.

#### JESUS—THE WORLD'S SAVIOUR; SUFFERING, SOVEREIGNTY (Quarterly Review)

Isa. 53:1-6, 10-12

Golden Text: God so loved the world that he gave his only begotten Son, that whosoever believeth on him should not perish, but have everlasting life.—John 3:16.

#### Foreword.

During the last six months we have been studying the life of Jesus, the world's saviour, as presented in the Gospel of Luke. We began with the study of the birth of John the Baptist, the forerunner of the Messiah, whose coming was foretold by the Old Testament prophets and especially in the last chapter of the last book of the Old Testament, Mal. 4:1, 5-6.

This was followed by a lesson on the Childhood of Jesus taken from the second chapter of Luke where we have the only glimpse of the life of Jesus previous to the time when he began his public ministry at thirty years of age. This event was the most notable occasion when he went with his parents to Jerusalem, when he was 12 years of age. Briefly Luke tells us of the ministry of John the Baptist and the baptism and temptation of Jesus. Luke omits entirely all reference to the Judean ministry of Jesus, which is recorded only by John, and includes among other things the conversation with Nicodemus, the miracle of turning water into wine and the conversation of Jesus with the woman of Samaria. Luke passes immediately into the record of the great Galilean ministry which included almost two years of the life of Jesus and brings us up to about six months before his death. The lessons of the last quarter have been taken from the records by Luke of the last six months of Christ's life.

#### Introduction.

The quarter just concluded has brought to our attention a number of our Lord's parables teaching great truths about life, which if we have taken them into our hearts, have enriched us for time and eternity. They have revealed the true relationships which should exist between us and our fellows, and the spirit of humility, pen-

tence and prayer which conditions our true enjoyment of fellowship with God. The last six lessons are taken from the events of the last week of our Lord's ministry culminating in his Ascension, and surely in them we have found the love of God and such expressions of that love as should lead every one of us to accept Christ his Son as our Saviour and yield ourselves to serve him forever.

### Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Some farmers have started their combines.

Horace Frazier is visiting his relatives at Hillsboro.

Milburn Beersheen is visiting his sister, Mrs. Clint Treadwell.

Mr. and Mrs. Lige Ellison went to Crosbyton last week.

Sims community club met last Thursday afternoon with Mrs. Ed McAskey as hostess. Blocks were made for a friendship quilt. Next meeting will be with Mrs. Rufus Mason.

W. A. Paul and family have returned from a trip down-state.

Mrs. Mason and children have moved to Amarillo.

Elmer and Kenneth Cook arrived Saturday from Mound Ridge, Kas.

Mr. Thomas of Pampa visited Sunday in the C. Treadwell home.

Mr. and Mrs. J. M. Chapman and Mrs. Clint Treadwell and baby were in Hereford Wednesday.

Our community social was held Friday evening at the school house. A pleasant evening was spent in games. Refreshments of ice tea, cake and sandwiches were served.

Wm. and Jim Ney McAskey visited Ray Chapman Sunday.

Sam Steen went to Adrian Monday.

Mr. and Mrs. Thomas are the proud parents of a baby boy. Both mother and baby are reported doing well.

IN MEMORY OF ETHEAL RAY (SONNY BOY) REECE

By MRS. H. O. DORRIS

The shadow of death has fallen around us, taking as its toll Etheal Ray, nine-year-old son of Mr. and Mrs. Etheal Reece. The little fellow was affectionately known as Sonny Boy. The body was interred June 12 in the cemetery on the Bippus ranch site

Song service was rendered by Coleman Campbell, Velma Wright and Mrs. Pryor. Sonny Boy was laid to rest in a beautiful white casket, so in keeping with his little white departed soul. Many beautiful floral offerings were presented by friends.

Sonny Boy has crossed that strange gulf that separates the soul's spirit from all that is of the earth earthly, and it is a comforting thought indeed to know that he is now resting sweetly and peacefully with Jesus in that faraway home not made with hands.

A memory that will forever be a shining and beacon light for those left to come to him after a while.

Oh, darling little Sonny Boy, your tragical, untimely going away has turned the bright hopes of those who loved you into a dark, dreary shadow of loneliness. But we know that you are now waiting in that land where there is no sorrow, no tears, where there is no night.

32 x 6 Brunswick truck tire \$27.50 at RICE'S.

### Permanent Wave SPECIAL



La Vana's Famous 100 PER CENT STEAM OIL PERMANENT WAVE— THIS WEEK ONLY

ONE WAVE ..... \$3.00  
TWO TOGETHER .... \$5.50

All waves are personally done by La Vana and are 100 per cent guaranteed, backed up by La Vana's Beauty Shoppe at 800 Austin Street, Plainview, Texas. Get your work done while we are in Hereford.

611 East Third—Phone 659-J In Fred Millard Residence

La Vana's Beauty Shoppe "Where Beauty Blooms"

Mr. and Mrs. Len Tillerson and family who have been visiting the R. E. McCollough home, returned Friday to their home in Lawton, Oklahoma.

### Free Wheeling

For Ford cars now here \$55.00 installed.

Full line of FIRESTONE tires and tubes for cars and trucks, also Firestone batteries.

### Durham Motor Company

"Service that's No-bile" Phone 39

### Going Vacationing ?



Whether it's a camping trip in the mountains with all its needed accessories for lots of fun



Or just a picnic lunch served a group of friends under the trees by the creek—

We have a store full of happy suggestions and useful items you will need. You will find it mighty convenient to have along.

### City Drug Store



We Give "J.N." Green Trading Stamps Phone 100

Sales Service

### Ford Parts

See our new sport Model Ford cars; also new Ford trucks. See our used cars and trucks B-4-U buy. Open day and night during harvest season. Washing and Greasing

### Durham Motor Company

"Service that's No-bile" Phone 39

### McLean & Pitman Elevator Wants Your

# Wheat!

WE OFFER YOU:

Full market price for your wheat, barley and oats.

24-Hour Service

We won't lock up until harvest is over.

Courteous employes to serve you promptly.

AUTOMATIC SCALES

The most rapid unloading service it is possible to have.

# McLean & Pitman

PHONE 1

Genuine

## Chevrolet Parts and Chevrolet Service

To Take Care of Your Troubles During Harvest Time.

Call Phones 544 or 773 for parts or service—we are open until 10:00 p. m., and will be able to grease and oil your truck after night when you are not using it.

There Is a

## Chevrolet Truck For Every Hauling Need.

# Brumley Chevrolet Co.

Incorporated

# WANTED!

WANTED: Man or woman to work for next six weeks on a basis of pay of \$135. Call at Brand office and ask for manager. This ad will appear but one time.

If this little ad appeared in the columns of the Brand in today's issue, men and women would be standing in line seeking a chance to see the manager and get full details on how to proceed to take advantage of the wonderful opportunity afforded to earn a salary of \$135 a week.

And that is just exactly what has happened. That opportunity is now before you and we want the men and women of this community and the surrounding towns and communities to call and ask to see the manager relative to the opportunity the Brand is giving to some one to earn a salary of \$135 a week for spare time. Phone, write or wire, or better still, call in person and ask for the Manager and learn more about this wonderful opportunity.

# Success or Failure—WHICH?

Destroy your credit and you destroy in a large measure your opportunity to succeed.

Credit is a confidence which once destroyed is very hard to regain. Guard your credit and be successful; neglect it and be a failure.

## WHICH DO YOU WANT TO BE? BUSINESS MEN'S ASSOCIATION

Hereford, Texas.



**Dawn Items**

BY MISS LOVIE MAYFIELD

Dawn, June 18.—Several from this community attended singing at Westway Sunday week.

Mrs. P. H. Barns and family visited the W. F. Mayfield home last Sunday.

Mrs. Glen Greer, Gladys and Maxine called in the Mayfield home last Wednesday week.

Mr. and Mrs. H. E. Miller entertained a large crowd of young people at their home last Wednesday evening with a party. After several hours of game playing, refreshments of ice cream and cake were served.

Miss Maxine Barus visited the Mayfield home Sunday week.

Miss Lois Smith visited the Glenn Greer home last Sunday.

Miss Mignon Greer spent last Saturday night and Sunday in the W. S. Christian home at Hereford.

Miss Emma Gunter met with the club girls in the H. E. Miller home one day last week and gave a lesson on making and baking light bread.

**Barn and Feed Burn.**

W. L. Harris had a large barn and several tons of feed to burn last Sunday week. Mr. Harris said he thought the fire was started by fire falling from a pipe while he was feeding stock that morning.

Clifford Reece and Raymond Stewart spent last Tuesday in the W. F. Mayfield home.

Miss Lovie Mayfield visited the P. H. Barns home last Sunday.

P. H. Barns and Harland, W. F. Mayfield and Reuben were in Amarillo one day last week.

Mrs. W. J. Stewart visited Mrs. I. A. Binum last Tuesday.

W. F. Mayfield attended church at Cleo last week-end.

Norman and Truman Miller are here for an extended visit with relatives and friends.

Business men of Dawn are glad to see the highway opened again. Farmers were forced to plant much of the row crop acreage again, following recent hard rains.

Henry Dunnivant is visiting his brother, J. K., in the Ray Bowers home.

Gordon Miller of Paul's Valley, Oklahoma, is in this community and will remain until after harvest.

J. C. Southard spent last Sunday with Reuben Mayfield.

Mrs. Bob McConnell and daughter have moved to the farm, the girls having been in school at Hereford the past term.

Gordon, Norman and Truman Miller, J. R. and Henry Thur-

mond, W. L. Harris and family, H. E. Miller and family and Misses Lois Anderson, Inez Miller, Vivian Bowers, Lovie and Lorena Mayfield spent Sunday afternoon fishing near the Harris home.

Misses Lois Andrews and Ruby Harris took supper in the W. F. Mayfield home Sunday.

Miss Inez Miller took dinner in the Harris home Sunday.

Rufus Mayfield spent Sunday with Clifford Stewart.

W. J. Stewart and family, Mr. Baudwell and Mrs. Phillips visited the Mayfield home last Sunday.

Mr. and Mrs. Clarence Beckmon of Umbarger called in the Mayfield home Sunday.

Misses Myrtle and Jewel McGowan spent first of the week in the L. A. Smith home.

Mrs. P. H. Barns and family visited the Mayfield home Monday.

Misses Myrtle and Jewel McGowan, Inez Miller, Gladys and Mignon Greer and Lois Anderson attended a slumber party at the home of Miss Lois Smith one day last week. Refreshments of ice cream and cake were served at a late hour.

L. A. Smith and family took Sunday dinner in the O'Dell home at Hereford.

**Daniel News**

BY MRS. JOE THURMOND

Rev. Hubert Thompson delivered a very interesting sermon Sunday afternoon.

Mr. and Mrs. Wayne Cartrell and children of Dimmitt spent last Thursday with her sister, Mrs. F. Tomlinson.

Celdon Tomlinson, Marcelle Laudler, Miss Angle Jacobs and Mr. and Mrs. Durwood Vernon made a trip to New Mexico last week.

Mrs. F. E. Kinnebrough returned Monday to her home at Vera, Texas, after spending two weeks with her niece, Mrs. Luna Jacobs.

Mr. and Mrs. Albert Poik and daughter of Cleo are visiting her brother, Floyd Tomlinson, and fam-

ily.

Mr. and Mrs. O. L. Shugart of Hereford spent Sunday in the Joe Thurmond home.

Mr. and Mrs. Floyd Tomlinson ate ice cream in the W. R. Moore home Monday night.

Joe Moore went to Olton Sunday.

Messrs. and Mmes. Herman Delkij and Durwood Vernon were in Amarillo Wednesday.

Jim Woodruff and son of Raton, N. M., are here for harvest. They are former residents here.

Combines will start here this week. Wheat promises a good yield.

Miss Mary Thurmond and little Bobbie Luprus of Amarillo spent Friday in the Thurmond home.

Mmes. Herman Denkil, Luna Jacobs and F. E. Kinnebrough were in Canyon, Saturday.

Robert Whitaker spent Saturday night with Ervin Shugart.

Mrs. W. R. Arnold returned home this week from Iowa Park where she has been attending illness in the home of her parents. She was accompanied home by her sister, Mrs. Ruth Baker, who will be here for a while.

Roscoe Davidson and children of Clovis visited in the W. B. Anthony home Sunday. Mrs. Anthony, grandmother of the children, accompanied them back to Clovis to spend a few days.

Sheriff John B. Miller was in Lovington Monday on official business, accompanying the penitentiary transportation car which is in the Panhandle gathering up persons who have been convicted of crime.

**FOR JOB WORK, TRY THE BRAND.**

**NOT APPENDICITIS—GAS PAINS FOOL HIM**

"I had such pains in my right side I thought I had appendicitis. But it was only gas. After taking Adlerika I've had no trouble."—W. L. Adams.

You can't get rid of gas doctoring the stomach. For gas stays in the UPPER bowel. Adlerika reaches BOTH upper and lower bowel, washing out poisons which cause gas, nervousness, bad sleep. Get Adlerika today; by tomorrow you feel the wonderful effect of this German doctor's remedy.—City Drug Store.



**FREEDOM From Worry**

We have installed a fine system of safety deposit boxes to more ably assist our customers in keeping their valuable papers, jewelry and priceless relics safe from prying hands and eyes, or from loss by fire. These boxes



are of four different sizes to suit particular needs. Their rent is so very small you will wonder how it can be done. A peculiar key system makes these boxes exclusively yours. Ask about these safety boxes.

**THE FIRST STATE BANK**

**Picnic Lunches**

Easily spoiled and they ruin the fun if the sandwiches taste of rancid butter. Our customers know they can depend upon

**CREAM O' PLAINS BUTTER**

Always Sweet—Appetizing—Nourishing.

**Farmers Creamery Ass'n, Inc.**

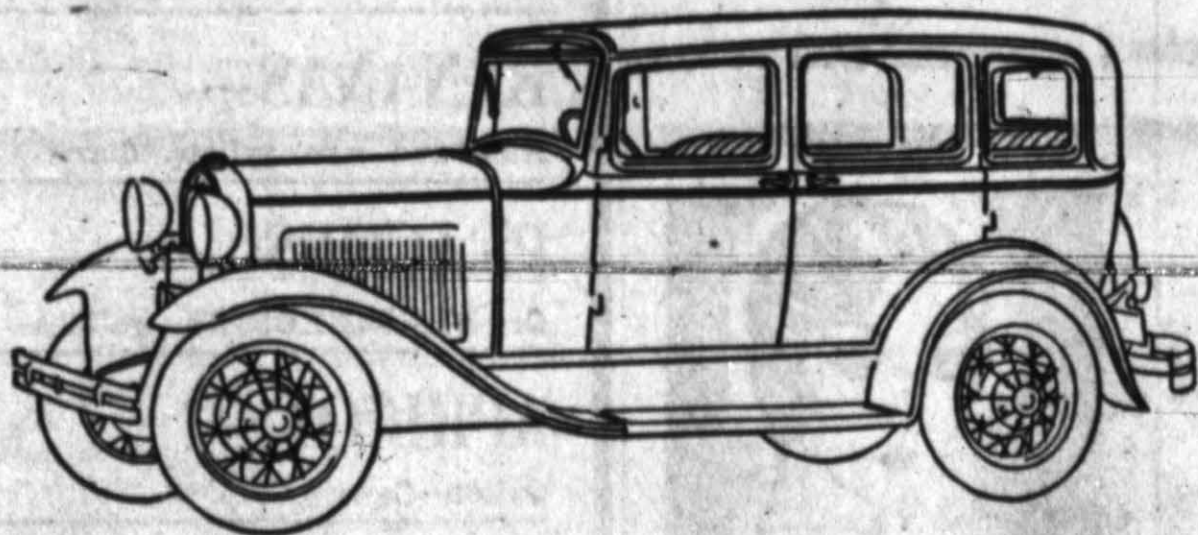
Hereford Phone 3

**A. C. THOMPSON DEPENDABLE LUMBER**

McKindley & Third

Phone 456

*Announcing*  
**THE NEW FORD STANDARD SEDAN**



A beautiful five-passenger car, with longer, wider body, and attractive, comfortable interior. The slanting windshield is made of Triplex safety plate glass. You can now have the new Ford delivered with safety glass in all windows and doors at slight additional cost. The price of the new Ford Standard Sedan is \$590, f. o. b. Detroit.



F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. Convenient, economical terms through the Authorized Ford Finance Plans of the Universal Credit Company

**BUSINESS AND PROFESSIONAL DIRECTORY**

<p><b>PHILLIPS "66"</b> and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble W. J. SMITH, Phillips No. 1, at Third and Schley</p>	<p><b>DR. J. W. HICKS</b> Upstairs in Buckner Lambert Building Office Phone 20 Residence Phone 594</p>	<p><b>FLORENCE B. MILLER</b> Osteopathic Physician A specialty made of female disorders and hemorrhoids. Reasonable Prices. Resident office 218 B Avenue Phone 150</p>
<p><b>MORRISON'S WRECKING SHOP</b> A. I. Morrison, Proprietor Parts for All Cars East First Street</p>	<p><b>DR. G. F. LeGRAND</b> Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244</p>	<p><b>DR. T. L. MOGAN</b> Physician and Surgeon Buckner-Lambert Building Residence and Office Phone 462</p>
<p><b>Fix-It Shop</b> All kinds of Furniture Repaired. J. J. BUCKNER Phone 751</p>	<p><b>DR. E. B. THOMASSON</b> SURGERY General Practice Office Over Corner Drug Store. PHONES Residence 224 Office 37</p>	<p><b>Nunn Transfer</b> HAULING OF ALL KINDS Day Phone 656, Night 761-J</p>
<p><b>S. O. WILSON DAIRY</b> Grade "A" Milk, 10c quart. Phone 9027</p>	<p><b>GOOD PLUMBING PRICED RIGHT</b> <b>ROUNTREE PLUMBING AND HEATING</b> Phone 340</p>	

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Buy Real Estate NOW for Quick Profits.  
See Us for Bargains.  
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PHONE 128  
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NEW X-RAY FOR YOUR CONVENIENCE  
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The TITLE to your land is vital.  
Our Abstracts correctly reveal the title.  
**A. O. Thompson Abstract Co.**  
5 1/2 Per Cent Federal Farm Loans



# WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions, Respect, Verbatim copies of Obituaries, Legal Publications of all kinds, Announcements, Etc., as well as Reading Locals scattered about thru personal mention columns.

All of the above styled advertising, with the exception of Cards of Thanks, short Announcements and Reading Local cost 1-2 cents per word for the first insertion, and 3-4 cent per word for each continuous insertion thereafter without change. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

Cards of Thanks cost 50 cents each in the usual form, when of more than ordinary length the cost is the same as for reading local. No ad in any issue may cost less than 25 cents. If desired set in black face type add 25 cents to cost of the advertising. Word ads intelligently—do not try to save a few cents by leaving out necessary words; tell who, what, where, and if essential, when and why.

**Lost and Found**  
**FOUND:** Model A Ford wheel and tire south of Hereford. Owner may recover same by paying for ad and identifying wheel. At Brand office. 20-tfc

**Wanted**  
**HEMSTITCHING,** eight cents a yard. Thread furnished free. Mrs. Hugh Witherspoon, 311 West 5th, phone 192-J. 21-tfc

**WANTED:** A farm. Have good equipment to farm with. Lewis Harry, Happy, Texas. 243p  
**CALL 577,** and we'll get your fat. BURELL. 17-tfc

**Notice**  
**NOTICE:** All my real estate and property is now withdrawn from the market or sale. Alvin C. Thompson. 23-tfc

**Lodge Directory**  
**HEREFORD LODGE**  
 No. 476, I. O. O. F., meets Monday, 8:30 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 Room. 45

**For Rent**  
**FOR RENT:** Modern duplex, nearly new, close in, unfurnished. H. B. Webb, phone 746-W. 14-tfc  
**FOR RENT:** Furnished apartment. F. H. Oberthier. 15-tfc

**FOR RENT:** Five room house, close in. Mrs. J. D. Hammer, phone 98. 22-tfc

**FOR RENT:** Furnished apartment in modern home. Phone 444. Mrs. W. M. Megert. 21-1db

**For Sale or Trade**

**FOR SALE or trade:** One of the finest building locations in town to trade for reasonably good car and some cash. Jowell Murchison, at court house. 19-tfc

**FLOUR, 48 lb sack** ..... \$1.30  
**BRAN (mill run) per 100**..... \$1.25  
**Above Prices at the Mill.**  
**PACKARD MILLING COMPANY**  
 Phone 29. 12-tfc

**FOR SALE:** Several good used refrigerators, cheap. Orr's Tailor Shop. 24-tfc

**FOR SALE:** Combine, tractor, wheat drill and plows. See E. C. Eubanks, at Western National bank Hereford, Texas. 20-tfc

**FOR TRADE:** Service station, grocery store and tourist camp to trade for farm located on 66 highway. For information write W. R. Pennington, owner, Erick, Oklahoma. 23-3p

**FOR SALE:** Two-pound frying chickens, 50c each. Phone 445. Roger Brumley. 21-tfc

**FOR SALE:** Baby chicks, J. O. Lytle, phone 94; room 14, Dunlap building. 18-tfc

**FOR SALE:** New Remington and Underwood portable typewriters. Come in and see the many improved features in plain or sport models. Jowell Murchison, Court House. 10-tfc

**FOR SALE:** I have several good heifer calves from real good milk cows. S. O. Wilson Dairy, Phone 9027. 21-tfc

**FOR SALE:** 277 acres of good Plains land, located in west part of Farmer county. Price \$4500. See us for bargains in farm and ranch lands. M. A. Crum, Friona, Texas. 23-2p

**FOR SALE:** Two ton International truck in good condition, priced right. M. D. Womble, Implement. 22-tfc

**FOR SALE:** Watkins products. Phone your order between calls. I make deliveries. Phone 9025-F2. George W. Smith. 10-tfc

**FOR SALE:** Several 4, 5 and 6 room houses, easy terms. Phone 456. Alvin C. Thompson. 23-tfc

**FOR SALE:** Building lots, \$50.00 fine lots facing on Federal Highway 60, soon to be paved, at low up; on gas line. Block of ten lots, on gas line, for \$350. One east front lot, extra big, on gas, light and phone lines, for \$185. Have prices and easy terms. Thousands of cars will pass over this road each day. L. Baakin, Owner. 9-tfc

**FOR SALE:** A Jersey milk cow, young and now giving milk; worth the money. Phone 490-J. Ralph Smith. 23-2p

**TRACTOR Value seat rings,** installed while you wait. Case and International 75c each. Bishop's Auto Shop, Canyon, Texas. 24-4p

**WANT TO TRADE** nice ranch, well improved, stocked with cattle, horses and mules, clear of debt, for wheat land, stock, furniture, hardware or gen's furnishings. A. E. Whithead, Slaton, Texas. 24-4p

## Best Field of Barley Grown by C. Donovan

One of the best barley fields in this country is the 100 acres of Carl Donovan, two miles north-east of Progressive. It is estimated that his average acre yield will be between 75 and 80 bushels. The stalks are short with three and four heads, each head having three grains.

Nike all other combats in which soldiers have participated, the armed forces bore the brunt and big business got the grapes in the baseball game Thursday afternoon between the chamber of commerce and legionnaires. The score was 16 to 6 in favor of the commercial organization.

The legion showed a woeful lack of preparedness, however willing its members might have been. The late William Jennings Bryan said, in opposition to military preparedness, that in case of invasion a million men would spring to arms overnight. The legion sprang to arms but could not get warmed up and orientated into the new kind of life before they were routed.

The military woke up to the fact that their big guns had been spiked by Homer Fox, pitcher, and their powder had been drenched into a useless mass. They forgot the advice of the old American Revolutionary general who told his men to "Trust in God and keep their powder dry". Apparently, the legion men did neither.

Fox outmaneuvered the challengers for five innings, letting them down with only one run, while his big business machine, well oiled with receipts from ship building, steel and military supplies, advanced ten kilometers and occupied all hills in sight.

Biggs, Morgan, Corbett and Posey were a big scoring combination, totaling nine; Carroll and Sowell got two each, which were more than enough.

Bennett starred for the veterans, counting two out of the six which his side made. J. M. Posey polled out two home runs and Bennett one.

**Box Score.**

Commerce	AB	H	R
Carroll	6	3	2
Sowell	6	1	2
Baker	5	1	1
Beavers	5	2	1
Biggs	5	2	3
Morgan, Corbett	5	1	3
Posey	5	3	3
Snyder	5	2	1
Fox, Whitehead	4	1	0
Totals	16	16	16
Legion	AB	H	R
Smith, Whitman ss	4	0	0
Manjeot, p	4	0	1
Boyd, rf	4	0	0
Bennett c	3	2	2
Martin, lb	4	1	0
Hales, R. Smith, cf ss	4	0	1
Taylor, Lipscomb 3b	2	0	1
Hacker 2b	4	1	0
Murchison, Edwards lf	3	1	1
Totals	35	5	6

## County In Best Shape Ever for Fair, Says Hill

"Now is the time" is the slogan adopted by President Jim Hill of the Deaf Smith county fair association, when speaking of gathering samples for exhibits for what he predicts as the greatest fair ever held in this section.

"Tell citizens of Deaf Smith county and adjoining areas we are depending on them to assume individual responsibility in connection with our fair, September 16, 17 and 18," said Mr. Hill to a representative of the Brand Wednesday.

Continuing he said, "It is bales, bundles and other samples of products from fields and farms that we want, rather than the all too frequently uttered excuse, 'We had better than that, and if we had thought of it, could have brought them in,' after the possibility of securing samples is gone.

"I know and others with experience know, that the only time to gather samples is when the crops are in the field and not after they have been harvested. Deaf Smith county has never been in better shape for making an advantageous showing than an agricultural standpoint. If we will, thru indifference and discouragement, we can throw this opportunity away.

"No one may be able to make a fair—every loyal citizen can contribute. My request to all citizens is to save a sample of the best products of your farm and gardens, now. Then write, telephone or call and tell us where these samples are, and if you cannot bring them in we will see to it that they are stored and properly prepared for exhibition.

"Let me beg of each man, woman, boy and girl not to delay. Now is the time for gathering exhibits, if we allow it to pass depending upon someone else we shall fall short of our highest measure of success. We are depending on you for results. Sheaves cannot be gathered in after the grain has all been threshed. Let us make this our greatest fair."

### BROOKS WOODLEE, YOUTH OF DIMMITT, PASSES AWAY

Brooks Woodlee, age 19, was buried in Dimmitt last Thursday, following his death in an Amarillo hospital. He had undergone an operation but efforts to save his life were unavailing. Brooks was a student of Texas Christian University the past term and during the summer was assisting his father in insurance and loan business.

He was the son of Mr. and Mrs. B. D. Woodlee of Dimmitt. Mr. Woodlee is a former judge of Castro county.

### Altman Is Nightwatchman.

Oscar Altman was appointed Tuesday night by the city commission as nightwatchman. A. C. Hales will go back on duty temporarily, said E. S. Ireland, mayor, in order to handle the situation here during the harvest rush season.

### LARGE CROWD SEES CAL FAIL ON CHAMPIONSHIP

A big delegation of Hereford wrestling fans attended the match Monday night in Amarillo in which Cal Farley proved ineffective against the welterweight champion, Reynolds. Among those attending from Hereford were G. R. Jowell, Jas. W. Robinson, C. L. and Russell Whitehead, Mr. and Mrs. Frank Gyles, L. W. Carlyle, Miss McCord, H. W. Whaley, W. H. Russell, Dr. W. A. Robinson, Alex Thompson and Stanley White.

Mrs. J. A. Spear and Fred Mills were in Amarillo Friday.

## Locals

Mr. and Mrs. H. K. Whaley spent Sunday in Amarillo visiting her sister, Mrs. B. M. Roberts.

Mr. and Mrs. R. E. McCollough spent Sunday in Amarillo with relatives. Mrs. J. A. McCollough, mother of R. E., returned home with them.

Mr. and Mrs. Harry Tietjen and Miss Opal McMahon were in Amarillo Friday.

Miss Wattle Whaley of Weatherford is here visiting her brother, H. G. Whaley.

Mr. and Mrs. Chas. Donald and daughter, Emma Jeane, returned Friday from Fort Worth where they have been visiting relatives.

Mrs. G. R. Jones, Altoona, Penn., is here visiting her parents, Mr. and Mrs. Frank Lambert.

Miss Alleith Elliston of Canyon is here visiting Miss Ina Mae Hastings.

Mr. and Mrs. B. L. Branson returned Friday from Fort Worth and Dallas where they have been visiting relatives.

FOR RENT: Unfurnished four room house, \$15.00 per month. Raymond Hawkins. 24-2p

Mrs. Holger Henden, who has been teaching school in Montana, is in Hereford with her parents, Mr. and Mrs. R. T. Nunn.

Murray Copeland of Houston is visiting Mr. and Mrs. A. C. Hales, Mrs. Hales is a sister of Mr. Copeland.

Mr. and Mrs. John L. Wilson, Jr., Vega, spent the week end here with Mr. and Mrs. Dean Rice.

Mrs. O. G. Hill, Mrs. Arthur Thompson and Mrs. F. M. Kester attended an Eastern Star school of instruction in Slaton Saturday. Mrs. Hill is the deputy of the Eastern Star of this district.

Rev. Roy T. Nunn and family of Park Hill, Oklahoma, are here visiting his parents, Mr. and Mrs. R. T. Nunn.

Misses Alline and Virginia Cox, daughters of Mr. and Mrs. C. C. Cox, are home from a visit in Clovis.

Mrs. B. D. Woodlee and Mr. and Mrs. Arthur Hedley of Dimmitt were in Hereford Saturday.

Gilbert Taylor and Miss Margaret Taylor left Monday morning for a visit in Oklahoma, to return the latter part of the week.

Rev. J. W. Boultinghouse, pastor of the Christian church at Duncan, Oklahoma, spent Wednesday and Thursday here, looking after a wheat crop he has in the northwest part of the county. Mrs. Boultinghouse and son visited her parents at Oilton.

Mr. and Mrs. Oscar Copas of Amarillo were in Hereford on business Friday.

Mr. and Mrs. Leonard Click of White Deer spent the week end here with Mrs. Click's brother and wife, Mr. and Mrs. O. L. Click.

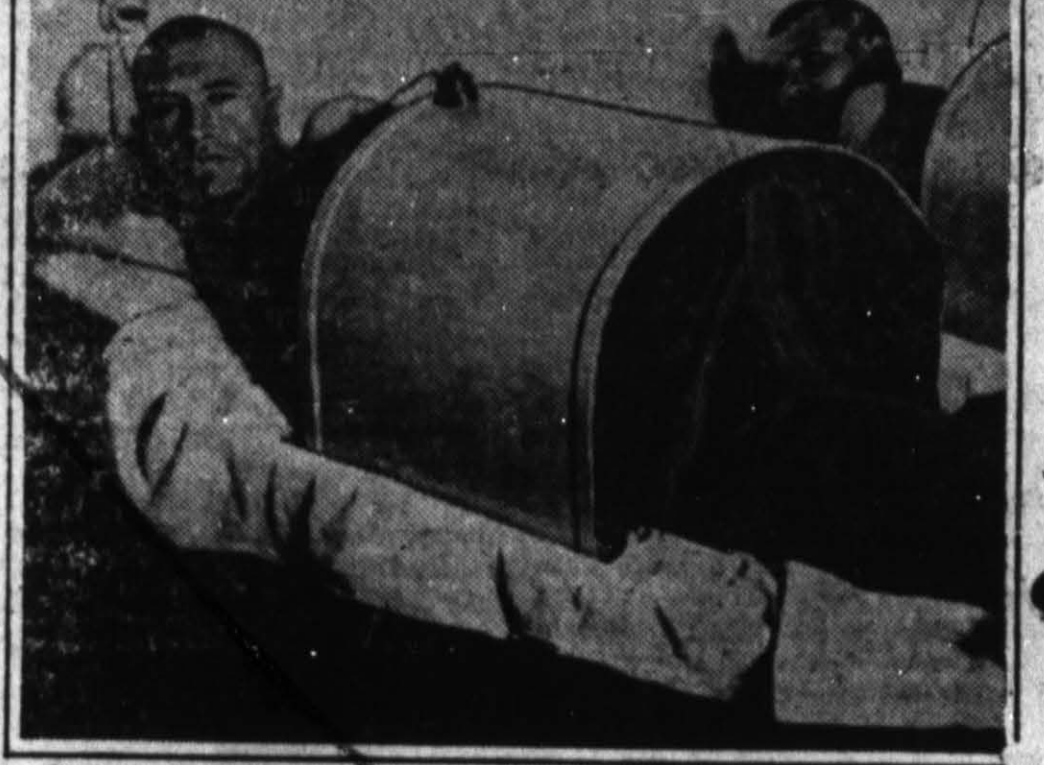
George Burns, his son and daughter-in-law of Deming, N. M., arrived Monday to visit friends. Mr. Burns is a former resident of Hereford.

**Installs Vegetable Rack.**  
 A modern vegetable rack was installed Monday by the Hereford Wholesale grocery. It has a pressure spray for keeping vegetable stock fresh and cool.

A special meeting of the American Legion post was held here Tuesday night with a social in joint session with the ladies auxiliary. State officers were present.

Mrs. E. J. Grigsby returned Monday from a visit with her mother in Oklahoma City. A sister, Mrs. J. M. Lawrence, and two children returned with her for a visit here.

## How Russia Keeps Miners Fit



One of the best ways Russia knows of making its industrial development plan succeed is to keep its workers in physical condition. Here we see a couple of Russian miners being fortified with artificial sunlight against any possible ailments of underground workers.

## Hereford Bakery Under New Management

Our name is McELYEA—moving from Abilene here to give you folks as good bread and cakes as can be made in Abilene, Amarillo, or any place.

We want to know you all. Come in and tell us "Howdy."

SPECIAL LINE OF PASTRY SATURDAY

## Hereford Bakery

## PIGGLY WIGGLY

All Over the World

### Specials for Friday and Saturday

- TOMATOES—** 6c  
Nice and firm, per pound
- CABBAGE—** 2½c  
Good, firm heads, per pound
- BANANAS—** 19c  
Nice and ripe yellow, dozen
- PEACHES—** 51c  
Or BLACKBERRIES, gallons
- APRICOTS—** 53c  
Gallon Cans
- PINEAPPLE—** 79c  
Or LOGANBERRIES, gallons
- WASHING POWDER—** 38c  
Large size, White King
- COFFEE—** 34c  
Canova, 1 lb with 10c peanut butter free
- PRUNES—** 42c  
Dried fruit, five pounds for
- POST BRAN FLAKES—** 11c  
Per package

**WILL SEND YOU 60 GOOD MAGAZINES AND THIS NEWSPAPER FOR ONLY \$2.75 FOR ONLY**

**YOU CAN HAVE YOUR CHOICE OF ANY FIVE OF THE MAGAZINES LISTED BELOW FOR A FULL YEAR (TWELVE MONTHS)**

Why pay more for your magazines when you can buy them at less than cost through your newspaper? You can actually get five of America's leading farm and fiction magazines at this amazing price if you order now. If you act quickly you will receive six magazines during the next year for just a little more than the price of this newspaper. Don't hesitate to send your order if some of these come to you now. Renewals will be extended twelve months ahead of your expiration date.

**SEND DOLLAR SAVING \$ NOW! THIS COUPON**

Gentlemen: I wish to take advantage of your magazine bargain offer. I am enclosing the above amount in payment for a one year subscription to your paper and the five magazines that I have marked with an X below

NAME \_\_\_\_\_  
 STREET or R.F.D. \_\_\_\_\_  
 TOWN \_\_\_\_\_ STATE \_\_\_\_\_

American Poultry Journal  
 The Country Home  
 Everybody's Poultry Magazine  
 The Farm Journal  
 Gentlewoman Magazine  
 Good Stories  
 Home Circle  
 Home Friend

Household Magazine  
 Illustrated Mechanics  
 Pathfinder (Weekly)  
 People's Popular Monthly  
 Poultry Success  
 Standard Poultry Journal  
 Successful Farming  
 Women's World



# SPECIALS FOR FRIDAY AND SATURDAY

Potatoes, new, No. 1, 12 lbs	22c	Cheese, one pound	19c
Tomatoes, fresh, three lbs	21c	Pineapple, crushed, Libby's, gallon	92c
Broom, a good one	57c	Plums, green gage, gallon can	47c
Prunes, 50-60 size, three lbs	25c	Blackberries, gallon can	52c
Macaroni, 3 pkgs, regular size, 3 for	16c	Soap, P. and G. or Crystal White, 10 bars	34c

Our  
Specials  
Are  
CASH  
To  
All

**Hereford  
Wholesale  
Grocery  
Company**

L. W. GARLYLE  
PHONE 164

## WOMEN'S PAGE

### Outstanding Social Feature of Early Summer Was Tea Given In Honor of Mrs. Travis M. Dameron

One of the outstanding social features of the early summer calendar was the tea given Saturday afternoon at the beautiful new home of Mrs. A. M. Jones, with Mrs. W. B. Dameron, Mrs. A. M. Jones, Mrs. Jack Lester, Mrs. Elmer Dameron and Misses Bertha and Frances Dameron as hostesses, honoring the charming bride of Travis Dameron.

The warm summer temperature was forgotten indoors by the coolness and fragrance of the receiving rooms which were made beautiful with immense vases and baskets of larkspur, roses and sweet peas. The arriving guests were presented by Mrs. Elmer Dameron to the receiving line which included Mrs. W. B. Dameron, Travis Dameron, John McCracken, Marjorie Alton, Dewey Lawrence, Park, Texas; Jack Lester, Amarillo; Miss Owen, Murfreesboro, Tenn.; Mrs. Ruth Baker, Wichita Falls; Mrs. Helen Lambert Jones, Altoona, Pa.; and Mrs. M. J. Johnson, formerly of Columbus, Miss.

After greeting the honor guest and others of the receiving line, the guests were ushered into the dining room by Mrs. Grace Guthrie and Mrs. A. M. Jones. Lovely in every detail were the table appointments. A handsome imported lace cloth was used on the table and the center was marked with a silver basket of sweet peas and ferns. Mrs. C. C. Ferguson and Mrs. Ralph Barnett poured tea and were assisted in serving a delicious salad course by Misses Bertha and Frances Dameron, Mrs. Finis Owen, Miss Emma Jeanne Donald and Miss Eunice Gilbreath.

A delightful program in charge of Mrs. Harry Seed and Mrs. C. H. Dyer was given by some of Hereford's favorite musicians and readers. Beautiful love songs were sung by Mrs. Ray Conaway, Mrs. Homer Fox, Mrs. Carl Mouton and Miss Bettie Bruce Jones. Clerical readings were given by Miss Martha Duncan. The lovely instrumental numbers played by Mrs. Ruth Baker and Miss Frances Oberthier, and the violin selections by Mrs. Alvin Thompson added to the pleasure of all. A very enjoyable feature of the program were the many beautiful voice solos given by Mrs. Helen L. Jones. During the receiving hours which were from 3:30 until 6:00 o'clock, about 50 guests called.

#### MRS. WILSON, WHO LEAVES SOON FOR RANCH, HONORED

A surprise dinner was given by the Dorcas class and others of the Baptist church in the home of Mrs. Ruby Shirley Gilbreath, in honor of her mother, Mrs. John L. Wilson, who is leaving soon for her new ranch home near Garcia Lake, in the west end of the county.

A covered dish luncheon was served. The Dorcas class is composed of the older members of the church and they were seated together at the table. The center piece was a gorgeous array of sweetpeas, brought by Miss Mary Lou Roberson.

At conclusion of the meal, a pretty picture was presented to Mrs. Wilson. Mrs. Messenger presented to her gifts of towels from her class. The afternoon was spent socially and in piecing quilts. About 20 friends of Mrs. Wilson were present.

#### LEGION ANNOUNCES TWO DAYS OF FUN AT CLOVIS

Clovis, June 23.—The Dean Lucas post of the American legion is putting on a big Fourth and Fifth of July affair here, consisting of an Indian pow-wow. Indians will stage their native dances and there will be about 50 of them here.

Features of the two days will be toad races each afternoon and night. Nothing but hop toads will run and compete for prizes.

#### SURPRISE BIRTHDAY DINNER GIVEN FOR TWO PEOPLE

A delightful surprise birthday was given Sunday at the home of Mrs. J. W. Brown, in honor of Mrs. Everett Payne and Miss Marguerite Brown, whose birthdays appear on the same date.

Fifty neighbors and friends conspired to give them a complete surprise by arriving with well-filled baskets to celebrate the double natal anniversary.

The honor guests led the procession to the main dining room where the long table was laden with good things to eat prepared in their honor. When served each went to the spacious and shady porch to enjoy the repast.

Attending were Mrs. Everett Payne, Miss Marguerite Brown, Rev. and Mrs. J. M. Fuller, Messrs. and Mrs. W. R. Matthews, J. F. Ward, Cockrell and family, Ted Matthews and son, Long and daughter, Misses John Kropff, J. J. Kropff, O. L. Rutherford and children, Arch Conklin and children, Gerald and Dorothy Bonner, Avis and Travis Matthews, Charlie Kropff, Roger Payne; Misses Odie Matthews, Ruby Johnson, Louise Smith; Messrs. L. J. Matthews, Roy Arnold, Long and Clifton Rutherford.

### Mrs. Manjeot's Pageant Given at Plainview

The first meeting of its kind in Texas was the district young people's session for District 1, held at Wayland College, Plainview, June 11.

The pageant, "Carrying On," written by Mrs. A. L. Manjeot of Hereford, was presented in the afternoon. This was the feature prepared for the annual meeting of the W. M. U. which was set for April 30 in Hereford but had to be postponed on account of rainy weather. By special request of the executive board it was staged at Wayland College, with a few substitutions.

Mrs. Owen Hull, Tahoka, young people's leader, presided over the morning program. Dr. O'Brien, of Floydada, delivered the 11 o'clock sermon. The rest of the morning was taken up with stunts and plays by the different organizations.

The W. M. U. delegates were called into a special business session at the noon hour by Mrs. Lon Smith.

The pageant in the afternoon was directed by Miss Zella Mae Walsler. The Hereford delegation took the third scene of the third act with the following cast: Miss Mary Lou Roberson, nurse; Mrs. V. M. Cloyd, artist; Miss Margaret Thompson, singer; Miss Nora Alice Daniel, Chinese patient, Zing Wee. The scene depicted a patient on hospital grounds. As the "Old Rugged Cross" was sung, Mrs. Cloyd drew a magnificent picture in chalk.

In the Awakening Chorus at the conclusion Hereford voices participated.

#### SUNDAY SCHOOL CLASS HAS WIENER ROAST ON CREEK

Members of the Three L class of the Baptist church and their friends had a delightful time roasting wieners, playing games and singing songs on the bank of the Tierra Blanca creek.

Present were Edward Roberson, Tiny Lee Springer, Mr. and Mrs. Alex Thompson, Mr. and Mrs. Gordon Durham and children; Gladys Jones, Ruth Botts, Rolley Weedel, Glenn Stetcliff, "Red" Schneider, Christine Huntsinger, Elsie Parlerish, Thornton Shirley, 938ha Short, Hazel Dunn, Mildred Pennington and Dorothy Smith.

#### THREE L CLASS GIVES FAREWELL TO MISS PENNINGTON

The Three L class of the Baptist church, of which Miss Mildred Pennington has been president, gave her a farewell party at the home of their teacher, Mrs. Gordon Durham. The class feels that it has lost one of its most loyal members since Miss Pennington has moved with her parents, to New Mexico. They presented her with a small gift in appreciation of her faithfulness.

Cake and punch were served to the following members: Etha Short, Christine Huntsinger, Hazel Dunn, Mildred Pennington, Dorothy Smith, Thornton Shirley and Mr. and Mrs. Gordon Durham.

#### FORMER TEACHER HERE WEDS BRISCOE COUNTY MAN, ALTON STEELE

Announcement is made at Silverton of the marriage of Miss Ruby Redin to Alton Steele on June 9 in Lubbock at the parsonage of the Church of Christ. Rev. A. Smith officiating. Both are residents of Briscoe county, and they will make their home in the Rock Creek community west of Silverton.

Mrs. Steele has been teaching in Hereford on the Central school staff. She was re-elected for the coming year but declined to accept.

The groom is a prominent stock farmer and is a member of one of the old families in Briscoe county.

#### TIPTON ORPHAN HOME THANKS BRAND FOR AID

A letter has been received from T. F. Bishop, secretary of the Tipton Orphan Home, in which some service of the Brand is acknowledged, in respect to the annual visit of the home's truck to Hereford.

"We wish to thank you, in the name of the orphan's home here under our care," wrote the secretary, "for your generosity in giving space on your front page. This proved a great help in securing a good portion of the load of provisions gathered on the trip."

"We wish to assure you again that both you and the good people of your community have our sincerest thanks for the kind assistance you have given us and we hope that you may be prospered much in the years to come."

The Tipton Orphan's Home is sponsored by the Church of Christ congregations but its service is non-denominational, having children from homes of all religions or

### Miss Hall Has Job to Check Trapped Flies

The state health department has a man, A. M. Gosch, in Deaf Smith county to conduct a fight against typhoid fever and malaria. Malaria means chills and fever, headaches, sick stomach, long illness, painful experience and possible death, according to the department.

The state is in conjunction with the national public health service in the attempt to stamp out malaria. This disease is not so prevalent on the Plains, but it is claimed, that, unless prevention is made effective, the people here are just as susceptible as in the lower altitudes, and the aim is to forestall its incursion here.

Malaria is spreading from east to west, say health authorities, and a general awakening is needed now.

Mr. Gosch is in the field mobilizing forces to meet the foe. The foe is the mosquito and he advises that all water standing in pools, ditches, ponds, barrels or cans should be drawn off or treated with a surface of oil every seven days.

The foe is an outlaw and he attacks at night. As a protection 16-inch mesh screen quarters are recommended. Mr. Gosch says it is a job for everyone and he enlists the support of all in the warfare against the common enemy.

In the fly-trapping campaign, for which prizes have been offered by the chamber of commerce, Miss Nell Hall, county health nurse, has been appointed to check in the flies, enter the amounts and compile the records from which the judging will be done. Contestants must report to her at her office in the court house.

#### HOGS MARKET CROP OF WHEAT AT \$1.20 BUSHEL

Wellington, June 22.—W. D. Durley and Sons of Collingsworth county sold their 1930 wheat crop of 1200 bushels at \$1.20 per bushel by feeding the wheat to hogs. C. C. Stinson, county agent, reports. Other home grown feed was charged in at market prices and the ration balanced with tankage and cottonseed meal. The wheat was of low quality. Steers are to be fed along with hogs this year and the owners expect to market most of their wheat crop through livestock again.

### Story Telling Hour for Lake Park Attracts

Story-telling hour for Lake Park is announced by Miss Carcy Estes, supervisor, for every Tuesday and Friday afternoon, beginning at 5:15 o'clock. The hour will be in charge of Misses Lillie Hoeteller and Emma Jeanne Donald.

The story hour feature started last week and there has been an attendance of from 45 to 50 children, running from pre-school age to 12 years old.

#### CONVICTED MEN TAKEN TO STATE PENITENTIARY

John Hanlin was taken to the state penitentiary at Huntsville the first of the week. He was picked up from county jail here, together with another convicted man brought over from Muleshoe.

The men were driven through to Huntsville in a caged car, the owner of which has a transportation contract with the state.

Hanlin was convicted in district court here and has been free on bond pending appeal. The higher court affirmed the jury's verdict and he was taken into custody

#### DISTRICT LEAGUE MEET CONVENED AT DIMMITT

A district meeting of the Epworth league was held at Dimmitt Saturday and Sunday, comprising young people from Hereford, Amarillo, Dalhart, Frioua, Canyon, Dimmitt and other towns. Private homes at Dimmitt were opened to care for the visitors.

A banquet was served Saturday evening by the woman's missionary society. A sunrise prayer meeting was held Sunday morning, and at 11 o'clock Rev. J. M. Fuller preached a special sermon at the Methodist church.

#### ARCHEOLOGIST SPENDS DAY WITH JOE GREEN

Floyd V. Studer of Amarillo, who writes insurance for a living in order to follow his real occupation of archeology, visited Joe Green here last week, in order to inspect the collection of Indian relics which Mr. Green has gathered from all parts of the Southwest.

Mr. Studer is said to be the best posted man in the Panhandle on Indian lore as it pertains to this section. He praised the collection of pottery of the Hereford man and was able to identify each piece of pottery with where it was found and its approximate age.

Reaxil drugs are sold as cheap in Hereford as in larger cities. Corner Drug Store.

### Dimmitt Market Expecting 1500 Carloads Wheat

Dimmitt, June 23.—It is being estimated that Dimmitt will ship 1500 cars of wheat this season. With this large amount of business in prospect, grain companies are trying to get the Fort Worth & Denver railroad to remove the one-cent differential charge maintained here. An equal rate with Happy, Tulla, Hart and Plainview is asked.

Figures have been compiled to show that the Denver will have received \$450,000 for freight on wheat when the season ends and in receipts from such shipments since the road was built has derived more than enough to put the line in at a cost of \$14,000 a mile.

A letter has been received from Marvin Jones, congressman, stating he thought wheat and cotton rates from this section are all out of harmony with present market prices. He is trying to get a special rate for the summer, at least, and a permanent readjustment for this part of West Texas.

Mrs. Earl W. Wilson and children, Patricia and the twins, have returned from a visit in Sweetwater with relatives.

# GOOD NEWS!

of  
Hereford and Happenings  
In Deaf Smith County

Bargains Offered By  
Your Local Merchants

Know What Your Friends  
Are Doing!

Subscribe for

The  
Hereford  
Brand

"YOUR HOME TOWN  
NEWSPAPER"



### Carl's Cash and Carry Grocery

Phone 324

## FRIDAY and SATURDAY SPECIALS

SUGAR, 10-lb cloth bag	53¢
BLACKBERRIES, gallon	53¢
CANDY BARS, any kind, three for	10¢
ORANGES, medium size, two dozen	33¢
COOKIES, Brown's assorted, lb	27¢
POTTED MEATS, six cans	23¢
SYRUP, Blue Label Karo, gallon	63¢
SYRUP, Blue Label Karo, 1/2 gallon	33¢
COFFEE, Top Liner, one pound	23¢
PORK & BEANS or Blackeyed Peas, can	7¢
AURICOTE, gallon	58¢



**Progressive News**

By PROGRESSIVE CLUB GIRLS

The young people of the Gregory and Park families attended singing at Dawn Sunday.

Mr. and Mrs. Clyde Russell spent Sunday with Mr. and Mrs. W. A. Ricketts of Hereford.

Lester Galley and family of Dawn were dinner guests in the Hershey home Sunday.

Dorothy Lee Mills of Amarillo is visiting her aunt, Mrs. J. E. Blakemore.

Weldon Gregory spent Sunday evening with Gilbert Donovan.

Leonard Click of Crosbyton is helping J. L. Click harvest his wheat.

Ruth Park spent several days last week with her sister, Mrs. J. E. Henry.

Ira Jeane Ricketts spent last Wednesday with Odessa Cockrell in Hereford.

Mrs. Walter Caldwell called on Mrs. Webb Wednesday afternoon.

Mrs. J. E. Blakemore and sons and Dorothy Lee Mills of Amarillo called in the Donovan home Sunday evening.

Mr. and Mrs. Barns of Crosbyton are visiting the Clicks.

Augustine, Jabe and Millard Gregory were supper guests at the Parks home Sunday.

Mrs. Ira Ricketts, Miss Olive Perkins and Mrs. Saylor attended the dress show at Hereford last Wednesday.

Mr. and Mrs. Clarence Botts called on Mr. and Mrs. Clyde Russell Sunday evening.

Mr. and Mrs. Arch Dougherty of Grady, N. M., visited her parents, Mr. and Mrs. Ira Ricketts, Sunday.

Katherine Hershey spent a few days with her sister, Mrs. Arch Conklin in Hereford.

Ira Jeane Ricketts spent Monday night with her brother, Jim Ricketts.

The club ladies met last Tuesday afternoon in the Ed Botts home with nine members present.

The evening was spent in social and business session. The next meeting will be July 1.

Mr. and Mrs. Henry and children spent Friday in the Park home.

J. E. Blakemore is helping his father at Summerfield harvest his wheat.

Visitors in the Hershey home Sunday were Mr. and Mrs. J. L. Park, Louise and John Hunter, Miss Taylor, Oleta, Leola and Jas. Reeves, Thos. Simpson, Weldon Gregory and Gilbert Donovan.

Mrs. Tom Baker and children attended singing at Dawn Sunday.

Weldon Gregory and Gilbert Donovan called in the Blakemore home Sunday evening.

W. L. Ralston took dinner in the C. P. Caldwell home Sunday.

proud parents of a new baby girl, born June 10.

Mr. and Mrs. J. W. Berry were Sunday visitors at the M. L. Hardy home near Dimmitt. In the afternoon they motored to Black to look at Mr. Hardy's wheat.

Harry Gillispie took a load of machinery to Pampa Saturday.

Messrs. and Mmes. Leo Williams, Melvin Mitchell and Campbell, Misses Roxie Campbell and Nettie Lee Green enjoyed ice cream at the Oscar Campbell home Saturday evening.

J. J. Lindsay, who is cutting wheat at Kirklank, spent the past week end with home folks.

Mrs. John Gaetz spent Tuesday afternoon with Mrs. C. E. Tice.

Mr. and Mrs. Raymond Williams were Amarillo visitors one day last week.

Mmes. Earl Springer, Mack Dixon, J. J. Lindsay and W. A. Springer spent Thursday afternoon with Mrs. Berry.

Mrs. G. F. Springer and Miss Tiny Lee, Mr. and Mrs. A. T. Jones and family, Misses Elsie and Ruby Andrews, Arlene Buchanan and Earl Springer enjoyed a day's outing on the creek last Tuesday.

C. L. Goad moved his family to the Lance place Tuesday.

Mrs. Harry Gillispie's niece of Pampa is visiting her at present.

Mrs. J. J. Lindsay spent Wednesday afternoon with Mrs. C. E. Tice.

Mr. and Mrs. W. S. Dixon visited relatives at Friona last Sunday.

Mrs. Velma Mullis of Albuquerque, who has been visiting her sister, Mrs. Leo Williams, left Tuesday for Lockney where she will visit in the home of her parents.

Alice Louise Sparks had her tonsils removed at the hospital last Tuesday.

Leo Hellman spent Sunday and Monday with Don Gaetz.

Men of the community went in last week and work out K. R. Hunter's crop for him. Mr. Hunter will soon be able to be brought home from the hospital.

Misses Alma and Ruby, and Henry Andrews spent Sunday afternoon with Miss Maxine Tice.

Mr. and Mrs. A. T. Jones and family spent Sunday at the Earl Springer home.

**Visiting from Gatesville.**

Miss Freda Wood, former Hereford girl, arrived last week from Gatesville to spend the summer with relatives, Mr. and Mrs. C. D. Gilliam, on a ranch 20 miles south-east of Hereford. Her brother, John Hardy Wood, is also at the ranch. Miss Freda and John Hardy are the children of the late Mr. and Mrs. Tom Wood.

TRY A WANT AD IN THE BRAND

**Here and There**

BY MRS. C. E. TICE

Here and There, June 18.—Mr. and Mrs. J. B. Harlin and children were Sunday visitors at the Art Manjot home west of town.

Wheat is ripening fast the past few days and the hum of the combine is now heard.

The Castro county road grader was in these parts improving the roads last week.

C. E. Tice and family visited at the Walter Tice home at Umbarger Saturday afternoon.

Mr. and Mrs. Coy Morris are the

**GULF**  
**Venom**  
**KILLS**  
Flies and Mosquitoes  
Roaches, Ants, Moths, Bed-Bugs

**Are You Interested In Our Community**

We know the answer. Of course you are! So are we! What's more, we are interested in you. And it must follow that you are interested in us.

You are interested in our community because you live here, you work here, you have your investment here, you pay taxes here, you are raising a family here, and — well, you like the place.

So do we!

We live here! We work here! We have our investments here! We pay taxes here! We employ a big family (of employees) here! And—well, we like the place!

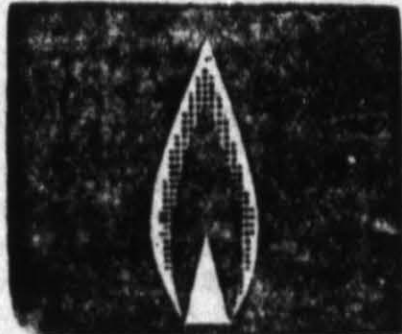
Quite a community of interest.

We are interested in you because it is all the "you's" who have made the community grow. We have grown with the community. We can't grow if it doesn't.

**Texas Utilities Company**



The average price of gas at the well is 4½ cents



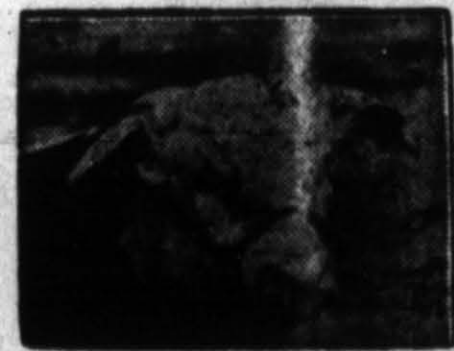
The average price of domestic and industrial natural gas service is thirty-five cents



Water at the source of supply is FREE



... it is the service—delivering water to your home that you pay for



The product—6c per pound



... \$1.00 for serving

**"SERVICE"**

**The Reason for the Difference**

**W**HEN YOU LIGHT THE BURNER of your gas appliance and the flame springs to life instantly, you see results—comfort—convenience—not causes.

Seldom, if ever, do you see the Service Agencies that make this ideal fuel supply possible. Pipe lines, gas wells and manpower, Service!—the combination of efforts that bring natural gas to your burner and which plays a major part in the cost of your fuel supply.

The average price of gas at the well is four and one-half cents per 1,000 cubic feet while the average price of NATURAL GAS SERVICE delivered to the customer's burner for domestic and industrial purposes is 35 cents per 1,000 cubic feet. The former is fuel, the latter, a fuel Service that provides heat at the burner automatically, when and as you want it, without ashes, smoke or soot, or the need for extra labor or storage. Back of the flame of your burner stands the Service of your gas company with its skilled employees and its facilities for delivering the gas. Service must be maintained! Service is what your are paying for!

The fact that your gas-company must maintain the year round, at great expense, a pipe line of capacity to supply sufficient Natural Gas the coldest day of the year—even though this peak capacity is not required except on a few cold days in winter—is merely one of the items of this responsibility called Service. A large number of employees and large capital resources are continually engaged in maintaining this dependable fuel supply. Drilling, the laying of pipe lines, telegraph lines, production, transmission and distribution activities represent a large investment in materials, equipment and personnel.

Your Gas Company takes pride in the fact that it pioneered the production and transportation, to the cities, of the only available fuel that can be utilized by the consumer without special handling or the use of costly mechanical accessories. Realizing our responsibility, we take the utmost precaution to assure you permanent fuel satisfaction by providing a dependable flow of gas—regardless of the weather.

**South Plains Pipe Line Company**

Transporting That Clean and Economical Fuel "Natural Gas" Through 1,000 Miles of Pipe Line On the Great North Plains.



**Scherer Items**

MRS. B. R. FULKERSON

Mr. and Mrs. Arlie Dean called in the Hubbard home Monday.  
Mr. and Mrs. Guy Hubbard and Miss Dorothy Guthrie, Mr. and Mrs. W. H. Hubbard and Jack took supper in the Crawford home Thursday night.  
Mr. and Mrs. Arlie Dean visited her sister, Mrs. Neal, in New Mexico Saturday.  
Mr. and Mrs. Voth were in Amarillo Sunday.  
Misses Guy and W. H. Hubbard and Miss Dorothy Guthrie spent Thursday with Mrs. B. R. Fulkerson.  
E. Miller and son were in New Mexico last of the week.  
Mr. and Mrs. T. P. McCollister went to the show Wednesday night.  
Mr. and Mrs. Guy Hubbard and Miss Dorothy Guthrie left Friday for their home in Ft. Worth.  
Mrs. McCollister called on Ivy Ragsdale Thursday.  
Miss Ragsdale spent the week end with Miss Bessie Gunn at Westway.  
Mr. and Mrs. B. R. Fulkerson had as dinner guests Sunday Mr. and Mrs. Earl Springer, Frio; Messrs. and Misses Lee Crawford,

T. P. McCollister, W. H. Hubbard and Jack; B. R. Fulkerson, C. L. Ragsdale and Edward Show.  
Edward Show went to a party at Westway Friday night.  
Tom Carter of Plainview spent Sunday in the Fulkerson home.

**Fairview-Palo Duro Items**

By MRS. JOHN BOLING

Miss Vivian Patterson and Mrs. Shuford of East Texas visited the Comingo home last week.  
Miss Dollie Heaton was taken to the hospital with pneumonia. She had been ill some time with kidney and heart trouble.  
Mr. and Mrs. Hicks of Canyon visited her father, Dan Higgins, Saturday.  
R. L. Campbell and family were in Hereford Monday.  
Cecil Allred and wife visited Plainview relatives last week.  
Mr. and Mrs. Comingo visited at Conway and Panhandle recently.  
Mrs. John Boling spent Monday with Mrs. Bill Moore.  
Boyd Bates and wife returned from a visit in Happy.  
Mr. and Mrs. Dan Higgins gave

**Society**

**GIVES SWIMMING PARTY IN HONOR OF GUESTS**

A picnic and swimming party was given by Misses Louise and Inez Jowell last Wednesday night in honor of Jeane and Deane Mann, Valley View, who are visiting Mr. and Fred Collett.  
The party went swimming at 6:30 and then had a picnic lunch. The young people then went to the Jowell home to complete the evening's pleasure.  
Present were Jeane and Deane Mann, Kellar Muse, Virginia Barnett, Earl Alexander, Violet Marrs, J. C. McCollough, Opal McMahon, James Cloyd, Jimmie Clark, Sherman Morgan, Ardelle Foster, Milton Orr, Jack Russell, Sper Hodges, Louise and Inez Jowell and Mrs. Fred Collett.

**YOUNG PEOPLE HAVE WEEK-END PARTY ON PALO DURO**

A week-end party was enjoyed by ten young people and chaperones at Harding's ranch on the Palo Duro last Saturday and Sunday.

A community social Saturday evening which was greatly enjoyed by the many attending.

Mmes. Grabbe and Boling called in the Heaton, Womble and Otto Smith homes Wednesday.

Mrs. Cretzinger called on Mrs. Bates Thursday.

Mrs. B. Campbell is visiting her son, R. L., and family.

Arkansas relatives visited the Boyd home last week.

Ben Floyd and family of Plainview visited here last week.

R. B. Stephen and family of Ford visited the Comingo home.

W. C. Julian spent last week with his aunt, Mrs. Chapel.

Messrs. Stephens, Hyde and a friend are here from East Texas to help harvest.

Oklahoma relatives of J. M. Heaton are here because of the illness of Miss Dollie Heaton.

Mrs. E. W. Womble visited Mrs. Ted Young last week.

Miss Hostetler has brought out library books and those who wish reading material may get it from Mrs. Otto Smith.

day. Those on the picnic were: Violet Marrs, Virginia Barnett, Opal McMahon, Ardelle Foster, Maurine Spradley, Earl Alexander, Murray Copeland, J. C. McCollough, Sherman Morgan, J. C. Lines, Mrs. J. T. McMahon, Mrs. B. F. Marrs.

**Queenie May Taylor, John Burkett Wed**

Announcement is made of the marriage of Miss Queenie May Taylor and John D. Burkett in Clovis Sunday. Mrs. Burkett is the daughter of Mr. and Mrs. J. L. Taylor of this city.  
The groom has lived in Hereford most of his life and attended high school here, finishing in 1928. He was one of the star football players.  
A wedding dinner was served at four o'clock Sunday afternoon by the bride's mother, attended by relatives and friends: Messrs. and Mrs. J. D. Burkett, J. L. Taylor; Gilbert Taylor, Miss Frances Linvell, Mr. and Mrs. C. D. McCord, Miss Margaret Taylor and John Smith of Clovis.  
Mr. and Mrs. Burkett are making their home here at the Burkett residence on Second street.

**Lawn Supper Given In Home of Mrs. Foster**

A womanless wedding featured the lawn supper given by the Friendship class of the Methodist church Friday evening at the home of Mrs. Paul Foster, 205 Lawton avenue, in honor of the newly married couples of the class.  
The three couples who were honorees of the class were Mr. and Mrs. Marvin Alston, Mr. and Mrs. Raymond Hawkins, and Mr. and Mrs. J. C. McCracken.  
Walter I. Frost was toastmaster for the evening's program which consisted of a reading by Miss Mary Ann Adams, a solo by Mrs. B. M. Wiltshire, a reading by Miss

Martha Duncan, and the womanless wedding.  
The scene of the entertainment was the beautiful lawn at the Foster home. Fried chicken, peas, potatoes, salad, ice tea, ice cream and cake were served to about 40 people.  
The wedding was a great show, reaching a high point in the singing of the Prisoner's Song by C. O. Bowman, accompanied by the weeping of the bride's mother (Jesse Stanford). In the womanless cast was Hubert McEntire, bride; Dr. T. L. Morgan, groom; Dr. B. M. Wiltshire, minister; Jesse Stanford, bride's mother; Dr. J. W. Hendrix, bride's father; B. M. Allred, ring bearer; Bill Stanford and Paul Foster, Jr., flower girls.

**PROGRAM FOR YOUNG MARRIED PEOPLE'S B. Y. F. U.**

The following program is announced for the young married people's B. Y. F. U. for next Sunday:

Topic: Serving the Lord in the day of our youth. Those who will take part are Mrs. J. A. Daniel, Gordon Durban, Johnny Biggs, J. A. Daniel, Mrs. Gordon Durban.

All members are urged to be present.  
Money can't build a better tire than Brunswicks and our price is right, at RICE'S.

**Christian Church.**

Rev. M. J. Johnson, pastor.  
Morning service hour subject: "Double Hearts". Evening hour at 8:30, "The Devil's Bid for Souls". Young people Endeavor meets at seven o'clock Sunday. Prayer meeting Wednesday evening at 8:30.

**Church of Christ.**

East Sixth Street, H. Earle Smith, pastor. Bro. Williams of Canyon will preach at the Sunday morning hour.  
Bible classes Sunday morning at 10. Preaching at 11. Communion 11:45. Young people's meeting and children's drill at 7:30.  
Regular preaching services at 8:30 o'clock. Bible study Wednesday evening at 8:30.  
Ladies' Bible class will meet with Mrs. Hamilton Thursday af-

ternoon at four o'clock.  
The public is cordially invited to all these services.

**KIWANIS CLUB SPONSORS**

VEGA FAIR, SEPT. 11-12  
Vega, June 23.—Dates for the annual fair have been set for September 11 and 12, sponsored by the Kiwanis club. A real fair is being planned. The Kiwanis club will announce officers and committeemen within the near future.

**BRUCE McLEAN ELECTED TAIL TWISTER AT DIMMITT**

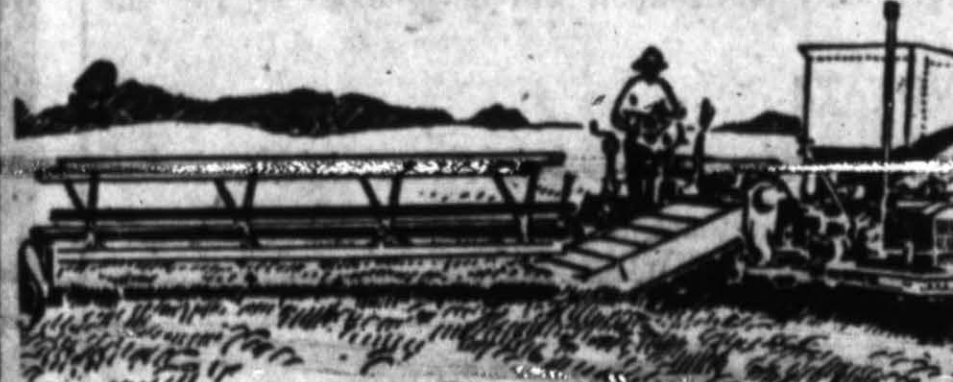
Dimmitt, June 22.—Chas. H. Dean has been installed as new president of the Lions club; L. P. White, Ozro Stephens, C. J. Mapes, vice presidents; Bruce McLean, tail twister; W. C. Hale, secretary; Geo. M. Roberts, tamer; M. R. Avery, director.

**CASH SPECIALS FRIDAY AND SATURDAY**  
Our Specials Are Absolutely CASH to All.

MILK	Small Size five cans	19c
SUGAR	Ten-pound cloth bag	55c
PEACHES	Gallon tin extra pack	52c
PLUMS	Green gage gallon	44c
HOMINY	Medium size, four cans	25c
SALMON	Selected pinks, three cans	35c
TOMATOES	Portales brand, No. 2 size, three cans	22c
OLIVES	Green, full pint jar	21c
PICKLES	Full gallon, sour	65c
FLOUR	48 pounds guaranteed	\$1.05

**Bakers Cash Grocery**  
MONT E. BAKER

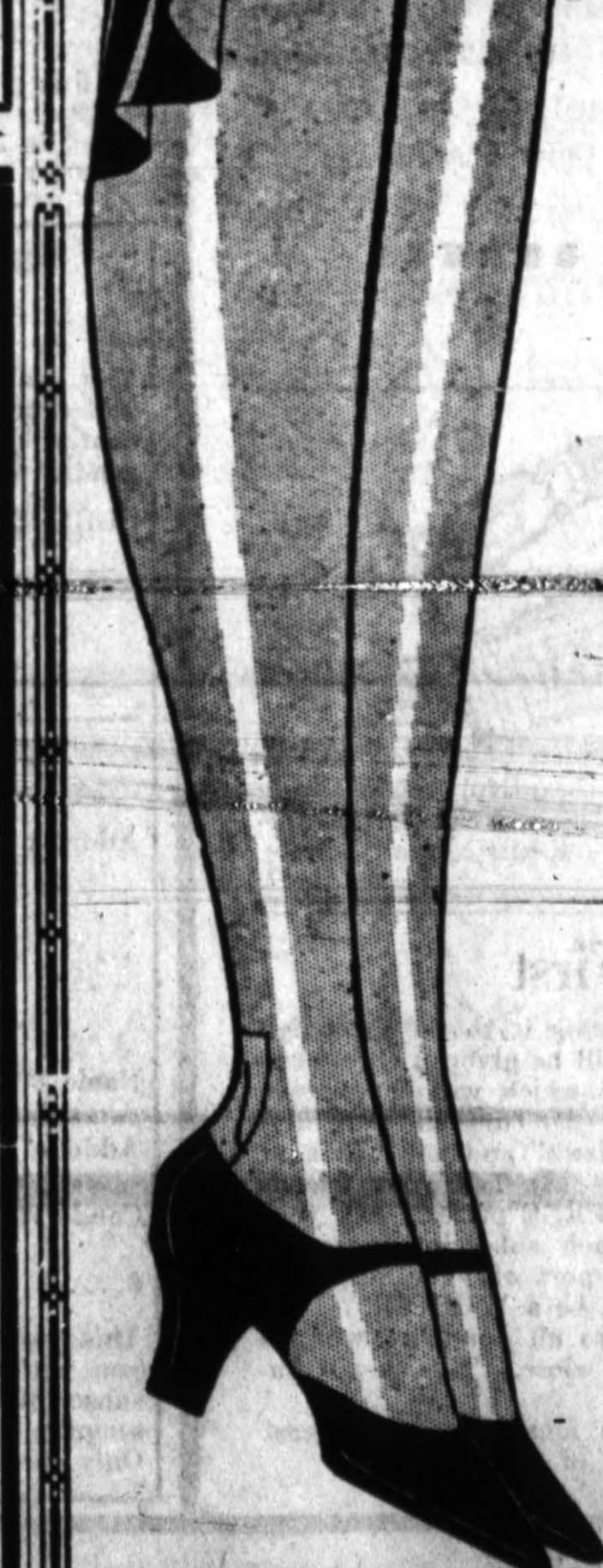
**HARVEST HARDWARE**



We will do our best during the harvest rush to have everything here ready for you to get at moment's notice. Our stock is as full and complete as we know how to make it. We are sure to run out of some items, if we knew now what they would be we would still have them here for you when you want them, but we won't know until certain items are gone and you ask for them.  
Get NOW what you figure you will be apt to need when the harvest rush is on and every minute's time will count for you. We can supply your wants or will have it here before you need it. If there were any way by which we could serve you better for your harvest supplies you may be assured you would have the benefit of it.  
Wrenches of every description, water bags and kegs, thermos jugs and bottles, scoops, forks, Alemite and Zerk greases and oils and their equipment, lanterns, flashlights, dishes—we don't know what your individual wants are, but if it's in the hardware line we'll have it or get it suddenly for you.  
We will stay open as long as trade justifies every evening. If you need us after that call either 57 or 394.

**Streu Hardware Company**

**Sheer SILK Hosiery Sale**



We have just received a complete new stock of Ladies' Silk Hose, and in this shipment you will find the newest shades and weaves in some of the most exquisite hosiery you have seen for a long time. These silk hose were bought on the new price level and we are going to offer them as real values in brand new merchandise just received.

- \$2.95 Hose for ..... **\$1.98**  
48-gauge hose of pure thread silk to the top.
- \$1.98 Hose for ..... **\$1.69**  
Either in fine or larger mesh in the newest shades and weaves.
- \$1.75 Hose for ..... **\$1.49**  
45-gauge, pure thread-ingrain silk.
- \$1.49 Hose for ..... **\$1.19**  
42-gauge hose, pure thread silk, a beautiful number.
- 98c Hose for ..... **89c**  
You who have been buying our 98c special hose know what a value this is.
- 65c Hose, three for ..... **\$1.00**  
A dandy rayon hose for misses.
- 25c to 50c Anklets for ..... **19c**  
Silk, and silk and rayon mixed, in the new pastel shades.

**New Shoes**  
**\$2.98 \$3.95 \$4.95**

We have one specially arranged group, in values up to \$6.00 that we have also priced at ..... **\$1.49**

**Stone Department Store**  
Incorporated

**IT'S THE EXTRA EGGS THAT COUNT!**

The time to prepare for a good egg production next winter is right now by correctly feeding your growing chicks. **MERIT GROWING MASH** is a scientifically balanced ration for young chickens that develops them as they should be grown in to the heavy layers next fall and winter.  
—It is time to be separating your pullets from your cockerels now. You should keep them separate—it will result in having better poultry next year as well as a larger egg production this winter—Feed them **MERIT GROWING MASH** and be safe.

**West Texas Feed and Seed Company**  
Phone 265

**Splinters**

VOL. I. JUNE 25. NO. 1

**Panhandle Lumber Co.**  
Hereford, Texas.  
D. H. ALEXANDER, Mgr.

When the neighbor next door speaks about the place that you live in as being owned by Mr. Smith, but only rented by Mr. Jones—which would you rather be, Mr. Smith or Mr. Jones? So would we. Therefore why not come in and see us and possibly we can help you out.

**Wife's Daughter**  
She may have been a printer's daughter, but she didn't believe in "freedom of the press"—she wasn't the type.

If you are living in a rented house or apartment it will certainly pay you to investigate **home building**, since the present day system of Building and Loan Associations and Down Payments make it so easy to own your home.

Tramp: Have you a piece of cake, lady, to give a poor man who hasn't had a bite for two days?  
Woman: Cake! Isn't bread good enough for you?  
Tramp: Yes, ma'am, usually; but this is my birthday.

A home is a paying investment from every standpoint and a lasting investment as well.

Write one-third off of your car for depreciation next spring. But what do you write off of a home? Time to think.

The original owner of the skeleton found with its legs wrapped around its neck, must have died suddenly while trying to dress in an upper berth.

Let us tell you of some of the advantages of owning your home. We have helped others get started and will gladly help you.

Our plan is to help you own the Panhandle Lumber Co.

**PANHANDLE LUMBER CO.**  
PHONE 656

Wood Work of All Kinds Is Done At the Panhandle Lumber Company Planing Mill.



# The Hereford Brand Announces Its Good Will Campaign

Starting Officially, Saturday, June 27th  
Closing Saturday, August 8th, 1931

**A Beautiful Chevrolet Sedan Is the Capital Prize---  
Other Prizes of Value and Cash Will Be Given!**

Costs nothing to enter this grand, free prize distribution. Start first, finish first and own a car you can call your very own.  
See the campaign manager at the Brand office and learn the details of this golden opportunity.  
Total distribution of prizes and cash during the next few weekswill be over \$1,500.

### RULES GOVERNING CAMPAIGN

1. Any reputable man or woman may enter this campaign and compete for awards. Nominations may be taken at any time during the first two periods of the campaign.
2. No employees or blood relatives of any employee of this paper will be permitted to enter this campaign. This does not exclude correspondents of this paper and the campaign manager reserves the right to accept or reject any nomination.
3. The winners of the awards will be decided by their total number of votes, being represented by votes issued on subscriptions and coupons clipped from the paper.
4. Contestants are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in his section, or for that matter anywhere in the United States.
5. Cash must accompany all orders where votes are issued. There will be no exception to this rule.
6. Votes are issued on subscriptions. Subscribers should ask for votes when paying their subscriptions.
7. Votes can not be purchased. Every cent accepted through this campaign must be represented by subscriptions.
8. Votes are not transferable. Contestants can not withdraw in favor of others. Should a contestant withdraw from the race his or her votes will be cancelled! Neither will it be permissible for one to give or transfer subscriptions to another. Votes on such transferred subscriptions will be subject to disqualification at the discretion of the campaign manager.
9. Any collusion on the part of contestants to nullify competition or any other combination, arrangement or effect to the detriment of contestants or this newspaper will not be tolerated. Any contestant entering into or taking part in such arrangement, or effect will forfeit all rights to an award or commission.
10. Any vote issued on subscription may be held in reserve and cast at the discretion of the contestant. The printed coupons appearing from time to time in this paper must be cast before they expire according to the date printed thereon.
11. In the event of tie for any of the awards, the contest manager shall have full authority in the matter of determining awards.
12. In case of typographical error, it is understood that neither the contestant nor the publisher shall be held responsible except for the necessary correction of the same.
13. No statement, assertion, promise, either written or verbal, made by any solicitor or contestant will be recognized by the publisher or the contest manager.
14. Every contestant is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.
15. It is distinctly understood and agreed that contestants will be responsible for all money collected, and that they will remit such amount in full at frequent intervals on demand of the campaign manager.
16. No standing of the contestants will be published. Their vote, standing to remain a secret. The contestants and the management will be the only persons to know the standing of the contestants until the final close.
17. Each contestant at the close of the campaign will be allowed to select his or her own judge to assist the management in determining the winners in the contest.
18. The ballot for the last period of the campaign will be provided and each contestant will deposit his or her vote in this secret ballot box. This plan of a secret ballot for the last period eliminates any chance for deals in this campaign in which one contestant would receive favors.

### The Judges of the Campaign

It is the sincere aim of the Brand to conduct this Campaign from start to finish in a fair, honorable and impartial manner. Every precaution has been taken to safeguard the interest of the participants, therefore we will allow each participant to select her or his own judge to count the votes the last day of the campaign and to recheck all the records kept by the Campaign Manager, and to see that each contestant is given the correct vote count.

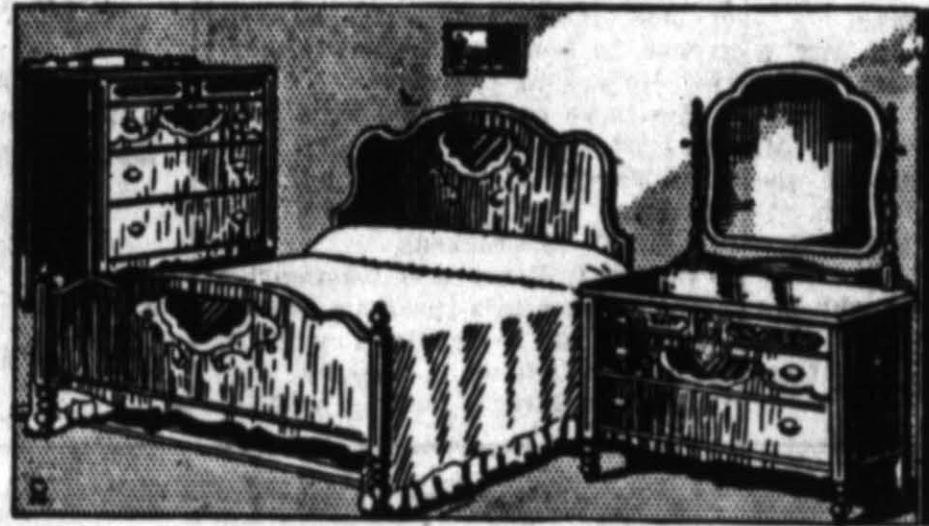
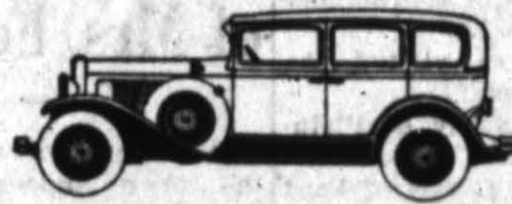
### Schedule of Votes and Subscription Price of the Hereford Brand During Subscription Campaign

FIRST PERIOD	SECOND PERIOD	THIRD PERIOD
Embracing the first weeks (terminating on July 14) the following votes will be issued for subscriptions:	Embracing the fifth and sixth weeks (terminating July 28) the following votes will be issued for subscriptions:	Embracing the last 10 days (terminating August 8) the following votes will be issued for subscriptions:
1 year, \$2.00 -- 10,000	1 year, \$2.00 -- 7,500	1 year, \$2.00 -- 5,000
2 years, \$4.00 -- 25,000	2 years, \$4.00 -- 20,000	2 years, \$4.00 -- 15,000
3 years, \$6.00 -- 50,000	3 years, \$6.00 -- 40,000	3 years, \$6.00 -- 30,000

The above schedule of votes is on a declining scale, positively will not be changed during the competition. However, a special ballot, good for 50,000 EXTRA votes will be issued on every "club" of \$20.00 turned in. This arrangement will be in effect throughout the entire campaign and is to be considered a part of the regular schedule. This newspaper reserves the right to include job printing and advertising, in which event the above schedule of votes will obtain and in the same ratio of increase for larger orders up to a limited amount. No subscription will be accepted for less than one year, nor for more than three years to advance from any one candidate.

### LIST OF AWARDS

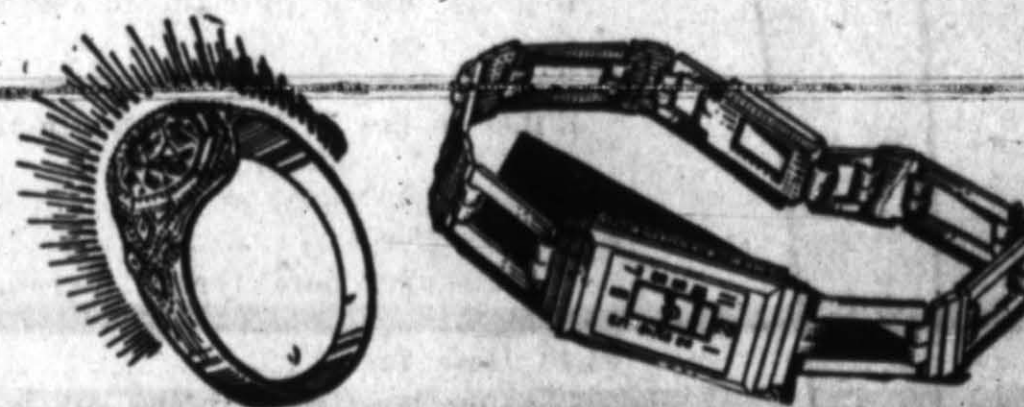
**FIRST PRIZE:** A beautiful Chevrolet Special Sedan, purchased from and now on display at BRUMLEY CHEVROLET COMPANY.



**SECOND PRIZE:** A fine bedroom suit purchased from and now on display at Black Furniture store. Winner of this prize may exercise the choice between this suit, living room or dining room suit, not to sell for more than \$250.00.



**THIRD PRIZE:** This beautiful High Boy Majestic Radio, selling for \$195. Purchased from and now on display at Orr's Tailor Shop.



**FOURTH AND FIFTH PRIZES:** This beautiful \$75.00 Virgin Diamond ring and the \$45.00 Lady's Gruen Wrist Watch purchased from and now on display at the Kester Jewelry Store.

### What to Do First

(1) Fill out the "Entry Blank" and bring it to the campaign manager, Hereford Brand. Then you will be given a club member's receipt book and full instructions which will enable you to start right out after subscriptions. (2) Turn in your first subscription with "First Subscription Blank" and you will have over 100,000 votes with a flying start. (3) Tell your friends that you are out to win one of the big FREE prizes. Ask your friends to subscribe through you. Each subscription counts thousands of votes. (4) Make daily report of your very best effort, each and every day and you will be a WINNER. Ten per cent Cash Commissions given to all non-prize winners who remain in the Campaign until the close. This is a Campaign in which Everybody Wins. To share in this Cash Distribution you must turn in at least FIVE one-year subscriptions each week of the Campaign.

### Campaign Plan In Brief

The object of this big prize distribution is two-fold. Primarily, to increase the already large subscription list of this newspaper, to collect arrearage and advance subscription payments from present or old subscribers, and at the same time to afford the live-wire, energetic hustlers of this city and surrounding territory an opportunity to profit, and in a Big way, through their spare time during the next few weeks. So it is a plan that works both ways, and to the ultimate good of all concerned. The plan adopted is the fairest and most impartial conceivable. There will be no "special vote offers" inaugurated during the life of this campaign. The plan is straight forward and simple, and is fully outlined in this announcement. Let it be understood at the very outset that this is not a "beauty" nor "popularity" contest, but a strictly legitimate competitive proposition for enterprising men and women, and one into which no element of chance enters. One feature of this campaign is the fact that "Everybody Wins". There will be no LOSERS in this race.

### You Have Always Wanted Your Own Car

You have always wanted a fine new car and now is your time to obtain it. Just six short weeks of intensive work and you call this car your very own if you will just make up your mind to do so. What would bring you more pleasure than to call this car your own? And it is not impossible for that to happen. Just real hard work for the next few weeks will bring you this realization. What work could you engage in for the next few weeks that would mean \$805, the price of this beautiful car! You can not lose in this campaign, for if you stay in you will win some one of the five prizes, besides the cash commissions paid to non-prize winners.

### Subscription Prices to The Brand and How They Will Count for Votes

1 Year \$2.00 .....	10,000
2 Years \$4.00 .....	25,000
3 Years \$6.00 .....	50,000

The first period of the campaign will close Tuesday, July 14, 1931. 50,000 extra votes will be given for each three year subscription turned in during the first period. For each club or combination of \$20.00 the same number of extra votes will be given.

### NOMINATION BLANK GOOD FOR 50,000 EXTRA VOTES!

You can nominate yourself or any other person. This coupon will count for 50,000 votes when properly filled and sent to the contest manager, only one coupon will be credited to any one candidate.

### PLEASE NOMINATE:

Name .....

as a candidate in The Brand's  
Get Good-Will Campaign

### FIRST SUBSCRIPTION COUPON

Address .....

Signature of person making nomination.

Good for 50,000 Extra Votes

Name of Subscriber .....

Address .....

Candidate .....

\$..... Amount enclosed.

This coupon, accompanied by the Nomination Blank, will start you with 50,000 votes, plus the regular votes allowed on the subscription, as shown in the schedule. For example, if the subscription is one for 12 months, the total votes will be 60,000. Only one of these allowed to a candidate.

**A WINNER NEVER QUILTS--A QUITTER NEVER WINS!  
SEE THE CAMPAIGN MANAGER TODAY!**



**Courthouse News**

**Arney News Items**

BY MRS. F. W. FORTNER

Marquis Burks and wife, Taylor Springs, N. M., are visiting here. A number of relatives were dinner guests in the Davis home Sunday.

Floyd Fortner and wife attended the singing at Berger Sunday. Lynn and Omaha Bratcher of Oklahoma were here last week.

Mrs. Hale and son of Hot Springs, Ark., visited here Sunday and Monday.

Mr. and Mrs. Tipton visited the Ott home Sunday.

A. W. Fortner and wife were in Crowell last Wednesday.

Mmes. J. C. Boyd and Ward and daughters visited Mrs. Tipton Tuesday.

A. Burch, wife of James A. Burch, and the unknown heirs and their unknown legal representatives, and the unknown legal representatives of the said Mrs. J. A. Burch, and the unknown heirs and their legal representatives of the unknown heirs of the said Mrs. J. A. Burch, are Defendants, and a brief statement of plaintiff's cause of action being as follows:

Plaintiff alleges that he is the owner in fee simple and is lawfully entitled to the possession of the following described land in Deaf Smith County, Texas, to-wit: Tract 1: All of Section No. 13, Certificate No. 27, in Block K-81x (K-6), Galveston, Brazos & Colorado N. G. Ry. Co., Original Grantee, lying in Deaf Smith County, Texas;

Tract No. 2: All of Section Number Twelve (12), in Block K-81x (K-6), Certificate No. 26, Galveston, Brazos & Colorado N. G. Ry. Co., Original Grantee, lying in Deaf Smith County, Texas;

said tracts being more minutely described in Plaintiff's Original Petition, and that heretofore on the 1st day of June, 1931, the Defendants, and each of them, unlawfully dispossessed the Plaintiff of said lands; that Defendants and each of them are claiming some interest in said lands, said interest being apparent but not real, but constituting a cloud on Plaintiff's title; Plaintiff further claiming said lands as against said Defendants, and each of them, by reason of deeds under color of title and adverse and peaceful possession, use, enjoyment and occupancy under the three, five, ten and twenty-five year Statutes of Limitation; Plaintiff prays for judgment against each and all of the defendants for title and possession of said lands, that cloud be removed from title, and for damages.

Herein fall not, but have before

**THE STATE OF TEXAS**

To the Sheriff or Any Constable of Deaf Smith County—Greeting:

You are hereby commanded to summon James A. Burch, the unknown heirs and their legal representatives, and the unknown legal representatives of the said James A. Burch, the unknown heirs and their heirs and legal representatives of the unknown heirs of James A. Burch; Mrs. James A. Burch, wife of James A. Burch, and the unknown heirs and their unknown legal representatives and the unknown legal representatives of the said Mrs. J. A. Burch, and the unknown heirs and their legal representatives of the unknown heirs of the said Mrs. J. A. Burch; by making publication of this Citation once in each week for four consecutive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be holden at the Court House thereof, in Hereford, Texas, on the first Monday in August, A. D. 1931, the same being the 3rd day of August A. D. 1931, then and there to answer a petition filed in said Court on the 23rd day of June A. D. 1931, in a suit, numbered on the docket of said Court No. 1896, wherein F. A. Paul is Plaintiff, and James A. Burch, the unknown heirs and their legal representatives, and the unknown legal representatives of the said James A. Burch, the unknown heirs and their heirs and legal representatives of the unknown heirs of James A. Burch, Mrs. J.

said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Hereford, Texas, on this 23rd day of June A. D. 1931.

(Seal) L. H. FOSTER, Clerk, District Court, Deaf Smith County, Texas. 24-4c

**THE STATE OF TEXAS**

To the Sheriff or Any Constable of Deaf Smith County—Greeting:

You are hereby commanded to summon J. W. Wright, Mrs. J. W. Wright and E. R. Casteel, their unknown heirs and their legal representatives, and the unknown legal representatives of the said J. W. Wright, Mrs. J. W. Wright and E. R. Casteel, and the unknown heirs and their heirs and legal representatives of the unknown heirs of J. W. Wright, Mrs. J. W. Wright and E. R. Casteel, are Defendants, and a brief statement of Plaintiff's cause of action being as follows:

Plaintiffs allege that they are the owners in fee simple and are lawfully entitled to the possession of the following described land in Deaf Smith County, Texas:

Being all of Sections Nos. 35 and 55, Block K-6, G. B. & C. N. G. Ry. Co. Survey,

and that heretofore, on the 1st day of June, 1931, the defendants and each of them unlawfully disposed the plaintiffs of said lands; that defendants and each of them are claiming some interest in said land, said interest being apparent but not real, but constituting a cloud on plaintiffs' title; plaintiffs further claiming said lands as against said defendants and each

of them by reason of deeds under color of title and adverse and peaceable possession, use, enjoyment and occupancy under the three, five, ten and twenty-five years statutes of limitation; plaintiffs, further alleging that The American-Canadian Land Company was a co-partnership composed of E. Van Metre, Sam S. Wright and J. W. Wright and that title to said land was at one time taken by Sam S. Wright pursuant to the terms and provision of a contract of purchase by The American-Canadian Land Company, and that the said Sam S. Wright held title for the benefit of said co-partnership and with full right, power and authority to sell and convey the same, and that said subsequent conveyance by Sam S. Wright was in all things binding and valid upon the said other members of said co-partnership; and plaintiffs pray for judgment against each and all of the defendants for title and possession of said lands, that cloud be removed from title, and for damages.

Herein fall not, but have before said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Hereford, Texas, on this 23rd day of June, A. D. 1931.

(Seal) L. H. FOSTER, Clerk, District Court of Deaf Smith County, Texas. 24-4c

of them by reason of deeds under color of title and adverse and peaceable possession, use, enjoyment and occupancy under the three, five, ten and twenty-five years statutes of limitation; plaintiffs, further alleging that The American-Canadian Land Company was a co-partnership composed of E. Van Metre, Sam S. Wright and J. W. Wright and that title to said land was at one time taken by Sam S. Wright pursuant to the terms and provision of a contract of purchase by The American-Canadian Land Company, and that the said Sam S. Wright held title for the benefit of said co-partnership and with full right, power and authority to sell and convey the same, and that said subsequent conveyance by Sam S. Wright was in all things binding and valid upon the said other members of said co-partnership; and plaintiffs pray for judgment against each and all of the defendants for title and possession of said lands, that cloud be removed from title, and for damages.

Herein fall not, but have before said Court, at its next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and seal of said Court, at office in Hereford, Texas, on this 23rd day of June, A. D. 1931.

(Seal) L. H. FOSTER, Clerk, District Court of Deaf Smith County, Texas. 24-4c

**PLAINVIEW GETS READY FOR JULY 4th BARBECUE**

Plainview, June 23.—Ten tons of meat have been purchased for the huge Fourth of July barbecue which will be served free here to visitors, and something will be doing every minute till late at night, according to Grady Shipp, secretary of the chamber of commerce.

Other events are athletic stunts, fire works, fiddlers' contest, wrestling match and baseball game. A parade, depicting progress made during the past 40 years will be staged in the forenoon.

Mr. and Mrs. H. N. Hayward, Lawrenceville, Illinois, were business visitors in Hereford Thursday and Friday.

**Don't Read This**

PHONE 448  
Job  
and guarantees a satisfactory  
wants to figure on your work  
Painter and Paper Hanger  
Experienced and Reliable  
E. S. SMITH



**LUNCH MEATS**

Hot weather finds jaded appetites hard to appease. You'll find our prepared lunch meats supply the needed nourishment without the fuss of hot foods.

**TEXASMEAT MARKET**  
WE DELIVER PHONE 353

**Notice To All Producers Of Grain and Landlords:**

—Owing to the present financial condition, the undersigned elevators have received numerous notices from landlords, automobile acceptance corporations, tractor and combine firms, and others, demanding that we take notice of their chatel mortgages on wheat and other grain and that they expect to hold us liable for any purchases of such mortgaged grain. Heretofore, under normal times, it has been the custom in this county to deduct from the grain sold the necessary expenses of combining, hauling and other harvesting expenses. Under the law the person who gives the mortgage has no right to deduct such expenses and in buying the grain the elevators have no right to pay such expenses out of the proceeds of the grain sold, unless the person holding the landlord lien or mortgage gives his consent for them to do so. In order to protect yourself so that you will not be forced by some person holding a landlord lien or mortgage to pay the entire proceeds of the mortgaged crop to such person, and then raise the money to pay for combining, hauling, etc. from other sources, you should before you commence harvesting take the matter up with the person or persons holding the landlord lien or mortgage on your crop and have them in writing to authorize you to deduct these combining, hauling and other expenses of harvesting and marketing from the proceeds of the crop. Unless you do this you may find yourself in an embarrassing financial situation and unable to harvest your crop. This notice is given for your protection so that you may now take the proper steps to handle the matter. We want to cooperate with you in any way possible; however, we can do nothing except comply with the law.

Respectfully Submitted,

**Farmers Associated Elevators**

DAWN AND BLACK

**Farmers Elevator Company**

**S. E. Cone Grain Company**

**Great West Mill and Elevator Company**

**Trench Foot**

**Beware Athlete's Foot**

Why suffer from the queer skin disease causing severe itching of toes and feet, cracking, peeling skin, blisters, Ringworm, Trench Foot of Hand Itch, when you can avoid infection and quickly heal your skin with Dr. Nixon's Nixoderm? Based on the famous English Hospital formula, discovered by a leading London skin specialist, Dr. Nixon's Nixoderm acts with amazing speed, because designed for this particular skin disease. Nixoderm is guaranteed. It must stop itch and quickly heal your skin or the small cost will be refunded.

CORNER DRUG STORE



**Have Money For Your Family**

EVERY father and mother should start to save EARLY for their little one's future. A husband's duty is to save money for the comfort of his wife and children.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business

THE NATIONAL BANK OF HEREFORD

A Strong Bank Thoughtfully Managed



HAVE MONEY!

HAVE MONEY!



# Locals

Guests in the home of Mrs. W. M. Megert this week are Mr. and Mrs. W. J. Caraway and children, Lois and Billie, Los Angeles, California; and Mrs. Eddie P. Smith and daughter of Canyon. Mr. Caraway is a brother of Mrs. Megert.

Mrs. L. B. Broadus returned home Sunday after a two month visit with her daughter, Mrs. Olin Matthews, of Redlands, California.

Ed Ireland motored to Dimmitt Monday afternoon to look after his wheat there.

Harry Tietjen was in Amarillo on business Saturday.

Sandwiches of all kinds, also hamburgers. IKE'S Cafe. 1c

Mr. and Mrs. Claude Morris of Vega spent the week end with Mrs. Ruby Shirley Gilbreath and family.

Mrs. Ralph Barnett, Mrs. B. F. Guthrie, and Miss Virginia Barnett were in Canyon Saturday. Miss Barnett visited Miss Maurine Spradley while there.

Harvest men say "Meet me at the Corner Drug Store." 1c

Have with safety at your Rexall Store. Phone 105. 1c

Mr. and Mrs. Ralph Sears, Miss Iva Williams, Lee Coconauger, Mrs. Dr. Miller and Mrs. Sears spent Sunday in Palo Duro canyon.

Attention, Harvest Hands—for a cup of coffee or lunch, stop at IKE'S Cafe, open all night. 1c

J. O. Newell, Mr. and Mrs. Chas. Newell, Virginia Newell and Chas. Boyd left Wednesday for a vacation in the mountains of New Mexico. Messrs. Newell and Boyd expect to remain about a month, but the others of the party will spend only a week on the trip.

Mr. and Mrs. Henry Pope moved here last week from Enid, Okla., and will operate one of the farms of his uncle, J. W. Alexander. Henry is a son of Mr. and Mrs. Joe L. Pope.

Bill Flenniken, employe of the A. C. Thompson Lumber company, took a vacation last week to visit home folks in Amarillo and to participate in the city golf tournament. Bill failed to get far in the play but he happened to draw one of the quarter finals to start with.

### Card of Thanks.

I wish to express my appreciation for the prompt run of the volunteer fire department and the efficient work done by the chief and members at my home last week when the fire threatened to do much damage. The department handled their work splendidly and held damage down to a minimum. S. O. WILSON.

Magazines, post cards and stamps at Corner Drug Store. 1c

Ted Houston spent part of last week in Wichita visiting his mother.

C. R. Boyd, city marshal, is limping about this week with an injured foot. It is reported that a pump head dropped and took off a toenail.

Mrs. W. A. Percival and daughter of Clovis are visiting her mother, Mrs. Hattie Rutherford, this week.

Mr. and Mrs. Hubert McEntire and Mrs. W. M. Megert spent Sunday with relatives in Dimmitt.

The party of fishermen who drove to a good fishing ground near Roy, New Mexico, last week report an excellent haul. They were C. H. Dillehay, E. S. Ireland, James Wilson, Woodrow Ireland, Newt Gilliland and C. W. Humble.

IKE'S Cafe serves a special dinner every day and Sunday. 1c

Ray O'Daniel is having a store building re-arranged on West Third street in preparation for opening a bakery.

Mr. and Mrs. Harold Spratt are here visiting his parents, Mr. and Mrs. I. H. Spratt, enroute to their home in Big Spring from a visit with Mrs. Harold Spratt's parents in Sherman.

Following a visit of several weeks with her sons, Joe L. Pope and J. W. Alexander in Hereford, Mrs. J. E. Alexander has returned to her home in Amarillo.

Miles Haley, Woodward, Okla., was a guest of friends here Tuesday and states that evidences of depression, lifting in various parts of the country traversed by him, have rested comparatively lightly on his home community.

J. E. Hill has returned to Hereford after a business visit of several days in Oklahoma, and declares that each trip out of the Texas Panhandle convinces him more firmly that Hereford is the best place on earth in which to live.

Mr. and Mrs. A. J. Walker of Canyon have moved to Hereford to be here about a month.

Stones, sticks, pieces of steel, etc. never hit tires except in self-defense, but when they do hit a Brunswick tire and the injury is severe we repair it free of charge. Brunswicks at RICE'S. 1c

We have added hydraulic truck jacks to our already large line. At RICE'S. 1c

Mrs. John Estes and daughter returned Thursday from Lubbock where they had visited Mrs. Estes' three daughters.

### 75c Dress

(Continued from Page One)

they too could shine and make the work brighter.

The main speaker of the morning was Joe L. Pope, secretary-manager of the chamber of commerce, who gave an address on the responsibility of the woman in the home today. Illustrations from the Bible, showing how women even in those days took the lead in household affairs and had quite a heavy responsibility, were presented. He eulogized the mother in the home and pleasingly pointed out that they were expected to continue in this line and of leading the way to a fuller life.

Take Lunch at Lake Park. At 12 o'clock the women assembled at Lake park for a lunch that was a cosmopolitan dinner, each member contributed to the menu, made up of fried chicken, vegetables, home baked breads, salads, ice cream, cake, ice tea and lemonade. The city park, with its trees, furnishing ample shade for the 150 people who ate dinner there, was commented upon as being a monument of Hereford's

### Brand Contest

(Continued from Page One)

times following the announcement and we wish to state here and now that it is purely for "circulation". This is not a beauty or popularity contest or a scheme to make money, in fact, it is no scheme at all but a straightforward business proposition put on for the purpose of gaining a county-wide circulation in a few weeks' time.

And now, if you are one of those ambitious ladies who wish to present yourself with a Chevrolet or other prizes the first thing to do is to call at the Brand office and let us tell you all about it, as an early start will mean a great deal in a campaign of this kind.

The sewing club of the small town had decided to sew for a heathen whose picture they had seen in a paper. The heathen was in Africa, and they worked on red flannels and crocheted some dollies for him. One day a stranger came and told them she knew the man, that he was fully 70 years old. The women then lost all inspiration for sewing for the heathen whose picture showed him to be about 25 years old.

The German maid and Grandma Gibbs provided many comic scenes for the audience. The play was well prepared and had been given the Saturday preceding before the Wyche community. The play has inspired other clubs, according to Miss Gunter, to have a one-act play contest for next year.

After the play a dress review was held to permit the women to wear their dresses on the stage so that the judges could see how they appeared when worn. There were ten points on best appearance.

Ten Clubs Represented. Clubs entering dresses were Westway, 14 dresses; Summerfield, 13; Wyche, 7; Frio, 6; Dean, 4; Ward, 4; Sims, 3; Ford, 3; Dawn, 2, and North Hereford, 2. The total was 58 dresses. Others were made but did not get to the contest. Miss Gunter is giving to the club that had the most dresses fruit jars for exhibit in the fair this September.

With the contest the clothing work for the year has ended, making two public exhibits the rural women have had. The living room exhibit was held in April.

Dresses scoring highest were displayed in the show window of Fox Mercantile company during the past week end.

In behalf of the clubs Miss Gunter thanks the following firms and individuals: E. B. Black Furniture, Rockwell Bros. Lumber, Kerr Anthony Hardware, the Hereford Creamery, Fox Mercantile, West Tailoring, C. H. Dillehay, Mrs. J. P. Siston, Mrs. Bob Wilson and Joe L. Pope, First State and National banks.

A similar kind of event will be observed as an annual affair so that the work done by the club women may be exhibited to the public.

### Wheat Harvest.....

IS NOT FAR AWAY!

WE WANT TO BUY YOUR GRAIN! We are prepared to give you prompt, reliable, courteous services at all times. Highest Market Prices Possible. Your Business Appreciated.

### S. E. CONE GRAIN CO.

Phone 576. Hereford.

### Individuals, Not Clubs, To Receive Awards

With the opening of its subscription contest this week the Brand is endeavoring to put the paper in every home in Deaf Smith county and Hereford's trade territory. H. E. Castleberry comes to the Brand as contest manager with a continuous record of satisfactory results obtained for the papers he has served in subscription contests, and will be in charge of the Hereford Brand's drive for new readers.

This contest will not be operated as the one closed by the Brand in April. The contestants this time will be individual workers who will labor in their own interests for rewards to be strictly their own. No clubs or civic groups will be permitted to participate in the present campaign.

One of the finest and most appropriate lists of prizes is announced in connection with this drive for new subscribers, made up of highest type merchandise for practical, every-day use, and purchased of Hereford merchants.

Poor tires may ruin that vacation trip. Get a full set of Brunswicks before you start. RICE sells them. 1c

### 99 Years Old

(Concluded from Page 1)

Mexican, Civil, Spanish - American and World; also the Texas war for Independence.

Five children were born into her home, only one is living now. Her two oldest boys, Thomas Allen and William, were murdered by highwaymen in Hill county. Her husband died at Hillsboro in 1890.

Mrs. Sams is a great aunt of George Millard, an employe of the Hereford post office, and of Mrs. Wilder, who lives in the Jumbo community.

Rev. Peters of Dimmitt preached his Sunday evening sermon in the Smith home in honor of Grandma's anniversary. The community at Easter hopes that next year they may help the lady celebrate her 100th birthday. It is said that Mrs. Sams enjoys having company and will be glad for her neighbors to call any time.

### Benefit Games Postponed.

There will be a lull in the series of benefit games which were being played between local clubs on Midget field. A return clash between the Lions and commercialists was considered for this week but due to the harvest rush, when most of the players have to work for a living, it was decided to wait two or three weeks before resuming the schedule.

# STAR THEATRE

HEREFORD, TEXAS

Last Time Tonight THURSDAY, JUNE 25 Winnie Lightner and Joe E. Brown in a feature comedy—

Friday and Saturday JUNE 26 and 27 Also Saturday Matinee

Also Ladies' Gift Night, with a present to each lady with paid admission.

Wednesday and Thursday Of Next Week JULY 1 AND 2

WILLIAM POWELL "Ladies' Man" A Gaiety Comedy

He Knows Too Much!

Richard Barthelmess

THE FINGER POINTS

Monday and Tuesday JUNE 29 and 30 Paul Lucas and Kay Francis "Vice Squad"

## Big Car New FURNITURE Just Received

Complete stock of Living Room, Bedroom and Dining Room Furniture—also good selection of odd pieces.

All of our new goods take a much lower scale of prices than you have known for many years. We have also reduced our prices on all goods in our store to conform to present factory cost.

Our goods are 25 per cent cheaper than a year ago, and 50 per cent cheaper than two years ago.

Our selection is complete in detail. Don't forget—WE SELL IT FOR LESS!

### E. B. Black & Co.

"WE ARE SATISFIED WITH SMALL PROFITS"

CALL AT

THE BRAND FOR OFFICE Supplies

- Cap Size Letter Folders
- Adding Machine Paper
- Waste Paper Baskets
- Envelopes, Holders
- 2 x 5 Index Cards
- Self Locking Tapes
- Steel Bond Boxes
- A C O Fasteners
- Hotchkiss Staples
- 3 x 5 A-Z Index
- Adding Machines
- Bull Dog Clips
- Waste Baskets
- Letter Baskets
- Second Sheets
- Record Books
- Rubber Bands
- Invoice Files
- Blank Books
- Sticker Files
- Price Books
- Board Clips
- Steel Boxes
- Brief Cases
- Cleo Paste
- Index Sets
- Bank Files
- Ink Wells
- Miscellaneous
- Journals
- Daters
- Desk Pins
- Pen Racks
- Day Book
- Paper Clips
- Cash Book
- Time Book
- Blotter Sets
- Clip Boards
- Order Books
- Eternal Inks
- Stamp Pads
- Postal Scales
- Thumb Tacks
- Carbon Paper
- Cloth Fasteners
- Receipt Books
- Ledger Leaves
- Wood Cabinets
- Colored Pencils
- Ticket Punches
- Collection Books
- Indelible Pencils
- 4 x 8 A-Z Index
- Steno Note Books
- Letter File Index
- 4 x 6 Index Cards
- Stationery Cabinets
- Typewriter Ribbons
- Pocket Memo Books
- Steel Transfer Cases
- Numbering Machine Ink