

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 4.

The Hereford Brand, Hereford, Texas, Thursday, February 4, 1932.

Five Cents Per Copy.

## CHAMBER OF COMMERCE LUNCH WELL ATTENDED

W. E. Dameron, president, was chairman of the chamber of commerce luncheon program at the First Baptist church Monday noon. There were sixty members and visitors present. A fine dinner of baked chicken with appropriate accessories, topped off with cherry pie and whipped cream, made a most appetizing meal.

R. N. Richards, district attorney now attending court here, was present and in a brief way expressed his pleasure at again being with Hereford friends. He heartily espoused the cause of the paved highway movement now sweeping the Panhandle, complimenting the organization work that has been done here, and saying the exigencies of the present occasion overbalanced all objections hitherto brought against road paving programs.

A proposal that the local candidates make the next month meeting of the chamber of commerce a complimentary one to all the members brought a good laugh from those present, but was lost for want of an original motion, not to mention a second, from any of the candidates present.

G. A. F. Parker, who represents the Hereford chamber of commerce with the West Texas organization and was a delegate to its recent meeting, was called upon for a report of that meeting and proposed work to be attempted by the larger body. Mr. Parker brought to light a movement being advocated to increase the amount of postal savings possible by each individual and asked that Hereford vote against such a proposition. At the present time, \$2500 is the total amount one person may have in a postal savings account; the present movement proposes to increase this to a \$5000 limit, while the West Texas chamber of commerce recommendation asks that the amount be reduced to \$1000, saying that the tendency to deposit money in postal savings banks is working a serious hardship on local banks. The motion was made and carried that Hereford endorse the West Texas suggestion.

Mr. Parker further explained a new movement originated by him and proposed to the recent W. T. C. of C. meeting, that the appropriation of state school money be made upon the number of pupils who actually attend school, and not upon the number living in a district. The idea was given the unanimous endorsement of the West Texas meeting. Mr. Parker cited instances where East Texas counties received money for negro and Mexican children who had no schools, the money being diverted to the instruction of white children to such an extent that no school tax money at all was needed to conduct their public schools, yet citizens of the western part of the state paid in school taxes four and five times the amount received back from the state for conducting their own schools.

Mr. Dameron commented briefly upon the highway project situation, saying work was being done toward widening the north and south road as a state designation, that the proposed county-wide program being attempted was a matter of considerable detail, the state highway department had been hired to make estimations leading to the calling of a bond election, and that it probably would be sixty days before such an election could be brought to the people's choice at the polls.

## City Lays Tile Sewer to Drain Low Paving

A block of new sewer tile has been laid during the past two weeks connecting a low spot in the paving at Fourth and McKinley to follow Fourth street to the large sewer placed last summer along Schley Avenue for draining Lake Park.

While not of large diameter, the sewer laid last week is ample to carry away the small amount of water usually deposited in the depression on Fourth, within a short time.

## County Citizens Purchase 1000 Car Licenses

Just a few less than 1,000 automobile plates were issued by the tax collector's office before the final payment date. In addition to that there were 102 truck licenses issued, with the prospect of there being many more of them as soon as the need of their use necessitates bringing the trucks on the highways. There is no license necessary if a car or truck is not used.

Should a car or truck be used without the 1932 license fee having been paid, a penalty of 20 per cent of the cost of the license is exacted for each offense.

As nearly all citizens have observed, there will be no letters on the license plates this year, but the thousands are separated from the hundreds by a small star. Deaf Smith county cars will be recognized on the highway by the first three numbers 350 or 351, all 350 numbers being above 800, while the full thousand in 351 is used by this county alone.



## College Girls Have Fifth Birthday

Hereford has the distinction of being the home of two young ladies who, though college students, have but four birthdays to their credit. They are Miss Emma Jackson, daughter of Mr. and Mrs. R. R. Jackson, north of town, and Miss Earle Marie Foster, daughter of Mr. and Mrs. A. A. Foster. Miss Jackson is a student in State University and Miss Foster attended W. T. S. T. C. last year.

The two girls, who are warm friends, have a birthday when Leap Year gives February 29 days, and the fifth occasion of their lives will occur this month. On other years, instead of having birthdays, they just find themselves a year older on one day than they were the day before.

## Tax Payments Bring In Many Delinquents

While it is difficult as yet to determine accurately just what part of tax collections have been made, the office reports the final days of January brought in some very satisfactory payments that will be beneficial in supplying local needs of institutions suffering because of tax payment deficiencies. This is especially true in school affairs, both city and rural.

There was a slight indication beforehand that a great deal of attention would not be paid to the cancellation of penalties and interest on past due and delinquent taxes, but the last few days in January revealed that a considerable number of people not only would but could and did take advantage of the saving afforded.

Three checks on considerable tracts of land averaged \$1,000 each for past due taxes after the penalties and interest were collected, and a great number in smaller amounts were received. In some instances the saving amounted to more than half the total taxes and penalties due. Tax money that was long past due, and the lack of payment of which has worked a serious hardship on tax supported institutions, has been in some measure brought in by the new ruling. Estimates Wednesday placed the reduction of 1930 taxes still due, from 15 per cent to about 5 per cent, owing to the cancellation of the penalty.

Mrs. C. R. Bentley was a visitor in Canyon over Sunday with Mr. Bentley, who is operating a confectionery there. At present Mr. Bentley has discontinued his studies in the college and is in business in the city.

## More Than 2000 Legal Voters In County This Year

Deaf Smith county hung up a new record last Saturday when the tax collector's office finished receipting for nearly 1,750 poll taxes, 250 more than the county has ever registered before. In addition to the above there will be several hundred exemptions, enough to make the legal vote of Deaf Smith county over 2,000, something no one ever saw here before, and certainly beyond the expectations of all concerned this year, at least.

In itself, the polls paid indicate the most widely awakened interest in county, community and civic affairs and a determination on the part of the people to express their sentiments in a way this year that will count.

In the city poll tax collection, the number fell off from that of two years ago, and increased but little over that of last year, an off year in politics. Not counting the exemptions, who may vote by affidavit in city elections, there will be 440 legal voters in Hereford affairs this year.

## DISTRICT COURT STARTS SEMI-ANNUAL SESSION

### FIRE DAMAGES TWO OF MRS. ASKREN'S HOUSES

Early Sunday morning fire ravaged the home of Dr. and Mrs. W. A. Robinson, owned by Mrs. S. E. Askren, and the home of the latter just north of it. The Robinsons were visiting in Kansas and have not as yet returned, his mother's illness detaining them. His office X-Ray machine and equipment and the household furniture as well as the reported almost a total ruin from the fire and water.

The furnishings of the Askren home were saved by being removed and the building was not so badly damaged as the one occupied by the Robinsons. New repairs were being effected on the Askren home early Monday morning and will probably be completed this week.

James D. Ward of Wildorado was trading in Hereford Saturday. His want ad seeking information for a lost hog and a reward for its recovery is found elsewhere in the Brand.

The regular session of district court got under way Monday of this week, with Judge Roscoe Tatum presiding as usual, Horace Schloss, court reporter, on the job, and Ben M. Richards, district attorney, has the grand jury in session and grinding away on investigations of law infractions since the last term of court.

Grand jurors are C. M. Brown, Jeff Gilbreath, N. E. Gass, A. E. Johnson, H. D. Culpepper, W. A. May, A. G. Bell, Rim Witherspoon, Noah Ewton, D. B. Mann, Berry Orr, Ed East.

There was no petit jury called for this, the first week of court. Those who have been summoned to appear as jurors for next week are:

Petit Jury List, Second Week.

P. H. Luck	J. L. Sherman
J. L. Mauk	Harry Shultz
Geo. Stambaugh	C. O. Whitehead
G. H. Ham	Guy Smith
Jim Lusk	W. S. Kerr
L. P. Perkins	Robt. Thompson
H. T. Wedel	Geo. Turrentine
A. Stone	Leo Wolfe
P. C. Short	F. M. Kester
H. C. VanBibber	O. C. Kurtzinger
W. J. Smith	Glenn Snyder
G. C. Hartman	J. G. Weir
Edgar Sowell	L. A. Ray
W. A. Knox	E. J. Reynolds
A. T. Frye	Fred Saltzman
B. M. Hines	H. D. Reed
B. J. Shelby	D. M. Rayzor
Geo. W. Smith	H. Williamson

## I. I. West Asks That He Be Nominated for Sheriff's Office

I. I. West confirms rumors and reports concerning his proposed candidacy by stepping out with an announcement asking the voters' consideration when they chose a nominee for sheriff next July.

Mr. West has been prominent in civic and community affairs for a number of years. Four years ago he chased the present incumbent into the second primary before giving up the race. He is well liked by the citizenry in general. Mr. West pledges his conducting of the office, if elected, to a straight-forward, impartial administration, fair and just to all alike, and a wide circle of friends welcomes his entrance into the sheriff's race.

## MAYTAG SHOP WITH ROUNDTREE PLUMBING

R. L. Singletary and H. M. Dwyer, agents of the Maytag washing machine company, have established sales, service and parts equipment in the city during this week. They are located with the Roundtree Plumbing and Heating Company at 104 East Third Street, and are the newest business asset to the community.

## Hereford Bulls Bring Owners Good Prices

The Fifth Annual Hereford Sale held in the sales pavilion here Thursday of last week fully came up to the expectations of its manager, W. T. Womble, and those in charge of the auction. Hundreds of buyers came from all directions and bidding was brisk and to the point.

An average cash price of \$129.75 was paid for the more than fifty choice Hereford bulls offered. The highest brought \$400 and was bought by John M. Gist of Odessa from the D. L. McDonald farm. The largest number of purchases were made by Roswell, New Mexico, parties.

Claude Benton was the heaviest local buyer, paying \$705 for six bulls; Jim Higgins also bought one for \$140, George White one for \$305, Hal Bruner one for \$85 and Miles Robinson one for \$112.50.

Col. Fred Reppert, nationally famous pure-bred livestock auctioneer, made his usual good showing in the sales pavilion, at the same time directing the sales efforts of Col. Ray Barber, local auctioneer, and representatives of various livestock sales concerns who assisted him.

## Herman Gray Seeks Precinct No. Three Commissionership

Herman Gray, farmer, living west of Hereford, steps into the county political arena this week by announcing for commissioner in precinct No. 3, making three from the west end of the county to aspire to that honor.

Mr. and Mrs. Gray live on the section and a half which they have improved for diversified stock-farming. He has been a resident of the county for 22 years and a property tax payer for 15 of them. At an earlier time he served as commissioner and participated in making some of the progressive steps first taken by Deaf Smith county in its transition from a ranching to a farming commonwealth.

He is qualified to administer the work for which he asks, and has some definite opinions concerning how his part of it should be done, that merits the consideration of every voter in the precinct.

## MASONS TO CELEBRATE WASHINGTON'S NATAL DAY

Hereford Masons will celebrate the two hundredth anniversary of George Washington's birthday on the night of February 22. This will be an open meeting, to which all who may care to attend are cordially invited. Able out-of-town and local speakers will deliver addresses along Masonic lines, refreshments will be provided, and a full evening's entertainment is promised.

## Band Benefit Basket Ball Tomorrow Night



### Fats vs. Leans Again.

Not satisfied with the 19-21 beating administered them Monday night by the portly ladies. Those proportioned on more slender lines ask for another chance, and it will be given tomorrow evening in the high school gymnasium at 7:30.

While not so optimistic as the thin women, the sugar-loving dads have consented to again face their stringy opponents, also, including one Tiny Keene.

The proceeds go to the high school band fund.

Admission 15c and 25c

Try to Get In!



**The Hereford Brand**

Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

Published By  
NORTHWESTERN PUBLISHING  
COMPANY

R. E. KESSIE,  
Editor and Manager

TELEPHONE 80—AT NIGHT 498

**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.

Registered 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  
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Cought In The  
**Corral & Chute**  
Put Through The

The season of the year has come when thoughts turn to gardening, flowers, little chickens, and general outdoor activities. It seems to be inherent in the human being with the coming of spring, to feel the urge to get into the open air, dig in the dirt, plant seeds and put out bulbs, set the old hen, and make preparations in general for the unfolding of nature's promises for new life and growth. Back yards will be given their annual face-washing, chicken houses and brooder-coops will be patched and repaired, and if a boy isn't given something else to do he usually builds a bird house and sets it up on a pole.

The sun begins to shine a little warmer, and although the air may still be sharp, a feeling of optimism sweeps over the land and everybody gets busy. It isn't hard to get folks to plant things at

**Twenty-One Years Ago In Hereford**

(From Files of The Brand, February 10, 1911)

The Santa Fe railway was carrying advertising in the Brand regularly.

The Santa Fe was running a special farming demonstration train over its lines in this territory and would be in Hereford the next week.

The state legislature had set the date of July 22 for a statewide election on the prohibition question to determine whether Texas would be legally wet or dry.

The editor went into a lengthy discussion of a timely subject, observing that no matter how briskly Hereford folks moved about they were always behind time. As proof of his contention

he submitted the fact that the time division changed just 40 miles west of here and Hereford stayed in the division using the same time as places a thousand miles farther east. Thus local events were (and still are) according to accurate timing, 55 minutes behind time.

The state house of representatives had passed a bill organizing appellate courts for Amarillo and El Paso. A liquor bill was in the legislature that prohibited a liquor dealer from contributing to political campaign expenses.

The Brand was ten years old with that issue and was crowing lustily.

Springlake community, about 30 miles south, had sent in for cotton seed for planting, but Here-

ford farmers had bought up the entire car of seed ordered here, and another was on the road.

W. B. Kramer, manager of the Alfalfa Lumber yard, was mentioned in the news of the week. The company was later made a part of the Long-Bell Lumber Co., and Mr. Kramer is now a district manager in Wichita, Kansas.

Mrs. Artis Daniel was visiting her parents in Missouri.

Henry Cloyd was puny and felt like the Brand should mention him as being on the sick list.

Notice of the marriage of Miss Irma Rogers to Berry Orr at the home of her parents, Mr. and Mrs. J. E. Rogers, the Sunday evening before, was carried in the Brand.

that time of year, the hardest part is to keep them from trusting to luck and wishing for the best, yet not taking the pains to learn methods of procedure or how to care for the growing results of their efforts. Usually the outcome is disappointing to them and they go back into their shell until the urge comes again the next year.

A neighbor who works no harder gets wonderful results, and is given credit for being lucky. It isn't true—the neighbor just found out what to do and how to care for what he had growing, and got returns from his labor the other did not. Both did practically the same amount of work.

This is the season to put out trees and shrubs. If roots have not started growing, they will do so soon, and the plant is shocked and stunted from part of its year's growth if transplanted after the roots begin to grow.

It is time to plan gardens, lawns and flower beds now, and have your information and materials ready for operations in just a short while. I think an old hen or two with little chickens running around in the back yard are just as necessary to the looks of a well-kept home as flower beds and pretty lawns.

The entire Panhandle owes the Hillside Hatchery and R. P. Coneway, whether it ever pays him or not, a debt of gratitude for what Ray Coneway with his plant has done for the poultry industry of the Plains country.

A visit there will acquaint the spectator or prospective purchaser with a well developed plant for hatching and raising chickens and caring for them. The very latest type of incubators with 52,000 egg capacity, operated like a modern factory and conducted on strictly business-like basis, is something the visitor would not expect.

Such a poultry plant and hatchery may be bought and operated by anyone—there are many of them over the land. The point I want to make is this: There is only fifty plants like Ray Coneway's in the United States! There is no other like it in the Panhandle, New Mexico or Western Oklahoma.

The prestige of the Hillside Hatchery has been built up at an enormous expense over a number of years of operation, and has nothing to do with the equipment, beyond the fact that it must be necessary as a beginning or foundation of the ranking the hatchery now is given.

For years past the Hillside Hatchery has been operated under the strict surveillance of the American Poultry Association. The flocks from which hatching eggs were secured were built up to the highest grade of that respective breed it was possible to find in the country. A. P. A. ratings are not given for machinery, equipment or methods, yet all three are required. The selection of the choicest types of birds by licensed inspectors at regular intervals, with all objectionable birds being removed over a period of years, entitles a flock of chickens to an A. P. A.

rating. The hatchery that uses only the eggs from an A. P. A. flock is given an accredited rating.

The average poultry raiser is indifferent about culling flocks and raising its standard to A. P. A. rating, until urged to do so and given assistance in the work. After the flock is built up to an accredited rating, the benefits are apparent and the owner of the flock is well pleased.

Well, Ray Coneway has been doing that for the flocks of poultry of which he could get the owners around Hereford interested, for the past several years. Beside that he has had the flocks and parent stock blood-tested and brought the standard of breeding of the flocks from which he secures hatching eggs up to such a point that the highest poultry authorities say there is no better rated hatchery in the United States than the Hillside Hatchery.

Local folks will continue to send to Missouri and farther for little chickens of lower quality and vitality than those they may buy for less money here at Hereford, but I just wanted to say that Ray Coneway is one good sport and has done a tremendous thing for this territory which will produce beneficial results for years to come. At his own expense he has brought the inspectors and highest qualified judges here to select the best grade of breeding stock, and it has resulted in the best bred chickens in general around Hereford that you can find anywhere.

There is some tendency among farmers to be interested in planting cotton around Hereford. A number of them have agreed to plant certain amounts and others

are taking the matter under advisement. Should there be enough acres promised there would be preparations made for ginning it here next fall.

Several Panhandle communities figure cotton as their best money crop for last year. It wouldn't be bad to raise some cotton on each farm. The worst thing about cotton is the habit of making it a one-crop proposition, which will eventually ruin any country. The greater diversification our farmers use in their crop plans, the more opportunities there are for success, and cotton is just as necessary as any other farm commodity.

**Summerfield**

BY MRS. L. JOHNSON

A bridge party was enjoyed by several young people last Thursday night in the Bernard Roberson

home, honoring her brother, D. J. Nell of Merkel.

Mr. and Mrs. W. W. Burrow of Amarillo visited the J. B. Davis home last week.

Bill Eddlemon of Plainview called on his brother, Wilber, here over the week end.

Bob Scates and family, Raymond Roberson and family of Progressive visited the Lee Curry home Sunday.

B. A. Atchley was in Amarillo Thursday.

Miss Joyce Davis spent one night last week with Miss Lucetia Wilson in Hereford.

Miss Ruth Smith of Hereford spent the week end with her aunt, Mrs. B. C. Roberson.

Oscar Jay and family left Sunday for Gainesville for a two weeks visit with relatives.

Miss Edna Dougherty of Hereford spent the week end with Mr. and Mrs. J. R. Oglesby and family.

Miss Mildred Noland entertained several friends Saturday night with a bridge party. At a late hour refreshments were served to about 20 guests.

R. E. Wilson and family have moved to the place formerly occupied by E. Thornton, they coming from Dimmitt.

Miss Leatrus Waiser, Ranch teacher, reports three new pupils, La Rae Wilson, E. C. and L. C. Hewitt.

Miss Mildred Fullwood of Hereford spent Saturday night and Sunday with Miss Leatrus Waiser. Messrs. and Mrs. W. H. Huntley and C. R. Waiser, Misses Leatrus Waiser, Hazel Oglesby and Mildred Fullwood, Jim Clark, Guy and D. C. Waiser accompanied the basketball team and coaches to the Dimmitt tournament Friday and Saturday nights.

Mrs. W. A. Davis and son of Welsh, Colorado, are visiting in the Lee Curry home.

Woodrow Welty has returned from a visit with his brother, Troy, at Shamrock.

Harry Lookingbill had the misfortune to break a leg Sunday af-

ternoon. When returning from the doctors, Miss Billy Valentine collided with them, cutting Jack Strawn badly in several places, knocking some teeth loose for Mr. Lookingbill and scratching others who were in the car with Mr. Lookingbill. Miss Valentine was seriously hurt and was rushed to the hospital at Hereford and is reported doing well.

Hugh Odie of Shamrock visited the M. D. Welts home Monday.

**Arney News Items**

BY MRS. F. W. FORTNER

The club met Tuesday with only three members absent and three new members were added. Mrs. Ben Fortner, Claud Fox and Louis Hawley. Mrs. G. A. Wilson and C. E. Burks were chosen 4-H pantry demonstrators, Mrs. John Burnham as garden demonstrator, Mrs. Ben Fortner and Mrs. Burnham, living room demonstrators, and Mrs. F. W. Fortner took yard beautification work. Miss Clark gave a talk on rug making and our year book, explaining the meaning of many points. A party for old and young will be given by the club at the school house February

13, Saturday night, to which all are invited.

Several attended the American Legion meeting at Happy Tuesday night.

B. Tipton spent last week with his sister, Mrs. R. Reed, in Plainview.

The Happy chamber of commerce gave a program at the school house Friday night in interest of building telephones in the community.

H. Scowin and wife of Canyon spent Sunday with relatives here.

Mr. and Mrs. C. King of near Hereford visited his sister Mrs. G. Ward, here Sunday.

Ben Fortner was in Borger on business Wednesday.

**Kansas City Life Insurance Company**  
Geo. V. Stambaugh  
Special Representative



**For Your Family Have Money**

INCREASE the balance to your credit in our bank... for Mother and the children depend upon you to provide their needs.

It may be your desire that your loved ones never want, but you can only be sure of this if you build up a good-sized bank balance.

**START SAVING REGULARLY NOW**  
We Welcome YOUR Banking Business

THE **FIRST NATIONAL BANK** HEREFORD  
OF BANK HEREFORD  
A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

**City Charities Commission Solicits Aid**

Food, produce, canned vegetables, bedding, cash donations or discarded but serviceable clothing are being collected by the City Charities Commission, to be used in assisting the unfortunate of Hereford.

Contributions may be left with J. E. Cockrell, caretaker, or with any county employee at the court house. Articles will be called for, if notice is given to County Judge Earl W. Wilson, Sheriff John B. Miller, any pastor in the city, or the Hereford Brand. Someone greatly needs what you have to spare!

**TELEPHONE CALL BRINGS AID!**

Those who find themselves in dire need may apply to the City Charities Committee, phone 590, confident that there will be no embarrassment and that relief will be given.

**HOW IS A PERSON IMPRESSED**  
When He Receives One of Your Letterheads?

Does your Stationery have an UPTO-DATE 1932 APPEARANCE, or is it the same old 1922 model?

It may be made to reflect, very favorably, your business or professional standing...

"Art-Point" Processed letterheads, envelopes, statements and business cards are correct in every detail... for many years the standard of CRITICAL USERS.

Annually, during January and February, we offer a substantial saving of 20 per cent. Call or telephone to see the samples.

**THE HEREFORD BRAND**

**A. C. THOMPSON**  
**DEPENDABLE LUMBER**  
ACME QUALITY PAINTS  
McKinley & Third Phone 456

**BUSINESS AND PROFESSIONAL DIRECTORY**

<b>BILL SMITH</b> SERVICE STATION 113 West Third, Old Renfro Garage—Phone 120 CONOCO PRODUCTS Car washing and greasing, storage and road service.	<b>DR. G. F. LeGRAND</b> Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244	<b>DR. T. L. MORGAN</b> Physician and Surgeon Buckner-Lambert Building Residence and Office Phone 462
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**DR. E. B. THOMASSON**  
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PHONES  
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HAULING OF ALL KINDS  
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Loans--Bonds  
HEREFORD INSURANCE AGENCY  
JOHN McLEAN, Manager

**West Tailor Shop**  
MRS. O. F. WEST, Proprietor  
"Well Pressed Is Well Dressed"  
Clothes called for and delivered  
PHONE 385

**"Built Like A Skyscraper"**  
Filing Cabinets never stick or bind, because they are Unit-welded.

**The Hereford Brand**

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

**M SYSTEM**

Buy from independent "Home-Owned Stores." No new managers or clerks who have no interest in your trade after they lock their door. Home owned stores have what they advertise and do not advertise what they haven't.

GRAPEFRUIT	4c
COFFEE, Folger's, one pound	38c
LETTUCE	5c
POPCORN, Jolly Time, 2 cans	25c
BEANS, speckled, 10 pounds	30c
LUX, small	12c
CRACKERS, Saltine, 15c size	10c
SALMON, pink	12c
CRACKERS, 2-lbs Graham	27c
APPLES, gallon	44c
SOUP, assorted, three for	25c
APPLES, large, dozen	22c
SPUDS, U. S. No. 1, 10 pounds	19c
MARSHMALLOWS, large	19c
GRAPE JUICE, quart 45c, pint	25c
TOMATOES, fresh, pound	11c
COCONUT, fresh	5c
WALNUTS, No. 1, pound	20c
BANANAS, pound	7c
CHIPSO, large	24c

FREE DELIVERY PHONE 249



### Ford Doings

MISS LA VERNE MANN

Sunday school attendance Sunday was 85, and there was a large crowd at singing in the afternoon. Several neighbors helped Mr. Simms thresh first of the week. The basketball boys and girls played Wildorado Friday, both the Ford teams losing. They are to play Westway on the home court Friday.

Messrs. and Mmes. E. H. Simpson and children, F. W. Brunson and children, Ted Langley and children, O. D. Frazier and son, E. Roberts and son, and Misses Fannie Thwartt and Pauline Frazier and P. W. Stevens, Jr., and Kenneth Raynor, Wade and Mouson Thweatt visited in the D. B. Mann home Saturday night. The evening was spent playing games.

Adelia Benson had as birthday dinner guests Saturday, Messrs. and Mmes. George Benson and daughter, Leonard Parker and daughter, and Misses Mildred and Melvina Stewart, Birdine and Tiny Brunson and Euna Mann.

Kenneth Raynor and Thomas Simpson spent Saturday night and Sunday with Clyde Mann.

Miss Pauline Frazier spent Sunday night and Monday with Miss Fannie Thweatt.

Blanche Larson was a Sunday supper guest of Mildred Stewart.

Mr. and Mrs. J. D. Jenkins spent the week end with her sister, Mrs. Allred, at Wildorado.

Messrs. and Mmes. Ted Langley and daughters and Floyd Benson and daughters visited in the Mcowan home Sunday night.

Euna Mann and Melvina Stewart took supper with Mrs. Hardy Benson Sunday.

Ernest Roberts and son, D. L., were in Channing Monday.

Mr. and Mrs. Johnny Frelson and children visited in the John Rempel home Sunday.

Several families attended the ball games at Wildorado Friday.

John Rempel and O. D. Frazier visited in the Mann home Sunday morning.

### Easter News

By MISS LOUISE FRYE.

Mr. and Mrs. E. O. Dixon and family spent Sunday in the W. S. Dixon home at Frio.

George Chambliss and family visited in the Lynn axe home at Jumbo Sunday.

B. H. and Luke Medley were in Dalhart on business Friday.

Harvey Allison and family and

sister, Stella, called on Mr. and Mrs. H. H. Frye Sunday.

Mr. and Mrs. Jess Wilder and family visited in the J. S. Smith home Sunday.

C. W. Frye and family spent Saturday and Sunday in Clovis, New Mexico.

Mrs. Tob Mobley and Charles are spending the week in Bovina.

H. H. Frye and family motored to Big Square Sunday afternoon.

Harvey Smith and family of Big Square spent Saturday night with Mr. and Mrs. J. S. Smith.

The home demonstration club will meet with Mrs. Carl Frye on Friday, February 5.

### Here and There

BY MRS. C. E. TICE

The W. W. club held its first meeting of the year with Mmes. G. F. Springer and Deward Roberson as hostesses, at their home in Hereford, January 19. Roll call, suggestions for the year's work, was answered by nine members.

Mrs. Nell Robbins and Mrs. Sparkman were guests. New officers for this year were elected at the December meeting and are Mrs. C. E. Tice, president; Mrs. Deward Roberson, vice president; Mrs. Paul Williams, secretary.

Miss Buzzell meets with the club once a month with a health lesson. The February 2nd meeting was held with Mrs. Henry Allman.

Messrs. and Mmes. W. Dixon and Ayers spent Friday evening in the Frank Barber home.

Walter Tice and family of Umberger spent Saturday night in the parental Tice home here and Sunday in the A. Frazier home west of Hereford.

John Gaetz and family were in Amarillo Friday.

Mrs. Pearl Lane and children were guests in the Leo Williams home Sunday.

The road grader was at work on roads in this vicinity the last of the week.

The M. M. Morris children have the whooping cough.

Mr. and Mrs. J. N. Benson were in Dimmitt Friday.

Mr. and Mrs. O. Andrews entertained several young people Saturday night with games.

Mr. and Mrs. Farmer of Newport are visiting her parents, Mr. and Mrs. Whitaker and later expect to move to a farm west of Summerfield.

J. N. Benson and wife called at the J. E. Andrews home Sunday.

H. Lowmberry spent part of last week at Pampa. He is hauling lumber for Dr. Nicholas to his farm near the New Mexico line where he plans to build a new residence later in the spring.

Miss Maxine Tice spent Saturday night with Misses Alma and Ruby Andrews.

Messrs. and Mmes. K. F. Campbell, J. N. Benson, C. E. Tice and Maxine, and Ace Campbell called in the M. Mitchell home Sunday.

Mr. and Mrs. John Gaetz had callers from Plainview and Amarillo Sunday afternoon.

### Daniel News

BY MRS. JOE THURMOND

Mrs. W. R. Moore visited school Friday afternoon and attended the English club program.

Mr. and Mrs. Joe Thurmond and Betty Jo spent Sunday in Hereford with Mr. and Mrs. O. L. Shugart.

Mrs. C. L. Goad called on Mrs. W. R. Moore Wednesday afternoon.

Mr. and Mrs. Durwood Vernon and baby spent the week end in

Hereford with the B. F. Reeves family.

Wyntie Jacobs spent the week end with her sister, Mrs. Herman Dinkle, near Vega.

H. F. Moore of Seymour and Jim Hudgins of Plainview are visiting in the W. R. and Joe Moore homes.

Miss Angie Jacobs, Erwin Shugart, Hobart Whitaker, Mrs. Luna Jacobs and children called in the Joe Thurmond home Saturday night.

Mr. and Mrs. Herman Dinkle spent Sunday with her mother, Mrs. Luna Jacobs.

Miss Mary Thurmond of Amarillo spent Wednesday in the home of her brother, Joe Thurmond.

Mrs. Floyd Tomlinson spent Wednesday with Mrs. W. R. Moore.

Ben Loudder and Floyd Tomlinson shipped a car of cattle Friday.

Mr. and Mrs. Howard Hicks of Canyon visited in the Jacobs home Sunday.

### Wyche Items

MRS. L. P. PERKINS

Jack Grady and family and Noah Ewton and family of Hereford visited the Dan Morgan home and Mr. Young Sunday.

Mr. and Mrs. R. W. Elliston are the proud parents of a baby girl, born January 26, named Georgia Ray.

Arieta, Dora Lee and Vernon Burgess visited Dorothy and Edward Perkins Sunday afternoon.

Mrs. Dan Morgan and Mr. Young visited the Nellis Tuesday.

Mrs. Perkins and Dorothy visited Mrs. Ewton in Hereford Wednesday.

Mrs. Thiele spent Tuesday with Mrs. John Leub.

A nephew is visiting Jack Rose this week.

Club members are urged to be present at the club meetings. There are some interesting programs planned this year. The next meeting will be on the 6th, with Mrs. N. G. Elliston. The subject will be Legislation and Parliamentary Drill. Miss Buzzell will give lessons on health.

Mr. and Mrs. Perkins called in the Dan Morgan home Monday.

The Barton boys returned from a business trip to Oklahoma this week.

Mrs. R. Curtstinger is visiting in Plainview this week.

R. L. Elliston and family visited N. G. Elliston one day last week.

Eldon Coffman ate dinner with Nellie Elliston Saturday.

Mr. and Mrs. Kuper and family visited the N. G. Elliston home Wednesday.

Mrs. Clyde LaGrove and daughter are staying in the R. W. Elliston home for several weeks.

Many are sowing oats and barley in this community.

Mrs. Louie Olson called on Mrs. R. W. Elliston Friday.

R. W. Elliston sold some calves this week.

Mr. and Mrs. Jack Rose visited in Lubbock last week end.

### Dawn Items

By LOIS ANDERSON

Sunday school was well attended last Sunday.

There was a singing at the home of Mr. and Mrs. L. A. Smith last Sunday night.

Mr. Thompson of Daniel visited our Sunday school Sunday.

Mrs. Troutman of Memphis was a visitor in the home of her sister, Mrs. Hall, last week.

Harold Banks is visiting in the home of his sister, Mrs. Hall.

Clifford Stewart spent Saturday night and Sunday with Norman Miller.

Miss Syble Smith spent Friday night in the H. H. Miller home.

Mr. and Mrs. Oscar Sandy entertained a number of young people with a forty-two party Saturday night.

Mrs. L. A. Smith called in the O. G. Smith and Hershey homes last week.

Mr. and Mrs. O. D. Williams spent Friday night in the home of her parents, Mr. and Mrs. W. L. Harris.

Mr. and Mrs. H. E. Miller called in the Lake home Saturday.

Mr. and Mrs. Jess Dodson spent Saturday night in the home of her parents, Mr. and Mrs. W. L. Harris.

W. H. and W. L. Bagwell and their families, Grady Coe and family, Mr. Seigler and family and Miss Mory Calloway called in the Sandy home Sunday.

Miss Mary Calloway spent the week end with Clara Mae Bagwell.

Mr. and Mrs. W. L. Harris and son spent the week end in Tucumcari.

### Scherer Items

MRS. B. R. FULKERSON

The Home Makers Recreation club met with Mrs. Harrell January 28, with seven members present. Roll call was answered with Name a National Congressman.

The next meeting will be with Mrs. McCollister, February 11.

Mrs. Clyde and Roy Boyd visited Miss Ragsdale Friday.

The forty-two party was held at the home of Mr. and Mrs. Howard Morel Friday night, with a large crowd present. The evening was spent playing progressive forty-two. Refreshments of cake and coffee were served.

Mrs. S. A. Miller and Miss Ragsdale shopped in Hereford on Wednesday.

C. L. Ragsdale and daughter and Mrs. B. R. Fulkerson were Sunday dinner guests at the T. P. McCollister home.

Mrs. S. A. Miller spent Wednesday evening with Mrs. Bob Wilson of Hereford.

Miss Roberta Harrell, J. D. Harrell and Jack Dean attended a party at Ward school house Friday night.

S. A. Miller shipped a carload of lambs Friday.

Mr. and Mrs. Earl Springer spent Sunday in the B. F. Fulkerson home.

Misses Polly Anna and Billy Louise Crawford spent Saturday night with Roberta Harrell.

Mr. and Mrs. Clyde Strickland visited Mr. and Mrs. T. P. McCollister Sunday evening.

Mr. and Mrs. Lee Crawford took dinner Sunday with B. F. Fulkerson.

Mr. and Mrs. Bates visited the Bohanan home Sunday evening.

Mr. and Mrs. Lloyd Harrell visited his mother Sunday.

Buster McCollister spent Sunday in the Friemel home.

Mrs. A. E. Ellwart and children visited with P. Phillips Sunday.

Mr. and Mrs. Clem Friemel and family visited Mr. and Mrs. Joe Huckert Sunday.

Lee Crawford and Lloyd Harrell were in Hereford Saturday.

Miss Brunson and Cap Cocco-naugh attended singing at Progressive Sunday night.

Mr. and Mrs. Howard Morel attended singing at Progressive last Sunday night.

Those on the high honor roll were Mary Louise Dean; honor roll, Polly Anna Crawford, Billy Louise Crawford, Oliver Friemel and Ralph Wils.

### SHERIFF'S SALE

STATE OF TEXAS,

COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, Texas, the 3rd day of February, 1932, by the Clerk thereof, in the case of The Hereford National Farm Loan Association versus O. H. Naylor et al, No. 1919, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the FIRST TUESDAY in March A. D. 1932, it being the 1st day of said month, before the Court House door of said Deaf Smith County, in the town of Hereford, the following described property, to-wit:

All of section No. 92 of block M-7 of Deaf Smith County, Texas, certificate No. 1-1034, containing about 640 acres of land, located about six miles south of Hereford Texas, and known as Sunnybrook Farm; which property shall be sold subject to the prior and superior and outstanding lien of the Federal Land Bank of Houston, Texas, as shown by their deed of trust of record.

Levied on as the property of O. H. Naylor and S. A. Naylor to satisfy a Judgment amounting to \$813.65 in favor of The Hereford National Farm Loan Association and cost of suit.

Given under my hand, this 3rd day of February, 1932.

J. B. MILLER, Sheriff.

By J. M. Murchison, Deputy.

# SAVE

Compare our merchandise and prices with those elsewhere, and you'll see how substantial are the savings.

\$\$\$ at  
**FURR  
FOOD  
STORE  
&  
MARKET**

### Friday & Saturday Specials

**Butter** Cream O' Plains, made by our home creamery **1b. 20c**

**BACON**, nice and lean, dry salt, lb ..... **10c**

**OYSTERS**, large, fine, extra select, pint ..... **35c**

**Compound** Swift's Jewell, Bulk **8 lbs. 58c**

**FISH** Fresh water cat, **Pound 27c**

**ROAST** Beef, Brisket and Short Rib, with plenty of fat and parsley **Pound 8c**

**HAMS** Center cut, sugar-cured, special sliced **Pound 25c**

**Steak** Fat and juicy, cut to suit you **1b. 10c**

All of our fresh meats are home-killed. We pay the highest price for poultry and eggs.

### SPECIALS FOR THE WEEK

<b>MONDAY, FEBRUARY 8</b>	<b>WEDNESDAY, FEBRUARY 10</b>
CORN BEEF, lb ..... 24c	HAM, center cut, lb ..... 25c
CABBAGE, nice, solid, lb 3c	EGGS, fresh country, dozen 11c
BACON, breakfast, lb ..... 17c	SHORT RIBS, pound .... 8c
Grapefruit, seedless, nice size 5c	POTATOES to bake, lb 1 1-2c
<b>TUESDAY, FEBRUARY 9</b>	<b>THURSDAY, FEBRUARY 11</b>
Steak, individual size, lb 12 1-2c	FISH, large cat, pound .. 27c
Asparagus, med. size can - 21c	MEAL, 10-lb bag ..... 25c
HAM, boiled, best, lb ..... 34c	OYSTERS, fresh select, pint 35c
LETTUCE, nice head ..... 5c	CRACKERS, 2-lb box .. 19c

Come and See What We Have. Our Specials Through the Week Will Surprise You. Keep This Advertisement.

**Flour** Hereford Made, **48 lbs. 65c**

**SPUDS** Large Idaho Bureals, good bakers, 10 pounds **17c**

**TOMATOES** Solid pack, red ripe, large can **8c**

**Yams** Nancy Hall Yellow yams **10 lbs. 17c**

**MACARONI and Spaghetti** Cheaper than you can make it, 7-oz package **5c**

**PINEAPPLE** Sliced or crushed, No. 1 family size, three cans **25c**

**ORANGES** Nice size, balls of juice, dozen **12 1/2c**

**Sugar** Ten pounds, sold alone 49c, 10 pounds with \$3.00 purchase **37c**

**Coffee Schillings, 1b. 36c**

See Our Windows Before You Buy. We Feature Quantity Quality and Service.

## THE NYAL STORE CLOSE DRUG CO. PHONE 13

### FRIDAY AND SATURDAY SPECIALS

50c Nyal Milk of Magnesia Tooth Paste (you save 11c) -----	39c
\$1.20 Syrup Pepsin (you save 31c) -----	89c
60c Syrup Pepsin (you save 15c) -----	45c
ONE POUND OF CRAZY CRYSTALS -----	\$1.50
40c Castoria -----	29c
30c Sal Heptica -----	27c
50c White Liniment -----	45c
50c Olive Oil -----	39c
\$1.25 S. S. -----	\$1.09
\$1.50 Padres Wine Elixir -----	\$1.09
\$1.20 Listerine -----	79c
60c Listerine -----	49c
\$1.50 Lydia E. Pinkham's Compound -----	\$1.39
Two Beautiful Gold Fish and Bowl -----	19c
Two Boxes of Kotex -----	49c
25c Milk of Magnesia -----	15c
\$1.00 Coty's Face Powder -----	89c
75c Fitch Shampoo -----	69c
(50c Fitch's Hair Tonic FREE)	
75c and \$1 Stationery -----	49c

We Try to Give Our Customers Exceptionally Good Bargains Each Week. Shop With Us and See Our Displays for Specials Not Listed.





# WOMEN'S PAGE



## ANNOUNCEMENT TEA GIVEN BY MRS. F. H. OBERTHIER

Thursday afternoon of last week Mrs. F. H. Oberthier entertained with a lovely tea announcing the engagement and approaching marriage of her daughter, Miss Frances.

Within the receiving hours, from three to five o'clock, the guests were entertained by an orchestra which was screened with a bank of flowers. Lovely refreshments were served from the dining table which was charming with a centerpiece of pink roses, sweet peas and baby's breath, and tall burning tapers.

In the receiving line were Mrs. Oberthier, Mrs. A. C. Houston, Miss Frances Oberthier, Mrs. W. D. Lawrence, Mrs. D. H. Alexander, Mrs. W. M. Cunningham, and Miss Lois Belle Houston.

## MISS MARTHA DUNCAN ENTERTAINS DELTA DECKA CLUB

Miss Martha Duncan entertained the Delta Decka club with three tables of bridge Monday night at her home, 202 F street. Scores went to Mrs. Rafoad Ricketts and Edgar Ireland.

Those playing were Messrs. and Mmes. M. C. Alston, Rafoad Ricketts, Mrs. Hubert McEntire, Misses Viola Carpenter, Gladys Seigler and Orlena Savage; Messrs. Edgar Ireland, Marlin Gilliland and Frank Mosley.

## CREAM WANTED 16c

We Pay the Transportation. Markets have been holding steady for several days and we are hoping they will not drop any more. Our price still actual market value; will pay more if possible. Ship us and get the most. FALLS CITY CREAMERY CO. Falls City, Nebraska.

## SOCIAL CALENDAR

**Thursday**  
Bayview Club meeting at Club rooms, 3:00 o'clock.

Junior Bayview, Miss Gladys Seigler hostess, 608 East Fifth Street, 7:00 o'clock.

**Tuesday**  
Pioneer Study Club, Miss Frank Marrs and J. L. Sharran, hostesses, 3:00 o'clock.

**Wednesday**  
Lion's Club luncheon, Presbyterian church, 12 o'clock.

Missionary societies of the respective churches have their regular weekly meetings.

## MRS. J. J. CLARK ENTERTAINS FRIDAY BRIDGE CLUB

An enjoyable party was given Friday afternoon if last week, when Mrs. J. J. Clark entertained the Friday Bridge Club and a few friends with six tables of bridge at her home, 806 25-Mile Avenue. High scores were won by Mrs. Dow Mercer of the club and Mrs. Voline Downs, a guest.

Those playing were Mmes. M. B. McLean, Dow Mercer, Ruby Shirley, F. L. Lucas, W. F. Gabbert, George Garrison, Jimmy Robinson, S. P. Rosson, J. B. Jones, B. M. Wiltshire, J. L. Fuqua, J. L. Fuqua, Jr., Claude Benton, Voline Downs, J. M. Posy, Ivor McClendon, Roger Corbett, A. M. Jones, E. L. Brady; Misses Eunice Glibreath, Martha Duncan, Frances and Bertha Dameron, Johnnie Estes and Inez Clark.

## MISS CHARLOTTE E. HUDGENS WEDS EARL LYNN, AMARILLO

Miss Charlotte Elizabeth Hudgens and Earl Lynn of Amarillo were married at Clovis, New Mexico, January 18th.

Miss Hudgens is a recent graduate of St. Anthony's School of Nursing and is a niece of Mrs. Troy Womble of this city.

The young couple are making their home in Amarillo.

## MRS. F. M. KESTER ENTERTAINS WITH BRIDGE PARTY

Tuesday night of last week Mrs. F. M. Kester entertained friends with four tables of bridge. This entertainment was a surprise party for her husband to celebrate his birthday. A lovely salad course was served at a late hour.

## METHODIST MISSIONARY SOCIETY

Wednesday, January 20, ladies of the Methodist Missionary Society met in their respective circles. No. 1 with Mrs. R. E. Kessie. Mrs. C. C. Bowman led the devotional and Mrs. E. E. Robinson gave the Missionary Voice message. A short playlet designed to arouse active interest in missionary work was presented with Mmes. J. F. Ward and J. B. Jones as characters.

In Circle No. 2 Mrs. H. L. Rice gave the devotional, Mrs. D. R. Majors the message and Mmes. Wells and Douglas presented the playlet. A piano duet by Mmes. Stanford and Snyder was enjoyed. This circle met with Mrs. H. L. Hawkins.

Wednesday of last week the ladies met at the church for the monthly reports. Each officer had a splendid report of progress and especially did the social service work done by visiting, clothing and food distributed, merit applause. Mrs. M. L. Steele is chairman of this department. The bulletin of missionary work and interest was presented by Mrs. O. T. Behrens. Mrs. W. O. Fox gave a digest on spiritual attainments hopes for the year, followed by a most consecrating devotional given by Mrs. J. F. Ward. The subject used was On Holy Ground. The society was pleased to have Mrs. Stegall of Clarendon as a visitor. Mrs. Stegall was formerly an active member in the work here for many years. She gave many helpful suggestions, and led a prayer for deeper consecration.

## WORLD PRAYER DAY

The World Day of Prayer is for Christian women around the world. It is now 35 years since the women of the churches set aside a day for special intercession in behalf of the missionary enterprise. The number participating increases each year. Last year's observance brought reports from 46 countries and more than 2500 places. The meeting will be on Friday, February 12. Local women of all churches will begin their program at 2 o'clock p. m. at the Methodist church, with Mrs. Donald leading. Every lady of the town is especially invited to avail themselves of this privilege and duty.

## MUSIC STUDY CLUB MET WITH MRS. BEYER

The Music Study club met in regular session Monday at the home of Mrs. J. E. Beyer. After a sketch of the life of Grieg, given by Mrs. Earl Roberson, a most interesting program of Grieg music was given as follows:

Scandinavian Music, program 2. Symphonic Dances Op. 64: Mrs. Dyar, Mrs. McCracken. Solvejg's Song: Miss Oberthier. Ase's Death: Mrs. A. C. Thompson.

With a Violet: Mrs. Wiltshire. Minuet, Sonata Op. 7: Mrs. Snyder.

Autumn's Storm: Miss Hicks. In the Boat: Mmes. Beyer, Ferguson, W. Roberson, Smith, Hawkins and E. Roberson.

## PANHANDLE DUNNING TEACHERS MEET

Miss Mary Broadwell attended the meeting of the Panhandle Dunning teachers last Saturday. This meeting was for the purpose of planning a joint program to be given in Amarillo in connection with Music Week. Pupils of all the Dunning teachers over the Panhandle will take part.

## METHODIST MISSIONARY ZONE MEETING

Thursday of this week the Methodist zone meeting, composed of the Hereford, Bovina, Friona, Oklahoma Lane and Dimmitt auxiliaries, will meet at Dimmitt, beginning at 10 a. m. All local members are urged to attend.

## PRESBYTERIAN AUXILIARY MEETING

The Presbyterian ladies will meet Friday, February 5, at the church in an all day gathering for the purpose of quilting. The ladies of the church are cordially invited and are asked to bring a covered dish for the lunch to be served at 12:30.

## TWO PRIZES AWARDED IN QUALITY DRUG CONTEST

Ralph Barnett, owner of the Quality Drug Store, is this week announcing the winners of his contest to find the best reasons for selection of the name, Quality, for his new store. The contest was open to high school students only. Mr. Barnett asked Mrs. Grace F. Guthrie and R. E. Kessie to judge the manuscripts entered, and they gave the award to Mary McCord, senior. So excellent was the next best selection, however, written by Martha White, that the judges asked permission to recommend it for honorable mention, and Mr. Barnett graciously contributed an additional prize for that paper, although the conditions of the contest did not originally include a second selection. This is endeavor and diligent industry rewarded.

Five dollars worth of merchandise at the Quality Drug is the prize given Miss McCord and \$2.50 in merchandise is awarded Miss White for the excellence of her article. The Brand is pleased to print their stories.

### Why Quality Drug Store.

By Mary McCord, Senior.

It was inevitable that the name "Quality" be chosen for Hereford's new drug store. The word expresses exactly what Mr. Barnett has to offer in services as well as merchandise. Everything on the shelves is neat and clean. It is the best and is backed by the reputation of not only the manufacturers but by the integrity of the owner of the business.

For this new enterprise a successful future can be safely predicted. A slogan which might be adopted is, Fair Prices for Quality products. Nothing could designate more clearly the merchandise and service offered at the new drug store in Hereford, which has been so aptly named "Quality".

### Why Quality Drug Store.

By Martha White.

There are many different kinds of people in the world—rich, poor, industrious, lazy, artistic and slovenly. These people are represented in even one town. There are the young gad-about, the old maids, cross married women, kind old grandmothers—all are compacted in one small area. All these individual buy cosmetics, or confections, or smoking apparatus, or medicines. And where could they buy the best quality of materials, etc. The Quality Drug is the answer. Why? But to this there are many answers.

First of all the Quality has exactly what you want, from ice cream cones and hair pins to pipes and castor oil. Who doesn't like to trade where he can obtain what he wants when he waits it?

Also, the Quality is so well equipped with show cases, and the fountain is almost a work of art. Have you seen it yet?

The covers of the chairs are so bright and cheerful. The whole store seems to welcome one, and then to claim his attention. Everything is so new and delightful that it is a pleasure to even go in the Quality.

These, however, are not the only features of the Quality. It shines with cleanliness. How could a germ possibly be in such an atmosphere, much less enter one's system? It not only is improbable, but also impossible.

And then there is the welcome of the employee. One is greeted with a smile and when he leaves it is with smiles and courteousness still predominant in the air.

When a drug store has all these splendid qualities should it not be called "Quality"? Should not one trade where so many fine features are bound together in a single unit? Certainly! Again I say if you have not been to the Quality Drug yet, you have missed the latest feature of Hereford.

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

## SPECIAL ON PERMANENTS

\$3.50 Permanent for \$1.95  
\$5.00 Permanent for \$3.00  
Two FREE Fingerwaves with each Permanent.  
WORK GUARANTEED  
Smart Marinello Beauty Shop  
PHONE 492



## Miss Frances Oberthier and Theodore Brown Houston Wed

A wide circle of friends will be interested in the announcement of the marriage of Miss Frances Oberthier and Mr. Theodore Brown Houston, which was solemnized Saturday at 5:30 at the residence of the bride's parents, Mr. and Mrs. F. H. Oberthier, Rev. E. P. Gieser of the Presbyterian church officiating.

The bride wore a beautiful satin dress of antique yellow and carried a bridal bouquet of white orchids and lilies of the valley. She was attended by her sister, Mrs. W. D. Lawrence, as matron of honor, who wore a lovely turquoise blue dress. The groom's brother, Mr. George Houston, of Boise City, Idaho, served as best man. The bride was given away by her father. The rooms were decorated with pink roses and fern. The altar was fern, and was lighted with tall white candles in silver candlebras.

The bride is the talented and popular daughter of Mr. and Mrs. F. H. Oberthier of this city. She is a graduate of Ward Belmont College at Nashville, Tennessee, and later specialized in pipe organ instruction in New York City.

Mr. Houston is a son of Mrs. A. C. Houston of Wichita, Kansas. He is a graduate of the University of Kansas at Lawrence, and is a member of the Beta Pi Theta fraternity. He is associated with the Panhandle Lumber Company in Amarillo and the young couple plan to make their home there. Following the beautiful ritual an informal reception was held and immediately following this, Mr. and Mrs. Houston left for an extended trip in Old Mexico.

Out of town guests were Mrs. A. C. Houston, Messrs. Guy, Joe and Mas Houston, Miss Lois Belle Houston, Mrs. J. F. Karman, Miss Lida Moore, Miss Julia Woods, Miss Gladys Stables, Mr. and Mrs. Fred Connor and Alfred Campbell, all of Wichita, Kansas; Mr. and Mrs. John E. Hill and Miss Margaret Esther Hill, Mr. and Mrs. Edgar Petty, Miss Elizabeth Gar-

ver, B. H. Hayden and Mrs. Carrie Cunningham, all of Amarillo, and Mrs. Roy Perry and daughter, Jessica of Plainview, and Mrs. Sam Reid of Lufkin.

## PARENT-TEACHER ASSOCIATION PRESENTS CHILD PAGEANT

The presentation of the pageant "The Child Four-Square" was made by the pupils of Central school in the auditorium there Tuesday afternoon. Other features of the program was the singing of America, All Beautiful, and a talk by Mrs. H. C. Van Bibber, president, on the founding

and history of the Parent-Teacher Association work.

The next meeting of the organization will be a social one to be held on the evening of February 16 in the high school auditorium.

## NOTICE

The Tri-County Poultry Association is paying up all accounts made during the recent show. Does the association owe YOU anything? If so, speak up now. The books are being closed and the association wants everything cleared up and finished as a part of the business of the last show, with nothing carried over to next year's exhibition. Send all bills to B. H. Hopkins, secretary, or N. C. Vogele, president. 4-28

Now is the time to fix locks. The Panhandle Lumber Co. has a bargain counter of locks. 4-1c

# DANCE

ST. ANTHONY'S AUDITORIUM

## TUESDAY, FEB. 9

9:00 P. M.

Local Orchestra

ADMISSION—\$1.00

Everyone Invited.

## At Your Service



We're Fond of Car Trouble! Whatever It Is—Bring It to Us!

General auto repairing, washing, greasing, storage battery work, sales and service.

## Brumley Chevrolet Co., Inc.

Downs and Bolles Service

## FLOWERS FOR VALENTINES



I represent the Alentus Florists of Amarillo and can supply your needs in potted plants, cut flowers and special pieces for all occasions.

Mrs. Paul Foster  
205 Lawton. Phone 300

## DEWAXED and SUPER-FILTERED It's All Oil!



Fill your crankcase TODAY!

## SOCONY DEWAXED . . . PARAFFINE BASE MOTOR OIL

Magnolia Service Station  
Third and Sampson

## Did You Know . . . ?

—The Empire State Building is not the highest in the world?—Dell Pub. Co.

—The Corner Drug Store handles all kinds of MAGAZINES and PERIODICALS, and invites you to look over their stock the next time you must have some reading, either educational or amusing.

## CORNER DRUG STORE

The Best In Everything—Phone 105

## Carl's Cash and Carry Grocery

SPUDS	100 pounds \$1.30, ten pounds for	14c
PEACHES	Sliced, in syrup, No. 2 1/2, two cans	31c
PINEAPPLE	No. 2 1/2, two cans	31c
APPLES	Nice size, Roman Beauties, dozen	20c
Grape Juice	Per pint	23c
SUGAR	25 pounds	\$1.39
GRAPEFRUIT	Per dozen	33c
SOUP	Tomato, five cans	27c
COCOANUT	Bulk, pound	19c

We will give 10 per cent discount on all groceries bought with our produce checks

## HELP YOURSELF

SPUDS, No. 1, 10 lbs . . . . . 15c

FLOUR, Hereford, 48 lbs . . . . 70c

## Folger's Coffee

One pound 36c, 2 lb can . . . . . 72c

BACON, fancy sliced, lb . . . . 18c

Pure hog lard, 4 lb pail 38c, 8 lb pail . . 69c

SUGAR, 10 lb cloth bag . . . . . 53c



Carnation Milk  
Six Small Cans 25c  
Three Large Cans 25c

"from Contented Cows" 25c

OXYDOL, large size . . . . . 19c

SALMON, pink, large can . . . 12c

CHEESE Long Horn, Full Cream, pound 18c

SORGHUM Pure and wholesome per gallon 59c

## Barley Seed

McLEAN & PITMAN

PHONE 1



**Progressive News**

By OLIVE PERKINS.  
 Mr. and Mrs. Luke McBrayer are the parents of a baby girl, born at the home of her parents, Friday, January 29. The young lady has been named Zola Fay.  
 Mr. and Mrs. Owen Neal announce the arrival of a baby boy, February 1.  
 Mrs. Arch Conklin and sons of Hereford spent the week end with her parents, Mr. and Mrs. Ray Hershey.  
 Miss Eunice Caldwell visited Elizabeth Bowman Saturday and Sunday.  
 Lucile Park is staying with Mrs. Ricketts this week.  
 Miss Olive Perkins called on Mrs. Neal Tuesday afternoon.  
 Mrs. Chick called on Mrs. Jim Park Wednesday afternoon.  
 Misses Louise Hunter and Augustine Gregory spent Wednesday with Leatrice Benson.  
 Mrs. Elwyn Hutchinson and children visited Mrs. Owen Neal Tuesday.  
 Mr. and Mrs. Ernest Henry and children spent Sunday with her parents, Mr. and Mrs. Jim Park.  
 Mrs. Jim Ricketts visited her

parents Thursday and Friday.  
 Mr. and Mrs. C. P. Caldwell visited their daughter, Mrs. Cecil Hodges and family Saturday night.  
 Messrs. and Mmes. Arch Dougherty and daughters of Grady, N. M.; Clyde Russell, Jim Ricketts and son and Luther Pevely visited the Mr. and Mrs. Ira Ricketts Sunday.  
 Eunice Caldwell visited Mrs. Blakemore last Monday.  
 Miss Olive Perkins attended the Oberthier announcement tea in Hereford last Thursday.  
 Mr. and Mrs. C. P. Caldwell called on Mr. and Mrs. C. C. Bowman in Hereford Sunday.  
 Interest is growing in the Sunday school. There are several contests between the classes in order to increase the membership of the school.  
 Mrs. C. P. Caldwell called on Mrs. Owen Neal Monday.  
 Mrs. Margaret Heifner spent Sunday with Miss Olive Perkins.  
 Ruth and Lucile Park called on Mrs. Chick one evening last week.  
 Lucile Park spent Tuesday night with Leatrice Benson.  
 A Want Ad in The Brand is a sure, steady worker—try it out.

**Westway Items**

By WILMA NEILL SIKES.  
 Mr. and Mrs. L. N. Lipscomb and daughter, Mrs. Baldwin of Amarillo visited the O. Wilder home Friday.  
 Messrs. and Mmes. H. Gore, J. H. Landers, O. Otta, and F. Corn visited the Campbells Sunday.  
 Inez Smith is at home from a visit at Groom.  
 E. Wilson, who has been suffering from a broken shoulder is getting along nicely.  
 Mrs. E. J. Holland and children visited Mrs. Sikes Friday.  
 Estelle Wilson and Roscoe Landers announced this week, to the surprise of their friends, their marriage on December 13.  
 Westway boys ball team played Summerfield Wednesday, winning 22-23.  
 J. Hartman and E. Holland spent Friday night in Tulla.  
 Mrs. C. Lindsay and Mrs. W. Lindsay visited Mrs. Wilson Sunday.  
 H. Gray spent Sunday evening with R. M. Gunn.  
 Mrs. Lloyd Kerns, Willard Turnbow, P. A. Turnbow and O. Farris visited Mrs. D. R. Grimes Friday and Friday night.  
 Sue Vaughn spent Tuesday night with Gertrude Wilson.  
 Mr. and Mrs. Bob Finch and Misses Veda Short and Stella Mae Gore visited Bessie Gunn Sunday.  
 A number of friends surprised Mr. and Mrs. R. Landers with a party at the G. Wilson home.  
 Mr. and Mrs. S. J. Lovell spent Saturday night in the Pierce home.  
 Pauline Wilson, Inez Smith, Edith Chandler, Rat Roe, Vernon Wilson, Dan H. Smith and Guy Lawrence visited Bessie Gunn Sunday night.  
 Wilburn Smith of Amarillo visited the Grimes home Sunday.  
 O. Wilder and family took dinner in the Sikes home Sunday.  
 Hereford Gasbousers played the Westway team Friday afternoon, Westway winning 17-20.  
 Gertrude Wilson spent Wednesday with Wilma Skypala.  
 Mr. and Mrs. N. P. Sikes visited the Grady Wilson home Tuesday.  
 Mrs. Wilson spent Monday with Mrs. R. M. Gunn.  
 Mr. and Mrs. D. R. Grimes visited Sunday afternoon in the Sikes home.  
 O. Wilder and family took dinner Wednesday in the home of Mrs. Bess Turrentine.

Mr. and Mrs. J. E. Hill of Amarillo, visited in Hereford Saturday. Mrs. Hill is vice president of the Panhandle Lumber Company with headquarters in Amarillo.  
 Mrs. A. C. Houston of Wichita, Kansas, visited Mr. and Mrs. F. H. Oberthier and Mr. and Mrs. D. H. Alexander in Hereford last week end.  
 Miss Oriana Savage, who has been in school at Canyon, spent the week end in Hereford with Miss Molly Ray Cronin and other friends.  
 Mr. and Mrs. Lloyd Edwards and daughter, who have been visiting relatives in Fort Worth during the winter months, returned last week.  
 Mr. and Mrs. Raymond Hawkins who have been living in Amarillo in connection with his work with the Foster-Hawkins truck line, have moved back to Hereford to make their home.

Misses Gladys Seigler and Martha Duncan were invited guests of the Panhandle Speech Arts Association in Amarillo Tuesday evening.  
 Mr. and Mrs. J. E. Beyer visited in the home of Mr. and Mrs. L. N. George in Canyon Saturday and Sunday.  
 Mrs. E. E. Robison returned last Wednesday from Plainview where she had been visiting in the home of her son.

Paul Foster has purchased the Steicup-Wegg truck line franchise for hauling from Dimmitt to Amarillo and will operate it in connection with his regular route from Hereford.  
 Mrs. Charles Hoover of forty miles northwest of Hereford, was trading in town Saturday and arranged for the Brand to be a weekly visitor in their home.  
 Mrs. W. D. Lawrence and sons, Billy and Francis Lee, of Tyler, arrived in Hereford last Thursday for a short visit with Mrs. Lawrence's parents, Mr. and Mrs. F. H. Oberthier.  
 Mrs. Alvin C. Thompson and Mrs. Emma Beyer spent Thursday of last week with Mrs. Ardelle George in Canyon. Mrs. George has been confined to her bed since November, but is now greatly improved.

Mr. and Mrs. J. E. Hill of Amarillo, visited in Hereford Saturday. Mrs. Hill is vice president of the Panhandle Lumber Company with headquarters in Amarillo.  
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**Color....**

—Colored, subdued, or indirect lighting express individuality in your home. A soft color, with one spot of bright light, may add charm to some of your rooms, but each room may be an expression of your taste. . . Your dealer has the fixtures and the experience to properly illuminate your home.

**Texas Utilities Company**

**Gas Leaks Are Expensive**

About 15 per cent of the gas you buy is lost through small leaks in your house piping, according to government experts.  
 This waste, which is often the cause of high gas bills, may be prevented easily.  
 A leak that may appear trifling to you will, in the course of a year, increase your bills considerably. A loss of only one cubic foot every 15 minutes will waste almost 3,000 cubic feet in a month.  
 The waste of gas is considered so very important by the West Texas Gas Company that it spends a large sum annually, in an effort to keep the leakage in distributing systems as low as possible.

**How To Find Leaks**

On every domestic meter is a dial marked "One Foot" or "Two Feet". This is used for detecting leaks.  
 Turn off all the fires in your house and note the position of the hand on the small dial of your meter. Then look at it a little while later. If the hand has moved, there is a leak—for the meter will not work unless gas is going through it.  
 To find just where the leak is located, cover each joint with strong soap suds. If the gas is escaping, it will bubble through the suds. If you then do not know how to fix the leak, call a plumber.

**Never Look For A Gas Leak With A Match**

Our service department is always ready to help you with any of your gas problems—and its services are absolutely free.

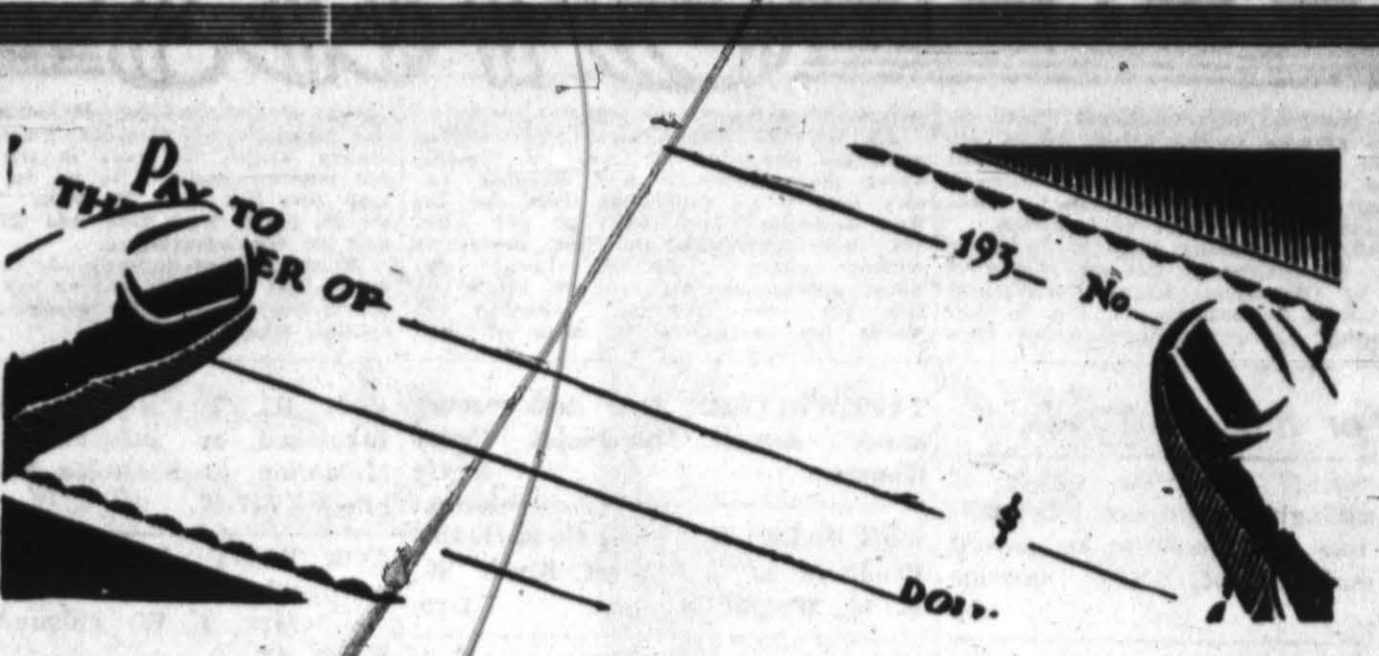
**West Texas Gas Co.**

**Locals**

Rev. and Mrs. J. M. Miller, formerly of this city, now living in Memphis, visited friends in Hereford last Thursday and Friday.  
 W. C. Fencil and family of Clovis were in Hereford to spend Sunday in the home of her mother, Mrs. Mattie Rutherford.  
 Mr. and Mrs. H. B. Martin of Amarillo visited their son, E. A. Martin and wife, in Hereford Saturday and Sunday.  
 R. E. Kessle and family visited friends in Clovis Sunday afternoon, spending that evening in the John A. Neill home.  
 Mrs. Charlie Donald left Saturday for Fort Worth where she plans to make a short visit with relatives and friends.  
 Mrs. J. L. Guest of Dimmitt was in Hereford Friday visiting in the home of her sister, Mrs. Mark Hanna.  
 Mrs. Sam Reid of Lufkin arrived in Hereford Friday for a short visit with her parents, Mr. and Mrs. C. C. Ferguson.

**Kelp-O-VITA**  
**for HEALTH, YOUTH and VIGOR**

Men, women and children find KELP-O-VITA a safe and efficient treatment for debility, loss of vital powers, and glandular impairment. Quit dying before your time. Be young at sixty. Kelp-O-Vita is a mineralized vegetable, easy and pleasant to take, not habit forming. It is rich in Vitamins and Organic Salts. Kelp-O-Vita is a Revitalizer. A Rehabilitator, a Rejuvenator, an Invigorator, and a Reconstructive. It increases vitality and gives you Pep, Vim and Vigor. Kelp-O-Vita is for vitality, the last word in modern science. Not for sale at Druggists. Send this adv. with your name, address and ten cents in stamps or coin for one week's sample treatment. Address Kelp-O-Vita Laboratories, 1948 Venice Bldg., Los Angeles, Calif., Dept. E-19



**PAY BY CHECK**

The stubs in your check book offer a simple system of bookkeeping for your personal expenditures. And your checks serve as receipts for bills paid. Open a checking account with us today.

**The First State Bank**

**CHEVROLET ANNOUNCES A NEW LINE OF SIX-CYLINDER TRUCKS**

**NEW CHASSIS · NEW BODIES NEW LOW PRICES**



1 1/2-TON 131" WHEELBASE STANDARD STAKE TRUCK... \$785



1 1/2-TON 131" WHEELBASE FARM TRUCK WITH TIP TOPS \$820



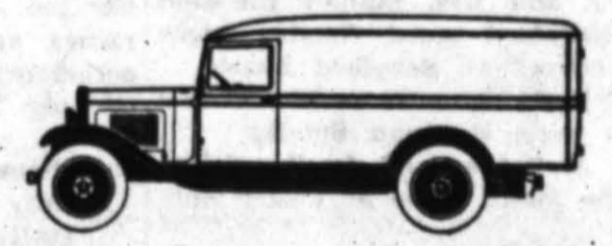
1 1/2-TON 131" WHEELBASE HIGH BACK TRUCK... \$810

CHASSIS PRICED AS LOW AS \$355

1 1/2-TON MODELS WITH BODIES PRICED AS LOW AS \$440

1 1/2-TON MODELS WITH BODIES PRICED AS LOW AS \$670

All prices f.o.b. Flint, Michigan. Special equipment extra. Low delivered prices and easy O. M. A. C. terms.



1 1/2-TON 131" WHEELBASE PANEL TRUCK... \$755



1 1/2-TON 131" WHEELBASE CANOPY TOP EXPRESS... \$750



1 1/2-TON 131" WHEELBASE HIGH AND WIDE EXPRESS TRUCK \$705

**N**EW in chassis—new in bodies—new in every vital part that has to do with economical, efficient hauling—yet selling at prices even lower than the extremely low prices of last year. That, briefly, is the story of the new line of six-cylinder trucks, now introduced by Chevrolet. These trucks are available as complete units—in three wheelbase lengths—1 1/2-ton and 1 1/4-ton capacities and 28 different body types. The price reductions, range from \$10 to as high as \$65 and make Chevrolet's first-cost one of the lowest in the market. Outstanding features of the new Chevrolet truck: A new line of Chevrolet-built bodies. Handsome new lines. Stronger, more efficient body construction. Larger bulk capacity. New, roomier, more comfortable cabs. A wide variety of optional color combinations. A new truck-type six-cylinder engine, developing greater power and speed, and assuring matchless economy of operation. A new, heavier frame. New, stronger truck-type springs. A new, sturdier, smoother-operating truck-type clutch. On the 1 1/2-ton truck, a new, heavier, more efficient 4-speed transmission. A truck-type rear axle 25 per cent stronger than before. Interchangeable single and dual wheel equipment. For the 1 1/2-ton models, the easy-shifting Synchro-Mesh transmission. The lowest operating cost of any truck on the market.

CHEVROLET-MOTOR COMPANY, DETROIT, MICHIGAN, Division of General Motors

SEE YOUR DEALER BELOW

**Brumley Chevrolet Company, Inc.**





# 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 of 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 Locals cost 1-1/2 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 locals. 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.

### For Sale or Trade

**FOR SALE** or trade, either of two adjoining residence lots; will trade one for house to be moved on remaining lot. Mrs. Clarence Smith. 4-1p

**FOR SALE** or trade: One of the best homes in Hereford; will trade for smaller place and difference, or for clear land, or will sell worth the money. Mr. and Mrs. G. W. Brumley. 1-tfc

**FOR SALE** or trade: Have household furniture to trade for car, or will sell for cash. 306 West Sixth Street. 4-1p

**FOR SALE:** One of the choice homes of Hereford; close to high school; six rooms, modern in every respect; beautiful shade trees; priced to sell. Inquire at Hereford Brand office. 34th

**FOR SALE:** A few prize winning Barred Rock and Rhode Island Red cockerels. Would exchange for fowls of equal value. W. R. Matthews, phone 900F12. 4-1p

**FOR SALE:** Western Electric sewing machine, portable; perfect condition. \$45.00. Phone 578. 3-3c

**FOR SALE:** Insurance against chick loss, assurance of quick growth. Use Merit all-mash starter. West Texas Feed and Seed Company. 4-1c

**FOR SALE:** Canota seed oats. Extra good quality, also seed barley. George C. Messenger, Friona, Texas. 1-4c

**FOR SALE:** Acme Quality Paints and dependable lumber for every size job. A. C. Thompson, Dependable Lumber. 48-tfc

**FOR SALE:** Stock, eggs or chicks from A. P. A. certified, blood-tested S. C. Rhode Island Reds. Send for 1932 mating list. S. F. Warren, Friona. 3-tfc

**FOR SALE:** QUALITY seed oats and some No. 1 malt Barley seed. Priced reasonable. See Troy Womble. 3-2p

**FOR SALE:** Second hand, hand-power washing machine and wringer. See Grant Fuller at Kemp Lumber Company. 3-tfc

**TYPEWRITERS,** New and second-hand. Jewell Murchison, Court House. 37-tfc

**FOR SALE:** Rawleigh Good-Health Products at 306 West Sixth St., B. M. Wright, Agent. 1-tfc

**BABY CHICKS:** Quality and satisfaction guaranteed; heavy and light breeds, 9 cents and 7 cents each; custom hatching, 2 cents per egg. Golden Rule Hatchery, Hereford. 1-4p

**Ask for FLAVO FLOUR** at your Grocer's.

**FOR SALE:** High bred young sows, will farrow soon. O. G. Hill. 46-tfc

**FOR SALE:** A piano at a bargain. Box 973, or call at the Hereford Brand. 1dh

### For Rent

**FOR RENT:** Nicely furnished apartments, reasonable. 206 B Street, Frances Apartments. 4-1p

**FOR RENT:** Unfurnished modern brick duplex, one block west of Main Street, \$22.50. Mrs. J. F. Ward, phone 250. 2-tfc

**FOR RENT:** Two modern furnished apartments, 110 West Sixth. Mrs. Maggie Hopper. 4-1c

**FOR RENT:** Desirable room, close in, with or without garage. Phone 181. 3-2c

**FOR RENT:** Lovely bed rooms in private home, close in on pavement. Prefer gentlemen or married couples. Call Mrs. W. R. Arnold, Phone 93. 4-1p

**FOR RENT:** Furnished apartment. Mrs. W. M. Megert, phone 444. 52d

**FOR RENT:** Lot 6, block 18, Mabry district, for taxes. Mads Sorensen, 211 Douglas Avenue, Compton, California. 4-3p

**FOR RENT:** Furnished apartment. F. H. Oberthier. 37-tfc

**FOR RENT:** One large office room over Corner Drug Store. Phone 80. W. B. Dameron. 4-tfc

**FOR RENT:** Modern apartment, furnished or unfurnished. J. P. McMahon, at Skelton's Variety, or phone 747-W. 48-tfc

**FOR RENT:** Four room furnished apartment, with bath and garage. Mrs. J. W. Alexander, telephone 43. 2-tfc

### Lodge Directory

**HEREFORD LODGE.** No. 478, I. O. O. F., meets Monday, 8:00 p. m. Visiting Brothers welcome. LEE R. CONKLIN, N. G. L. H. Foster, Secretary.

**HEREFORD LODGE** NO. 849, A. F. & A. M.

Stated Meetings Each Second Monday Night of Month. School of Instruction Each Thursday Night. Visitors Are Welcome. JAS. W. HOLLEY, W. M. J. S. JONES, Secretary.

### Wanted

**WANTED:** To buy or trade for good used truck or chassis. Have good four cylinder Chevrolet truck with 8500 miles to trade for larger one, will pay cash difference. B. H. Hopkins, Hereford high school. 3-tfc

**WANTED:** 1000 bushels of barley and 5000 bushels of threshed maize. G. W. Brumley. 48-tfc

**WORK WANTED:** House work or care for children. Inquire at 211 West Fifth. 3-2dh

### Lost and Found

**LOST OR STRAYED,** \$2.50 Reward: One Red Duroc sow, weight about 450 pounds, solid red, long tail. Strayed from our farm on Palo Duro creek 10 miles north of Dawn. Please write Jas. D. Ward, Box 79, Wildorado. Will gladly come at once and get her and pay finder \$2.50 reward. Jas. D. Ward, Box 79, Wildorado, Texas. 4-4p

## Society

### PUBLIC SCHOOL BIBLE STUDENTS IN PROGRAM SUNDAY NIGHT

A program will be given by the Bible department of the public schools Sunday night, February 7, at 7:00 o'clock at the Presbyterian church, under the direction of Miss Carey Estes. The program will represent some of the work the children have received in the Bible course during the past half year.

### LOCAL B. Y. P. U. TO PRESENT PROGRAM AT JUMBO

The Gardner B. Y. P. U. of the First Baptist church will go to Jumbo Sunday night to give a program. Those taking part on the program will be Myrtle McGowen, Lois Smith, Mildred Pennington, Lottie Allred, Dorothy Smith, Elsie Parrish and Louise Smith; Henry Griggs, Jack Garner and Leland Crawford.

### BRIDE AND GROOM WILL MAKE HOME IN ARIZONA

Mr. and Mrs. Fred Bailey left Thursday of last week for Bisbee, Arizona, where they will make their home. The announcement of their marriage on December 31 at Portales, was made here during the past week.

The groom is the son of Mrs. Mollie Bailey of Hereford, and the bride was Miss Jewel McGowen, daughter of Mrs. Alma McGowen. They were accompanied last week as far as Clovis by Mr. and Mrs. Ebb Martin, she being a sister of Mr. Bailey.

### ANNOUNCEMENT

I am again placing my candidacy before the voters of Deaf Smith County for the office of Sheriff and Tax Collector, subject to the action of the Democratic primary.

If elected I will endeavor to discharge my duties in an honest way and show partiality toward none. I was defeated by a small majority four years ago, and would appreciate your vote and influence.

I. I. WEST.

### JUDGE JNO. P. SLATON ASSISTS COUNTY LIBRARY IN SECURING VOLUMES

Judge Jno. P. Slaton has befriended Deaf Smith county and its readers by passing on to the library two valuable volumes that were recently given him for the purpose by their author, Dr. P. M. Ashburn, a retired colonel of the U. S. Army, whose books are used as texts on army camp hygiene. Col. Ashburn and his sister, Agnes D. Ashburn, live in Washington, and are friends of the Slatons. Their interests here have kept them in contact with Deaf Smith county activities, and a note accompanying the books expressed an alert perception of the condition of affairs over the county at large as well as in the Panhandle.

In making the presentation to the county library, Judge Slaton has the following to say of the books and their author:

"Colonel P. M. Ashburn, U. S. Army, retired, of Washington, D. C., has enriched the Deaf Smith county library by presenting to it two autographed volumes of his works. Col. Ashburn is recognized by the medical profession of the world as the final authority on camp and army hygiene. His volumes on Hygiene which he has presented to us has been adopted by the U. S. Army and Navy. His history of the medical department of the army in all our wars is a gripping novel based on facts. It contains information of each of our wars that can not be obtained elsewhere, and we will be surprised if this volume is not eagerly read by some of our high-school students who contemplate the medical profession. Also we expect the books to be in great demand by Legion men who have been through the last war and those young men who may be soon drafted."

### RANCHERS STUDY MEATS

Ranchers in one of the oldest ranching sections of Texas have turned to the county and home demonstration agents to help them in meeting present conditions by fitting, cutting and cattle and lambs for the ranch supply of meat in Menard county. In a report from Frank N. Newsom, county agent, it was shown that beefs were fed grain from 90 to 99 days to improve the flavor and increase the size of carcasses, which averaged 378 pounds dressed weight. A check-up reveals that steaks averaged 26 per cent of the total, roasts 26, chili 26, and stew, meat loaf and soup stock 22 per cent.

Mr. and Mrs. Charles Newell and daughter returned Saturday from Galveston where they made a short visit with relatives.

### Friday the Thirteenth Still Considered "Jinx"

With all the wealth of fact and philosophy at his command man continues to be a victim of superstition, forcing himself to accept inconveniences and endure suffering because of a fear complex. The old superstition fear that Friday is an unlucky day, and if Friday falls on the thirteenth day of the month, it is a jinx filled with danger and probable disaster to mankind, comes into evidence continually in the modern times.

The baseless fear of Friday probably was born of witchery and ignorance, but the fear of the thirteenth day of the month may have had its origin in more modern times. The spread of human intelligence should have eliminated both fears from the minds of man, but it has not.

Recently a great ocean liner was delayed for hours in leaving New York so that the trip might be started on the fourteenth day of the month, and not on Friday, the thirteenth. Officials scoffed at the superstition, but admitted that there had been a clamor from passengers to accept the delay and escape the supposed jinx. There is room for more public education so long as people display this fear complex.—Ohio State Journal.

### England's Virgin Queen as Frenchman Saw Her

In November, 1597, an ambassador extraordinary from Henry IV of France to Elizabeth of England was put ashore at Dover. Of his interviews with the queen, her appearance, her clothes, her demeanor, what she said, he gave the fullest account. This is his pen portrait: "She was strangely attired in a dress of silver cloth, white and crimson, or silver gauze as they call it. This dress had slashed sleeves lined with red taffeta, and was girt about with other little sleeves that hung down to the ground, which she was forever twisting and untwisting. She kept the front of her dress open, so that one could see the whole of her bosom. . . . As for her face, it is and appears to be very aged. It is long and thin, and her teeth are very yellow and unequal, compared to what they were formerly, so they say, and on the left side less than on the right. Many of them are missing, so that one cannot understand her easily when she speaks quickly. Her figure is fair and tall and graceful in whatever she does; so far as may be she keeps her dignity, yet humbly and graciously withal."

### Safety Glass Discovery

The year 1931 is virtually the twenty-first birthday of safety glass, for it was in 1910 that the patent now most generally used was filed. The inventor was Edouard Benedictus, a French chemist of Dutch origin, who had an experimental laboratory in Paris. One day he dropped a bottle to the stone floor, and although it was starred inside like a crystal it did not break. He remembered that it had contained a mixture of various chemicals which had evaporated and coated the interior with a transparent enamel. Benedictus noted the formula, and realized that on his shelf lay the secret of unsplitter glass. The patent was filed in 1910, but it was not till Reginald Delpech, the English pioneer motorist, took up the idea that safety glass was manufactured.

### Foreign Service

The United States foreign service divides its activities roughly into three main categories—protective, advisory and administrative. The protective function safeguards citizens and their legitimate interests in all privileges and rights provided by treaty or conceded by usage. The advisory functions of the foreign service are designed primarily for the benefit of the government of the United States, which constantly requires information from all parts of the world for its guidance in the conduct of its foreign relations. The third main division of the duties laid upon the foreign service is the administration abroad of American laws.

### Big Prices for Tiny Shrines

As two small medieval shrines were taken quite casually into a London auction room recently the owner, Maj. H. Chase Meredith, thought that if they brought \$5,000 each he would be fortunate. One of them, however, which had been in the old abbey of Malmesbury, drew an exciting opening bid of \$5,000 and was eventually sold to a Paris buyer for \$45,000. The other, associated with Croyland abbey, went to an English collector for \$24,000. Each shrine measured only 12 inches long and 10 inches high.

### Bridge Tragedy

A reader recalls a "wild argument" he had with a late friend who claimed the right to say "small slam" as soon as a game big had been made; that he would suffer none of the penalties if not making the slam, but would be credited with the premiums should he be successful. His idea of a pleasant afternoon was to bid "four hearts, small slam." The reader concludes: "He has since committed suicide."

### LIVESTOCK FEEDING INCREASES IN TEXAS

Texas has nearly twice as many cattle feeders as a year ago and about 50 per cent more cattle on feed, according to January 1 reports of county agents in 130 counties to A. L. Smith, livestock specialist in the Extension Service of Texas A. and M. College and the United States Department of Agriculture. In reporting feeding demonstrations underway agents reported also any cattle feeding in progress with which they are in contact in any way, and on this basis the figures show that 973 men are feeding 102,448 cattle as compared to 511 men feeding 70,805 head at the same time last year.

Comparable figures from last year are not available on lamb feeding but current reports reveal that 286 feeders with whom county agents are working in 51 counties have 187,534 head of sheep on feed.

Commenting on these figures Mr. Smith states that the apparent increased feeding in the face of a rather unfavorable outlook and on the heels of disappointing returns last year is an indication that farmers and others are turning more definitely to livestock feeding as a way of disposing of surplus feed. County agents are helping most of these feeders with ration and records in an effort to make livestock feeding one of the foundation enterprises on Texas farms.

### P. T. A. Pageant In Memorial of Washington

To bring the bicentennial of the birthday of George Washington into close touch with local interests, the parent-teacher association will present a pageant of the days of America's greatest citizen. This will be given the evening of February 19, in the high school auditorium, using 250 people in the various roles and effects. Special costumes for the occasion will be of three types, symbolic, folk and historic. Eight

men, four women and two boys will have speaking parts; there will be nine distinct symbol groups, thirteen or more rag groups and seven tableaux. Folk songs, choruses, processions and speech of poetry, rhythmic movement, the dance, pantomime and tableaux are interwoven to make the spectacle.

The theme is a tribute to the spiritual power of Washington's self-mastery and his goodness, stability and vision enabling him to overcome the chaotic powers of indecision that menaced the young nation.

The Methodist Missionary society will meet at the church February 10 at 2:30 o'clock in the mission study lesson, with Mrs. E. E. Robinson as leader.

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

Our Office Is Now in the J. A. FOX HOUSE One block north of Mother's Park, on B Street, and one block west. DR. R. E. PERKINS Phone 476

## REAL PROFIT

—Might shock you, but it might be pleasant to know that poultry offers to pay, not only its own feed bills, but the family's too. A. P. A. Certified Chicks cost no more and pay better. So now is the time to fill the brooder house.

The Big Red Hen Hatches Tuesdays and Fridays

Custom Hatching HILLSIDE HATCHERY

## Announcement

The Maytag Shop is located with Rountree Plumbing and Heating, 105 East Third, PHONE 340 See Us for Sales, Service and Parts. The MAYTAG Shop R. L. Singletary M. H. Dwyer

## Bakers Cash Grocery

MONT E. BAKER

Buy from independent neighborhood stores. Lowest prices consistent with quality and service. Occasionally you can buy certain articles from other stores at a lower price than we ask on the same day. But when you consider the extra service, the extra accommodations we give, you will find it worth your while to trade with us.

PINEAPPLE	Gallon crushed 50c, No. 1 sliced or crushed, 3 for	25c
PREMIER	Salad dressing large size	31c
BROOMS	Fancy, painted colors, each	48c
PEACHES	Gallon can	44c
Blackberries	Gallon can	47c
SOAP	White laundry, eight bars	19c
CHILI	No. 2 size, two cans	25c
COCOA	Mother's pound can	16c
SUGAR	Ten pound cloth bag	53c
COMPOUND	Large bucket	69c
BACON	Breakfast, sliced, pound	18c
GRAPEFRUIT	Large size	3c

## Jumbo News

BY EDNA HALL

Mr. and Mrs. Stanley Littleton of Hereford spent Sunday night in the Albert Schofield home.

Friends from Amarillo visited Miss Neile Freeman Sunday.

J. J. Widner and family visited in the Smith home at Easter Sunday.

John H. Woods spent Sunday with James Beck.

Mr. and Mrs. Jenkins of Muleshoe visited Mr. and Mrs. Ullman Hunter Friday and Saturday.

L. E. Beck and family and H. C. Baird and family played bridge in the Schofield home Friday night.

Mr. and Mrs. Ovid Pinckert and children visited friends in Littlefield Sunday.

Mr. and Mrs. Ovid Pinckert, Mrs. F. L. Pinckert, Mabel and Bob were Amarillo visitors Saturday.

Mr. and Mrs. Albert Schofield and son took Sunday dinner in the L. E. Beck home.

Mrs. M. L. Hardy visited in Dimmitt Friday.

Miss Trellce McConoy of Dimmitt visited Johnnie Hardy Saturday.

Miss Juanita McGinnis spent Sunday with Mrs. L. C. Baggett.

Jim Blagg and wife of Amarillo visited in the C. Kring home Sunday.

Mr. and Mrs. Alva Berry and Ruth, Kate Sublett and Mr. and Mrs. Stanley Littleton visited in the parental Berry home Monday.

Mr. and Mrs. J. T. Hartley visited Mr. Hartley's brother at Plainview Sunday.

Mr. and Mrs. Sylvester Lovell of Pringle visited Mr. and Mrs. Ullman Hunter Sunday.

### POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries of July 23, 1932:

**For County Judge and Ex-Officio County School Superintendent:** EARL W. WILSON (Re-election) C. W. HUMBLE C. T. KIBBE ARTIS RUSSELL

**For Sheriff and Tax Collector:** WOODY VAUGHN EZRA NORTON JNO. B. MILLER (Re-election) J. WALLACE ROBINSON J. T. CUNNINGHAM ED CURTSINGER I. I. WEST EMETT HALES

**For County and District Clerk:** W. FRANK BALL JOHNIE BIGGS MRS. BESS TURRENTINE L. H. FOSTER (Re-election) W. L. PICKETT

**For Tax Assessor:** MACK BEACH (Re-election)

**For County Treasurer:** MRS. BESSIE L. SMITH (Re-election)

**For County Attorney:** JOHN COFFEE (Re-election)

**For Commissioner, Precinct No. 1:** P. J. (Jack) ROSE JAS. R. ROBINSON S. O. WILSON

**For Commissioner, Precinct No. 2:** W. D. KLEHOBOR W. B. PHILLIPS (Re-election) S. L. WALSER

**For Commissioner, Precinct No. 3:** J. T. GUINN (Re-election) E. M. JACK HERMAN GRAY

**For Commissioner, Precinct No. 4:** W. M. (Mal) STEWART (Re-election)

Mrs. Carrie Cunningham of Amarillo spent Thursday and Saturday here with Mr. and Mrs. F. H. Oberthier and superintendent of the decoration of the Oberthier home for the Oberthier-Houston wedding.

### TO THE PEOPLE OF DEAF SMITH COUNTY

In announcing my candidacy for the office of Sheriff and Tax Collector, I am mindful of the duties and responsibilities of the office. I have had a number of years experience as a criminal and civil officer, having worked in both state and county offices. I am now employed as traffic and police officer by the City of Hereford and have been for the past two and one-half years.

The people have a right to expect of their sheriff hard and diligent work. A broad knowledge of the duties of the office saves the people and the county many dollars. The people are due a courteous consideration of all complaints. It is the duty of the sheriff to make a vigorous effort to apprehend violators of the law, get the evidence and present it to the grand jury, county or district attorney—without this you can not expect convictions.

I ask the people of Deaf Smith county to investigate my claim as to my ability to fill the office for which I ask your suffrage. If elected, I promise a common-sense administration, with courtesy and service to all alike and special favors to none. Give me your vote in the July Democratic primary and in return I will give you my service.

EMETT HALES.

### NOTICE TO VOTERS

I am announcing as candidate for county commissioner in precinct No. 3, subject to the Democratic primary.

I am a resident taxpayer of Deaf Smith county for a number of years. Most of you know me, those of you who do not I expect to visit and get acquainted with. I invite you to investigate me to your complete satisfaction.

I favor an economy program in county affairs.

I will appreciate your support, influence and vote.

HERMAN GRAY.

Winter grazing has been improved on 24 Rusk county farms by the sowing of sweet clover seed obtained from roadsides and vacant lots, and from enterprising 4-H club boys who took steps to supply the demand after learning the value of this legume crop from their club work.



## Santa Fe Will Conduct A. & M. Special Train

Hereford will be visited this spring by a special demonstration train illustrating advanced farming activities. The train, a nine-car unit organized by the Santa Fe with the cooperation of the State Agricultural and Mechanical College, will revive a custom last used through this territory in 1925. The train will be in Hereford for several hours on the after-

noon of March 20, according to present plans. Carrying numerous exhibits showing results of tried methods in producing better profits and better living on the farm, the 1932 Santa Fe-A. & M. College Farm and Home special, plans for which are rapidly maturing, will begin its tour of all Santa Fe lines in Texas February 15, at Navasota. The tour, covering several thousand miles and including 147 stops over a period of 45 days, will end April 6 at Snyder. As in the case of similar trains in Texas in the past, the agricultural special will be conducted cooperatively by the Santa Fe Railway Company and the Texas A. & M. College, with the assistance of other institutions and agencies.

The special, a nine-car train, will be operated by the Santa Fe while the exhibits and speakers, specialists in their various lines who will explain the exhibits and their application to local conditions at each of the numerous stops, will be supplied by the college. Programs will be from two to three hours in duration at each stop and an electrically controlled voice amplifier will be used at the open air meetings. The special will carry exhibits showing tried methods of making the farm self sustaining and of cutting production costs. Extension specialists will make brief talks on home improvement, dairying, poultry raising, advanced methods of livestock raising and farm practices. Livestock exhibits for demonstration purposes will be carried on the train. Exhibits of special interest to women and girls will be included, these arranged under the supervision of Miss Mildred Horton, state home demonstration agent of the Extension Service. Farm electrification showing the many uses to which electricity may be put on the farm will be prepared by the Texas committee on the relation of electricity to agriculture. Following talks at various stops visitors will be invited to go thru the train. Passenger coaches will be used for meetings in inclement weather. Similar trains were conducted by the Santa Fe and A. & M. in 1923-24-28. During the 1928 tour the special, which made 117 stops over a period of 36 days, was visited by more than 110,000 people.

### First Wireless Valve Was Edison Discovery

Many years ago Edison was experimenting with electric lamps, trying to discover how the blackening of the inside of the bulb came about in those of the old carbon type. He found that if a plate of metal was sealed into the bulb and electrified positively, a current passed through the vacuum from the filament to this plate. He noticed that the current always traveled from the filament to the plate; nothing could make a current pass in the opposite direction. He thought nothing of the discovery, and no use could be found for it, for it was many years before wireless was to be heard of. Before we can hear anything of wireless signals the waves must be rectified. Each wave consists of a push of current in one direction followed by a pull in the other. Rectification means straining out the pulls and leaving only the pushes. All early methods of doing this were complicated and unsatisfactory. Then Prof. J. A. Fleming had an inspiration. He made the first wireless valve in which a filament and a plate were placed in a vacuum inside a glass bulb. The Edison effect was harnessed, for the valve would respond only to the pushes and automatically eliminated the pulls. But for the invention of the valve there would have been no broadcasting today.—London Tit-Bits.

Mr. and Mrs. Jonathan Pitman visited friends in Amarillo last Thursday.

Mrs. Helen Pipkin of Galveston is visiting in the home of her parents, Mr. and Mrs. J. S. Jones.

Mr. and Mrs. C. J. Crump of Canyon visited Mr. and Mrs. S. L. Walsler in Hereford Sunday.

Miss Elizabeth Tolk of Amarillo visited Miss Gladys Selger last week-end.

Merit all-mash Chick Starter is insurance against loss. West Texas Feed & Seed Co. 4-1c

Mrs. J. E. Golden and daughter, Marjorie, visited in Amarillo last Wednesday.

## Hit 'em Again--- WITH PRINTED PRICES

Keep up that fusilade of folders, that barrage of "broad-sides" and sooner or later sales resistance will crumble. Let us create your advertising munitions.



## The Hereford Brand

P. S.—Your letter-heads, envelopes, etc., are the only things by which outsiders can judge you.

### Billie Valentine Seriously Hurt In Car Wreck

Miss Billy Valentine, daughter of Mr. and Mrs. W. I. Valentine, was critically injured at about 5:00 o'clock Sunday afternoon in a car wreck on the highway some five miles southwest of town. The blow-out of a tire caused her to lose control of her car just as she met another, reported occupied by the J. L. Lookingbill family, and the resultant collision brought serious injuries to all. Both cars were demolished. Billie was returning alone from a trip to near Summersfield to bring a schoolmate, Maude Noland, back to Hereford for school, but the illness of the latter's mother had occasioned her delay until Monday. The accident was unavoidable, according to the spectators. Miss Valentine was brought in an unconscious condition to the hospital here by a Clovis car that was following her, and grave doubts of recovery were held until the next day. She is reported badly cut and bruised about the head and shoulders and has suffered a severe nervous shock. No internal injuries had become apparent Tuesday, and it is hoped there will be none. At present she is recuperating splendidly. Harry Lookingbill, in the other car with a broken leg on his way home from a doctor. Jack Strewn was cut in several places. Mr. Lookingbill had some teeth knocked loose, and others in their car were scratched.

### Edison Dragged From Workshop to Wedding

Thomas A. Edison was so preoccupied with his laboratory work that he nearly missed his second wedding. This was recalled by Mrs. Franklin Ives, whose father, the late Benjamin Franklin Card, was associated with the great inventor for more than 30 years, says an article in the Brooklyn Eagle. "The story of Edison's second wedding was one of my father's favorite recollections of him," Mrs. Ives said. "Edison was hard at work on a problem in his laboratory just before the wedding. He had become so preoccupied that he had quite forgotten time. Fifteen minutes before the appointed hour his 'best man' found him there utterly absorbed. He begged the inventor to dress and hurry to the wedding. Edison protested that he was on the verge of a great discovery and couldn't possibly leave. Finally, almost by main force, his 'best man' succeeded in dressing him and getting him to the church—a little late and still preoccupied, but at least acquiescent."

### Old Society of Mariners

Records seem to indicate that the corporation of Trinity house, London, was originally a society of English mariners founded by Sir Thomas Spert with headquarters at Deptford, says an article in the Montreal Family Herald. There is no doubt that it obtained its first charter from Henry VII in 1514, and was authorized by Queen Elizabeth about half a century later to erect beacons and other marks on the coast for the guidance of sailors. Its duties today are concerned with the management and maintenance of lighthouses, lightships, beacons and buoys, and the supervision of pilots. It owns a fleet of 19 vessels. The corporation has four special flags, the Master's flag, the Ensign, the Jack, and Burgee, all of which bear the four ship's symbol of Trinity house.

### Awesome Hjordund Fjord

A short summer cruise among the fjords of Norway will sometimes bring the tourist to the Hjordund fjord, twenty-five miles long and two miles wide in parts. Here he will see some of the most impressive scenery in Europe, for the unscathed Sandmore Alps raise their peaks about the rock-rimmed waters. Norwegian and English climbed year after year, gradually conquering the heights, but the grandeur is not diminished, and at twilight, the effect is awesome. When Norway was visited by the "Black Death" in the Middle Ages, the entire population of the fjord perished, and the present inhabitants are chiefly descendants of Scotch immigrants who came to fill the houses left vacant.

### DR. E. B. THOMASSON ENLARGES OFFICES

The offices of Dr. E. B. Thomasson, over the Corner Drug Store in the Dameron building, have been remodeled to give him more room, and all walls and woodwork completely refinished. The new quarters will give Dr. Thomasson very serviceable clinic accommodations for his patients. There will be seven rooms, three of which are equipped with beds for caring for emergency cases, another for recuperative resting from minor operations, an operating room, consulting room, reception room and a laboratory. Mrs. Thomasson will be assistant to her husband in his new offices.

### MRS. CLAY RIDGWAY IS BROUGHT TO CANYON HOME

Mrs. Clay Ridgway, who is convalescing splendidly from an operation performed in Amarillo several weeks ago, has been brought to the home of Mr. Ridgway's mother, Mrs. T. F. Ridgway, in Canyon to stay until she recuperates sufficiently to endure the further journey home. In Appreciation. Never have we seen such cooperation as was shown us from the very beginning in working up the basketball games. Words simply cannot express our appreciation to everyone who so loyally assisted us in putting it over. The Band Mothers and the high school band are most grateful to you. MRS. FRANK MARRS.

Mr. and Mrs. Raymond Cone and Mr. and Mrs. Hubert McEneaney spent Sunday in Lubbock visiting friends. Mrs. Cone remained for a visit with her father.

Mr. and Mrs. Jonathan Pitman visited friends in Amarillo last Thursday.

Mrs. Helen Pipkin of Galveston is visiting in the home of her parents, Mr. and Mrs. J. S. Jones.

### Hit 'em Again--- WITH PRINTED PRICES

Keep up that fusilade of folders, that barrage of "broad-sides" and sooner or later sales resistance will crumble. Let us create your advertising munitions.

Cap Size Letter Folders  
Adding Machine Paper  
Waste Paper Baskets  
Envelope Moisteners  
3 x 5 Index Cards  
Seal Island Twine  
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  
Cloo-Case  
Index Sets  
Bank Pin  
Ink Well  
Moultage  
Journals  
Daters

Desk Pins  
Pen Racks  
Day Book  
Paper Clips  
Cash Book  
Time Book  
Hotter Sets  
Clip Boards  
Order Books  
Eternal Inks  
Stamp Pads  
Facial Scales  
Thumb Tacks  
Carbon Paper  
Cloth Patches  
Receipt Books  
Ledger Leaves  
Wood Cabinets  
Colored Pencils  
Ticket Punches  
Collection Books  
Indelible Pencils  
4 x 6 A-Z Index  
Stone Note Books  
Letter File Index  
4 x 6 Index Cards  
Stationery Cabinets  
Typewriter Ribbons  
Pocket Memo Books  
Steel Transfer Cases  
Numbering Machine Ink

CALL AT THE BRAND FOR OFFICE Supplies

and all saved from my grocery money! That's what comes of Economical Buying at—

## Texas Grocery and Market

SPECIALS FRIDAY AND SATURDAY. OPEN SUNDAY MORNING UNTIL 11:30

COFFEE, 3 lbs Fancy Peaberry	39c
SWEET POTATOES, No. 3 cans, each	12 1-2c
CRANBERRIES, Eat More, lb	12 1-2c
ONIONS, 4 lbs yellow onions	25c
MILK, large Carnation	9c
RICE, 3 lbs white, re-cleaned	10c
EGGS, fresh country, dozen	15c
MINCEMEAT, No. 1776, best grade	12 1-2c
KARO, No. 5, white or red	39c
MACARONI or Spaghetti, 3 large packages	15c
COCOA, Hershey's, large cans	19c
PEANUT BUTTER, quarts	26c
EL FOOD, medium size	23c
BLACKBERRIES, No. 2	17 1-2c
APRICOTS, No. 2	14c
PEACHES, No. 2	12 1-2c
PINEAPPLE, No. 1	12c
SOAP, White Laundry, ten bars	25c
OYSTERS, No. 1 cans	12 1-2c
SALMON, No. 2 can, Standard Delicious three for	30c
TUNA FISH, No. 1 flat, white meat	24c
FLOUR, 24 lbs Hereford Beauty	46c
GRAPEFRUIT, six Texas seedless	29c
APPLES, Delicious, large size, dozen	33c
BANANAS, yellow ripe fruit, three pounds	21c
SPUDS, fancy No. 1, 10 pounds	14c
LEMONS, Sunkist, per dozen	27c
APPLES, Winesap, large, dozen	24c
CELERY, large stalks, well bleached	13c
MATCHES, six large boxes	15c
LETTUCE, hard heads	8c
NUTS, assorted, per pound	23c
CABBAGE, nice, firm, green	3 1/2c
ORANGES, large size, per dozen	33c
ORANGES, small size, per dozen	26c
BACON, slab, medium size, half or whole	13 1/2c
CHEESE, full cream No. 1	16 1-2
PORK CHOPS, per pound	12 1-2c
LARD, 100% pure, pound	8c
PORK ROAST, choice cuts	8c
BEEF ROAST, best quality	8c
SAUSAGE, country style	10c
STEAKS, shoulder, 3 lbs only	25c
STEAKS, round, loin, T-bone	12 1-2
SLICED BACON	19c
HAMBURGER, 3 lbs pure meat	24c
DRY SALT SQUARES	.6c
BACON, Sugar-cured squares	9c
Spare ribs, fresh from country	10c

We feature quality groceries and home-killed beef and pork of only the best that money will buy. Bring us your eggs, hens and fryers.



# International Sunday School

## Lesson

BY DR. J. B. NUNN

February 7, 1932.

### THE SLAVERY OF SIN (Temperance Lesson)

John 8:31-36

31. Jesus therefore said to those Jews that had believed him, If ye abide in my work, then are ye truly my disciples;

32. And ye shall know the truth, and the truth shall make you free. 33. They answered unto him, We are Abraham's seed, and have never yet been in bondage to any man: how sayest thou, Ye shall be made free?

34. Jesus answered them, Verily, verily, I say unto you, Every one that committeth sin is the bondservant of sin.

35. And the bondservant abideth not in the house for ever; the Son abideth for ever.

36. If therefore the Son shall make you free, ye shall be free indeed.

**Golden Text:** Every one that committeth sin is the bondservant of sin.—John 8:34.

**Time:** The feast of tabernacles, October 11-18, A. D. 29, the third year of Christ's public ministry. **Place:** Jerusalem.

#### Introduction.

This lesson, consisting of only six verses, is one of the shortest ever given us by the Lesson Committee, and yet it is one of the richest. After Christ's discourse on the Bread of Life, which we studied last week, occurred a number of important events in our Lord's life which John omitted because they were narrated by Matthew, Mark and Luke. These were the journey toward Sidon with the healing of the daughter of the Syrophenician woman, the feeding of the four thousand, the giving of sight to the blind man at Bethsaida, Peter's confession of faith, the transfiguration, the healing of the demoniac boy, and several discourses. Now we find Jesus at the feast of tabernacles in Jerusalem, where he delivered several glorious discourses which John has recorded. One of these, on the Water of Life, is in chapter 7, which we are omitting. Chapter 8, from which our six verses are taken, discusses the great topics of Christian truth, light and liberty.

#### Lesson Connection.

Six months have passed since the events of our last lesson. Then Jesus was in Galilee; now he is in Jerusalem at the Feast of Tabernacles. In those six months the hostility of the Jews greatly increased following the crisis at Capernaum just after the feeding of the five thousand, when many of his disciples turned away from him. This lesson is taken from that marvelous address spoken to the Jews at the Feast of Tabernacles, which begins with "I am the light of the world."—John 8:12-47, and in which he claims to be the eternal Son of God.

#### The Bondservant of Sin.

"Everyone that committeth sin is the bondservant of sin." "He

who unwittingly grasps the handles of an electrifying machine soon writes in pain and shrieks for deliverance. Why does he not let go the torturing thing? He cannot, he is at the mercy of the operator, and is the butt of the crowd. It is thus with the multitudes who have committed sin; they are its slaves; they are astonished at themselves, ashamed of themselves, filled with grief and remorse, yet utterly unable to break the eternal spell. There is often more hope for the poor wretch agonizing in the tentacles of the devil-fish than there is for some of those victims of vice."

—Rev. William L. Watkinson, D. D., L. L. D.

#### The Slave of Strong Drink.

Take the slave of strong drink. Does he now take any pleasure in his sin? He did once, but does he still? It has ceased even to provide him pleasure. He knows, even while he lifts the cup to his lips that it will clothe him with rags, that it has ruined his name and fame, clouded his intellect, given him the bleared eyes and the shaking hand, with the promise of an early grave, or if not that, of a forlorn old age, and the loss of his everlasting soul; and yet he cannot put that fatal cup from him. Once he was a free man, but now he is a slave, the slave of his sin, bound with chains which he is altogether impotent to break."—Archdeacon R. C. Trench.

#### Christian Freedom.

"If therefore the Son shall make you free, ye shall be free indeed." The slave of sin thinks that he is free because he is at liberty to follow his base impulses and gratify his beastial desires; but by every such act he rivets the more unbreakable the chains that bind his soul. There is no freedom in the service of self, but only in Christlike service of others. "Dearly did Christ purchase with his own bondage the liberty which he so freely give."—C. H. Spurgeon.

#### Paul and Martin Luther.

Paul regarded a Christian as a new man, freshly created in the image of his Redeemer. "So vividly and strongly did this conception of Paul's take hold of Martin Luther that he used to say, 'When any one comes and knocks at the door of my heart and asks, 'Who lives here?' I reply, 'Martin Luther used to, but he has moved out, and Jesus Christ lives here.' May there be many that shall thus go free."—Rev. Louis Albert Banks, D. D. Christ gave himself for our ransom, that he might redeem us from the power and penalty of our transgressions. And now he gives to us his vision, his Spirit, and his grace that we may know the freedom which comes from glad obedience, the liberty which for man is found only in cheerful service to him who made him."

The Eighteenth Amendment. In the light of Christ's teaching the cause of civil liberty as well as personal liberty is seen to be enormously advanced by our national laws forbidding the manufacture and sale of intoxicants. The "wets" charge that these laws are an infraction of "personal liberty" and ring the changes on those words ad nauseam. They have no conception of true freedom, which consists in pure and strong lives devoted to the service of God and man. Nothing that has come about in the world's history has contributed more gloriously to that freedom than the adoption of the Eighteenth Amendment to the Constitution of the United States. Sir Wilfred T. Grenfell says: "The reasons why I have no use for alcoholic beverages on sea or on shore are so numerous that it would be impossible to detail them all. My standpoint is simply that liquor is unnecessary and bad. It is a help only to thieves and robbers. I have seen men robbed in many ways, but they have been able by the help of God to wipe out any lasting results of such transient losses. But the robberies of alcohol are irremediable."

#### Total Abstainers.

"Total abstainers are the true apostles and advocates of 'personal liberty', in its highest and noblest forms: friends of the only freedom that is genuine and important. Total abstinence from intoxicating and injurious liquors is the only true realization and complete consummation of human freedom. Indulgence is what is harmful to one's self and others is an abridgement of liberty. Those who seek to redeem the race from the curse of Drink are the greatest emancipators of mankind."—Joseph Henry Crooker.

#### Alcohol a Poison.

"Alcohol is always included among the 'poisons', and it is invariably placed side by side with chloroform and ether and described as a narcotic poison. When taken as a daily drink, alcohol causes sensations and effects which are soon imagined to be a necessary part of life. The stomach becomes dependent on the daily dose and disinclined to work without it. It is, indeed, not a matter of more personal import but a national concern that we should reckon with this factor of habit

those brought about by the expenditure of very little money, as the records show that a total of only \$155.58 was spent. The chief changes made were the improvement of light and ventilation, papering and painting walls, improvement of floors and woodwork, screening and refinishing furniture.

Other home demonstration work in the county resulted in the canning of a six months supply of food by 287 cooperators who followed the lead of 11 4-H pantry demonstrators, and the beautifica-

tion of 302 farm yards by planting trees, shrubs, lawns improving or removing fences, building trellises and laying stone walks.

### No Sleep, No Rest, Stomach Gas Is Cause

Mrs. A. Cloud says: "For years I had a bad stomach and gas. Was nervous and could not sleep. Adler-ika rid me of all stomach troubles and now I sleep fine." City Drug Store. —adv

Coming to AMARILLO

## Dr. Mellenthin

SPECIALIST

in Internal Medicine for the past Eighteen Years

DOES NOT OPERATE

Will be at Capitol Hotel Wednesday, February 17. Office hours: 10 a. m. to 4 p. m.

No Charge for Consultation

Dr. Mellenthin does not operate for chronic appendicitis, gall stones, ulcers of stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bed wetting, cough, weak lungs, rheumatism, eczema, leg ulcers and rectal ailments.

Remember above date, that consultation on this trip will be free and that this treatment is different.

Married women must be accompanied by their husbands.

Address: 4221 West Third Street, Los Angeles, California. —adv

From THE HEREFORD BRAND, January 28

### FACTS ABOUT MEAT EVERYONE SHOULD KNOW

By Theo. H. Lampe.

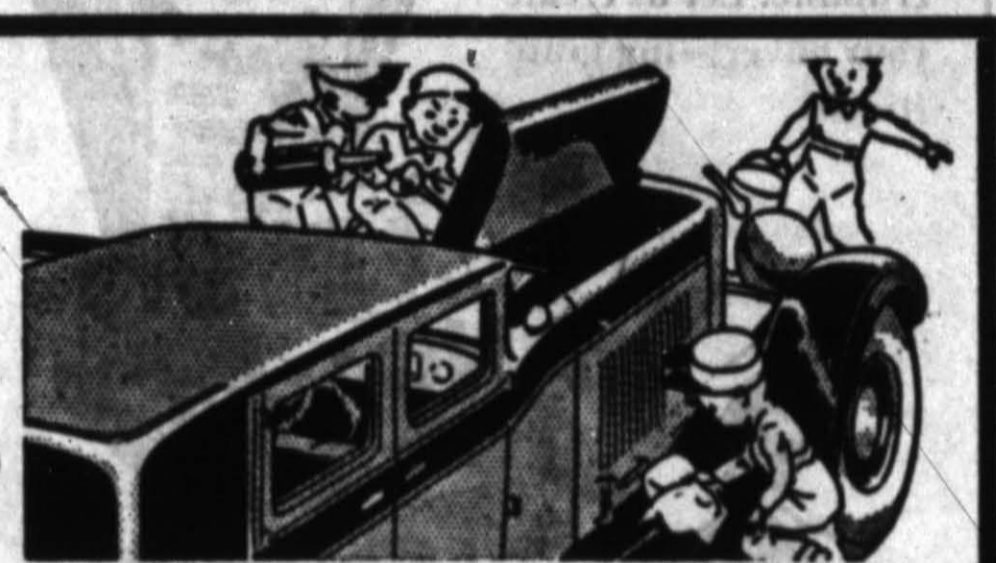
Beef is the only substitute for milk for children and meat eating young animals, and can be digested and retained in the stomach when even milk fails.

Beef is the best bone builder for growing children of all foods and prevents bone disease and tooth decay.

## CLOYD'S MARKET

BEST QUALITY MEATS—PHONE 75

J. M. WILSON



Washing, Greasing, Tire Service, Gas and Oil—all of our services are fast—if you are in a hurry, come to

## J. L. SHARMAN

Third at Schley

Phone 69

CLEANING and PRESSING  
PHONE 16  
Orr's Tailor Shop

# Big Sensational Implement Sale!

Starts Wednesday Morning, February 10th, Lasts Only 10 Days

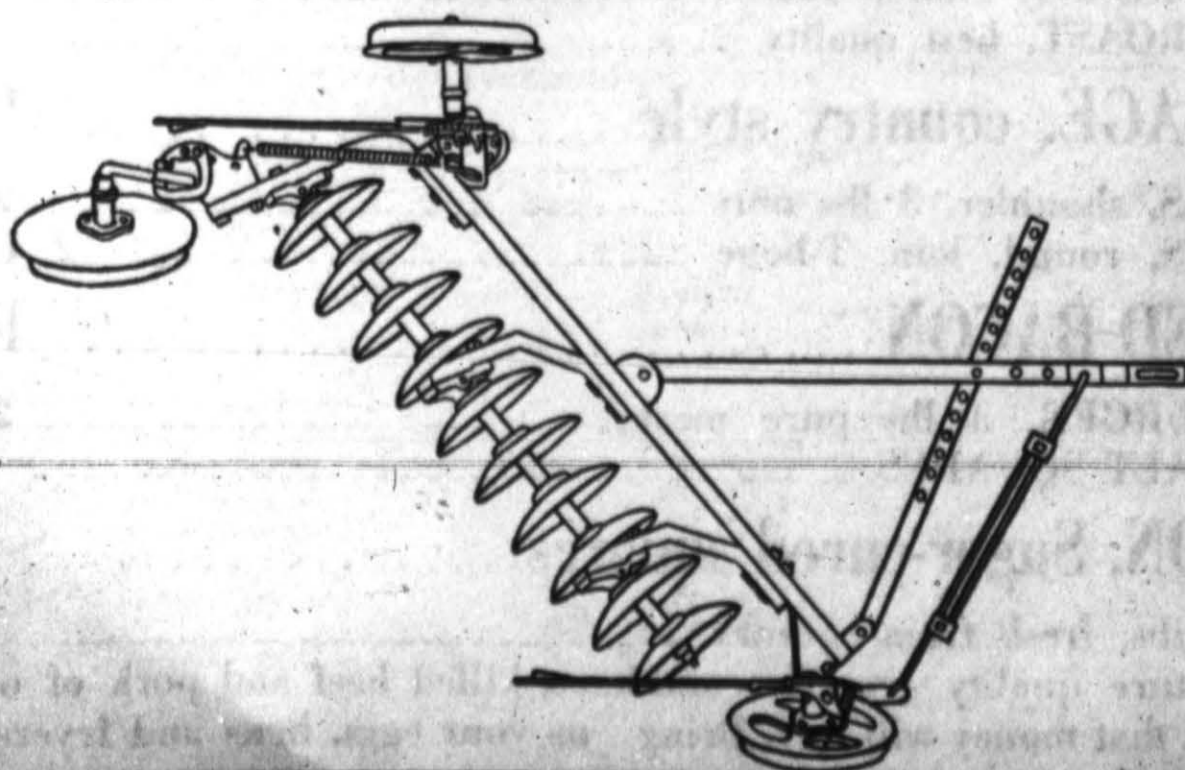
Our entire line of Tractors, Plows and Drills at Sacrifice Sale, a limited number of Brand New Rock Island Implements! We are giving you the benefit of this Mammoth Bargains at Unheard-of Low Prices!

	Each		Each
3—G-2, 15-25 Tractors	\$648.50	2—16-8 Peoria Grain Drills	\$ 99.50
3—FA, 18-35 Tractors	\$748.50	1—32-8 Peoria Grain Drill	\$292.50
7—6-Foot Cylinder Plows, new	\$ 67.50	8—10-14 Deep Furrow Drills	\$162.50
7—6-Foot Cylinder Plows, shop-worn	\$ 49.50	3—8-Disk, 20-inch Sod Plows, new	\$ 81.50
5—9-Foot Cylinder Plows	\$ 97.50	2—8-Disk, 20-inch Sod Plows, used	\$ 41.50
4—6-Foot, 24-inch Cylinder Plows	\$ 97.50	1—4-bottom Moldboard Tractor plow, 14-inch bottom and Extra Shares	\$139.50
5—No. 30-X Cream Separators	\$ 49.75	1—21-Inch Western Land Roller	\$112.75
3—No. 60-X Cream Separators	\$ 59.35	1—3-Row Lister with seed attachment	\$102.50
1—LaSalle Auto Trailer	\$ 47.75	1—3-Horsepower Gas Engine	\$ 59.25
2—No. 12 Hammer Mills	\$132.50	1—Model F, 18-35 Tractor (overhauled)	\$545.50
10—30-tooth Harrow Sect.	\$ 5.00		

TERMS—ONE-HALF CASH, ONE-HALF BANKABLE NOTE

These are all Brand New goods—1931 improvements—Fully Guaranteed. Now is the time to discard your worn-out tools! You can't afford to use them when you can buy New Rock Island Implements at such astonishing prices. You can never again duplicate them!

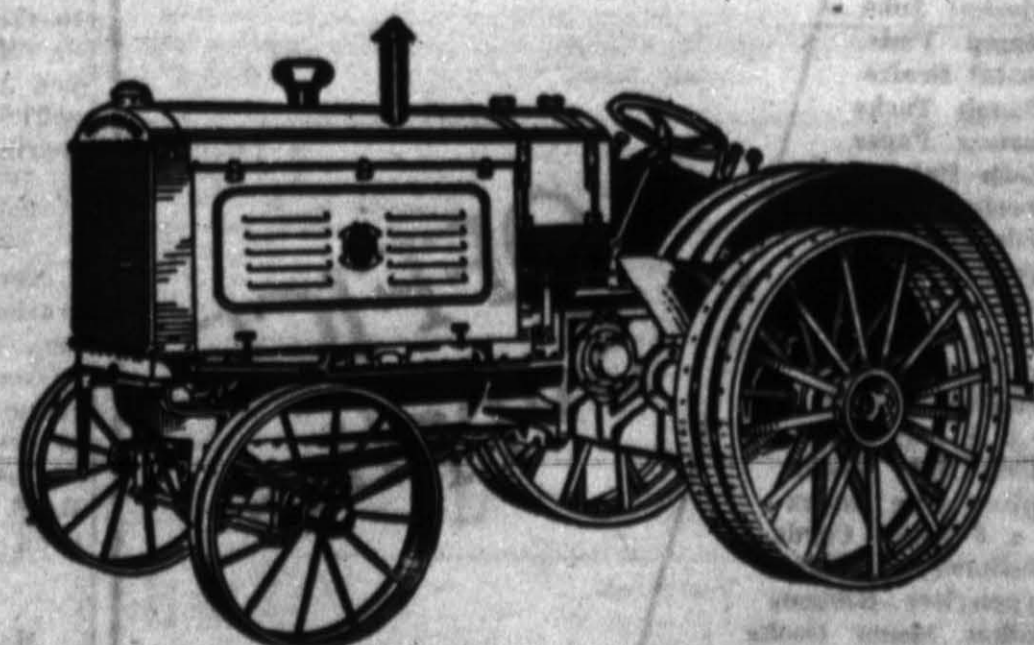
COME IN WEDNESDAY—EARLY! GET YOURS BEFORE THEY ARE SOLD. THEY CAN'T LAST LONG!



# GEORGE P. GARRISON

AGENT

HEREFORD, TEXAS





# THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL



## The Whiteface Roundup

**THE STAFF**  
Meta Borden Editor-in-Chief  
June Allred Assistant  
W. J. Fellers Sports  
Idelle Foster Societies  
W. B. Wilson Jokes

### Let's We Forget.

Time, the measure by which we live, is a threefold object—past, present and future. The past is gone, the present is short, the future is not far ahead. Twenty weeks of school work have slipped into the past, perhaps they were poorly used or maybe wisely so. Four months are present before us, and they, too, may see work either good or bad. Grades received in the past may be raised or lowered in the present. Each pupil must work now to expect success in the future. We must study earnestly, forgetting the past and looking to success in the future. The only consistent time is the present. The past is gone; the future sees only results, but the present is yours to use. Only three grades are recorded in the report card. You alone will shape the next three. Are you ready for the results of the future?

### Tulla Basketball Tournament.

Hereford high school basketball girls left Friday for the Tulla basketball tournament. Arriving there about 3:00 o'clock they registered and were assigned places to stay. The girls watched several games and spent the afternoon getting the low-down on all teams present. They soon discovered they were to play Union Hill high school at 8:00 o'clock that night.

The game was called by two referees, a man and woman. The girls fought hard and won by the margin of four points. The final score was 30-34 in favor of Hereford.

Having won this game they had to play Happy at 12 o'clock Saturday. The Happy team proved too much for Hereford. They went down to defeat with a score of 22-40 in favor of Happy.

The girls were not quite so happy returning as they had been on the trip to Tulla. However, the group as a whole had a nice time. Those who made the trip were Mattie K. Sherman, Theda Lou Wilson, Billie Valentine, Wilma Arthur, Estelle Gilliland, Marguerite Brown, Beatrice Buchanan, Robbie Jackson, Maxie Hughes, Peggy Mitchell and Miss Westbrook. Edwin Holland and G. C. Hartman acted as drivers.

### Girl Reserves.

The boys who attended the Older Boys Conference in Wichita Falls are completely sold on the idea of a Girls' Reserve club in Hereford high school. They report that out of something over 600 girls in Wichita Falls high school there are over 400 who are Reserves. What do you think of our organizing such a club?

Every year hundreds of girls share in a quest to find better ways of living. In every town and city, at home, at school, at church, girls grow into a realization of their responsibility for learning to make wise choices of things to think and do. In the Y. W. C. A., teen-age girls who start on this quest are called Girl Reserves.

All girls are eager to discover new things, have good times, do something worth while, make real friends, and learn more about God in His world. Girl Reserves everywhere ask with one voice for guides that will help them to find answer to five big questions: How can a girl find and give the best? How can a girl grow in personality? How can a girl practice her highest ideals of friendship? How can a girl shoulder her responsibility as a Christian of her age should in the world of today? How can a girl know and appreciate her friends around the world in the Y. W. C. A.?

Through all the ages time has shown us that together we may do things which alone we cannot do. Girl Reserves stand united in a common purpose, working together in Christian fellowship. In the Girls Reserve movement girls have come to know the meaning of abundant living, in friendship with girls and women of many nations. Through their activities they discover the joy of creative living as expressed in the ideals for which the Y. W. C. A. stands—Guide's Book.

If you are interested in such a movement, talk about it, urge it, and soon there will be a real Girls Reserve in Hereford. "It is from the visions of youth that comes the inspiration to make tomorrow better than today."

### New Orchestra.

News has reached the high school this week stating that there has been another orchestra organized. This four piece orchestra is eager to entertain in private homes, especially in the rural districts. The members are Herbert Boardman, Robert Horton, Rex Tynes and Roy Hastings. This group would not push its way into anyone's home, but I've heard that.

### Graduation Seems Near to Seniors.

During the past week the busiest people in high school, the Seniors, have been rushing around trying to decide on the number of invitations they will need and just how much of their noble names would look well on a diploma. Don't those two words, invitations and diplomas, sound suggestive of graduation? "Entirely too suggestive," say the Seniors who can't decide whether graduation from H. H. S. will be a relief or a cause for heartache and longing. Poor Seniors! But we won't go into that now.

### Hi-Y Delegates Speak In Assembly.

Five Hi-Y delegates and three other boys who were delegates to the Older Boys Conference in Wichita Falls last Friday, Saturday and Sunday, spoke in assembly Monday morning. Mr. Hudson, sponsor of the local Hi-Y group, also spoke. The boys told of the trip, of the talks, meetings and social activities enjoyed while there. The subject of the conference, "What God and Christ expect of Older Boys" and the music at the conference was discussed. The boys enjoyed the conference and so did Mr. Hudson and Clifford Kester, who accompanied the boys there and back. This was just another activity of the Hi-Y which shows they are growing stronger and stronger all the time. Come on Hi-Y! We're all for you.

### Older Boys' Conference.

The annual Older Boys' Conference of the Central and Northwest Districts of Texas was combined and held the latter part of last week at Wichita Falls. The conference was composed of older boys from a wide section of the state. The conference began Friday, January 29, at 3:00 o'clock, with a general assembly of all the delegates in the main auditorium of the First Methodist church. Levi Reynolds, district president, presided over the meeting. Joe Witherspoon of Wichita Falls gave the welcome address which was followed by a number of speeches by other boys. After the first assembly the boys were divided into discussion groups and given questions to discuss. The conference held two meetings Friday, two Saturday and two Sunday. Saturday afternoon the boys were entertained by the Girls' Reserve Club of Wichita Falls. After the social the boys went to the municipal auditorium where they were entertained by a play, "Down to Earth", given by the Girls' Reserve of Wichita Falls, by music as played by the Masch Temple band, and by songs of Mr. and Mrs. R. E. Shepard. Sunday morning the boys reassembled in the auditorium of the Junior College and were given an inspirational message by Max Morrison from Tulsa, Oklahoma. His speech was on the readjustment of the World Nationally, politically, spiritually and racially. After his speech, he dismissed the conference with a beautiful ceremony. The conference gave to the majority of the boys an inspiration. They returned home with newer ideas and a feeling of friendship for the boys of other towns. Especially a feeling of friendship is held by them for the people of Wichita Falls, who showed every courtesy and hospitality to the visiting delegates. All of the boys will perhaps want to return to the next conference because of the great inspiration which they received from the last one. All the delegates from Hereford have expressed their appreciation of the conference and what it did for them. The delegates from Hereford were Noel Bryant, president of local Hi-Y; Carl Spratt, vice president; W. R. Scheihagen, George Smith, Kellar Muse, Burl Alexander, Clifford Kester, sponsor of local Junior Hi-Y; James Cloyd, G. M. Hudson, sponsor of local Senior Hi-Y, and Leslie Culwell, congressman. Each of the Hereford high school delegates gave a brief talk on the conference Monday morning in assembly.

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### Don't Cry

By Pu-Kuky  
Mr. Hudson: Did you prepare for this class?  
Willma Jo: Yes, sir.  
Mr. H.: What did you do?  
W. J.: Combed my hair and put on some rouge and lipstick.

Miss Westbrook (as she enters door): Oh, there's a man under the bed!  
Miss Crawford: Hurry, you lock the windows and I'll lock the doors.

We're strong for the Seniors, The girls are the fairest, The boys are the squarest Of any old school that you know. We're strong for the seniors, Frinds that you ought to know We'll stick together in all kinds of weather, The S-e-n-i-o-r-s.

Sally G.: No, you don't, that's my nose that's running.

Ask Seedy who Frankie is.

Jack D.: Will you marry me?  
Aleen C.: O fcourse not, this is leap year.

Betty Miller says that girls certainly do hate to lose their youth unless they can pick up another one immediately.

We hear that Christene Fincher recently received an axe bearing the following note, "Try this on your fute".

About this lean and fat basketball team recently organized: We imagine Mr. Hudson will make an excellent standing forward.

Elmo H.: Roger, do you want a pecan?  
Roger: Sure!  
Elmo: Huh, that's funny, I do too.

A scientist says that whistling keeps girls kissable—some good advice, girls.

Did anyone ever hear this: Get out of that car right now. I'm not going to fool with you girls five minutes!

A new discovery reveals that Jimmie Bell's hair certainly contains so much electricity that it is attached to dry "cells".

We wonder if Pee Wee likes brown eyes.

I hear that June A. lost a ring at Dimmitt.

We wonder what Houston girl sent Copeland that special delivery letter he got in physics class last week.

Thursday after the airplanes had passed over and Miss Veasey had everyone quiet, she said, "Now I don't want to hear another word out of those airplanes".

When I'm dead, put my physics on my head; tell Mr. Hudson that's why I'm dead. Put my English on my chest, tell Miss Crawford I did my best. Put my history on my back, tell Miss Carlisle I never slack. Put my civics at my feet, tell Miss Veasey I never cheat. Put my demerits in my hair, at Heaven, if all these things get there, tell the Lord I've played hooky.

Plebus: You're a liar.  
Collins: Say that again and I'll knock you down.  
Plebus: Consider it said again.  
Collins: Consider yourself knocked down.

Miss Crawford: What's the odor in the library?  
Freshe: The dead silence they keep in there.

Andy (in telegraph office): Is this where you send flowers by wire?  
Clerk: Yes sir.  
Andy: Well, here are some violets, rush them to my girl in Amarillo.

First Boy: My girl has eye trouble.  
Second Boy: Eye trouble?  
F. B.: Yes, eye want this, and eye want that.

Miss Carlisle: Loys, what does woman suffrage mean?  
Loys C.: It means a woman has as much right to suffer as a man.

The Hi-Y has found a pair of "heads". If anyone has lost his head inquire at the Hi-Y.

Where did West get that new tam?

For plain and fancy dirt shoeing see Lusk, Brunley and Womble.

Do all Cowhands like candy?  
Question: Who got the belt line at hand practice?  
Terror Tynes says: Laugh and the faculty laughs with you. If you laugh at the pupils alone. But get a laugh on the teacher, and you'll surely be sent home.

The girls at Dimmitt know Jack Gilliland.

It was rumored that the cause of G. M. Hudson's being absent from school last Friday is that he was in Amarillo buying a gym suit for Monday night from a tent and awning company.

Junior Hi-Y Organizes.  
The Junior Hi-Y, under the supervision of Clifford Kester, met Wednesday night, January 27, and elected officers. A thorough plan of organization was discussed, and an interesting program arranged for next meeting night. L. W. Carlisle was elected president; G. B. Hagar was elected vice president, and Bill McLean was elected secretary-treasurer of the club. Come on, boys, from 12 to 16 and not Juniors, and join the Junior Hi-Y. Its program, both interesting and educating, are enjoyable and beneficial, and its entertainments are the best type known and are frequent. Meeting nights are every Wednesday at 7:15 in the high school gymnasium.

Senior Tacky Party.  
Monday night, January 25, the Senior mothers gave the Senior class a delightful tacky party in the band room at the city hall. After all had assembled a group of very amusing games were played. Prizes were then given to the two tackiest girls and boys: LaVerna Womble and Zelma Ruth Shore got the girls' prizes; and Leslie Culwell and Andy Habermacher won for the boys, deserving the prizes greatly. At about 10 o'clock delicious refreshments were served to a large majority of the Senior class.

Fairview-Palo Duro Items  
By MRS. JOEN BOLING  
Mr. and Mrs. Jim LeGrand are

Mr. and Mrs. C. Brown visited in the Jim LeGrand home Saturday.

Mrs. Hildred McCarrick and daughter and Mr. and Mrs. Dobbins of Amarillo visited in the W. O. Comingoer home Sunday.

Mr. and Mrs. Tom Boling called in the John Boling home Saturday.

Mr. and Mrs. Tom McClain visited the Jim LeGrand home Tuesday and Saturday.

Mr. and Mrs. C. Cretzinger called in the Ernest Allred home last Thursday afternoon.

Frances and Byron Campbell were presented in a recital given by the Amarillo College of Music Saturday.

Those from here who participated in the Hereford auction sale last Thursday were well pleased with the sales.

### Prize Winners

In the Essay Writing Contest, answering "WHY QUALITY DRUG?"

\$5.00 In Merchandise MARY McCORD

\$2.50 In Merchandise MARTHA WHITE

The best way to learn why we are Quality Drug is to come in and see our merchandise.

### Quality Drug

Phone 122

I wish to thank Mrs. Grace Guthrie and Mr. R. E. Kessie, who acted as judges of this contest.

Ralph Barnett.

Is Your Gasoline Tax Money BUILDING GOOD ROADS OR ENRICHING RACKETEERS?

You pay a tax on every gallon of gasoline you buy. Your state levies this tax to pay for building good roads.

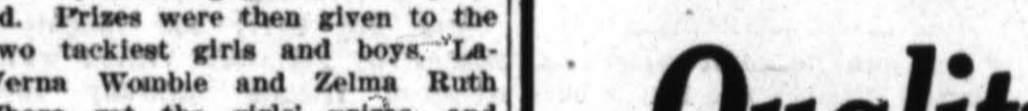
But your state is not getting all the money paid as a gasoline tax. RACKETEERS ARE TAKING AN ALARMING AMOUNT OF IT! They are selling bootlegged gasoline on which they pay the state no tax—but they make motorists pay all or a part of the tax. The racketeer keeps this tax money himself!

You get your tax back in the form of good roads when the state collects the tax. You get nothing when racketeers get your money. And remember—if your state got all the money paid as tax, it could well afford to lower its gasoline tax!

If you want your money to go into road building instead of into the racketeers' pockets, make sure the gasoline you buy is not bootlegged. Buy gasoline made by a reliable, law-abiding company and sold under a dependable, well-known brand name, and be certain that your tax money goes to your state and not to the racketeers. That's the only way to beat the racketeers.

CONOCO Gasoline is a branded gasoline you can buy with safety at the sign of the CONOCO Red Triangle.

CONTINENTAL OIL COMPANY



SHOES DYED ANY COLOR Work Guaranteed Come Get Your Shine 10¢ CHAS. SOWELL At Brooks Barber Shop

WANTED Cream for Butter Bring or Ship It to STEFFEN Ice Cream Co. Amarillo, Texas

TIN SHOP IN CONNECTION WITH PLUMBING Soldering, radiator repairing, sheet-metal work of all types and building tanks of all kinds and sizes. ROUNTREE Plumbing Heating and Sheet Metal Work. Phone 340

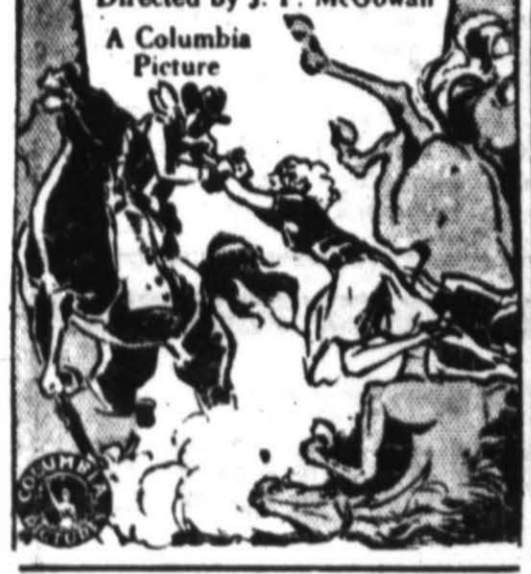


# STAR THEATRE

HEREFORD, TEXAS

Friday - Saturday  
FEBRUARY 5-6  
Also Saturday Matinee

**Tim McCoy**  
**SHOTGUN PASS**  
with Virginia Lee Corbin  
Directed by J. P. McGowan  
A Columbia Picture



Monday - Tuesday  
FEBRUARY 8-9



O HENRY'S Romantic Bad Man

**The CISCO KID**

Warner BAXTER  
Edmund LOWE

CONCHITA MONTENEGRO  
NORA LANE

Also NEWS and Comedy  
Fox Picture

Wednesday and Thursday  
FEBRUARY 10-11  
ADMISSION 15c-35c  
TWO BIG FEATURES IN ONE



LAUREL and HARDY  
in  
A FOUR-REEL COMEDY  
"Help Mates"

and  
IDOL OF THE RADIO  
NOW ON THE SCREEN  
**SETH PARKER**  
AND HIS JOSEPH HENNINGSON  
**WAY BACK HOME**  
FEBRUARY 15-16-17  
MARIE DRESSLER IN  
"EMMA"

# Locals

MARTHA LEE DUNCAN, Editor, Phone 642-W

Arthur Harris spent Sunday in Amarillo with friends.

Mrs. J. L. Fuqua, Jr., spent last Thursday in Amarillo.

Miss Ona Hammer was in Clovis visiting friends Sunday.

Watch for the Merit Merchants' Specials. 4-2

Eloise Pitman was an Amarillo visitor Thursday of last week.

W. R. Arnold was in Amarillo on business last Wednesday.

T. E. Seigler was in Friona on business Tuesday.

More for your money at Hereford stores. 4-2

B. H. Kirby of Valentine visited in Hereford Saturday.

John Aldridge of Farwell visited friends in Hereford Sunday.

Jane Campbell of Clovis visited friends in Hereford Sunday.

J. L. Mauk was a business visitor in Tulla Tuesday.

N. E. Gass was in Amarillo on business Friday.

Miss Marie Seed visited friends in Amarillo Thursday.

Mrs. J. W. Witherspoon visited in Amarillo Wednesday.

Come to Hereford on Merit Merchants' Sale Days. 4-2

Mr. and Mrs. B. H. Hopkins were in Amarillo Thursday.

C. R. Smith and son, Roy, were business visitors in Amarillo last Wednesday.

If you want to paint something, Panhandle Lumber Co. has a bargain counter of paints. 4-1c

Frank Roberson and son, John, of Dumas visited Mr. and Mrs. J. F. Ward Saturday.

Mrs. Mary E. Stegall of Clarendon visited friends in Hereford this week.

Mr. and Mrs. W. R. Williams spent Sunday with friends in Clovis, New Mexico.

For more eggs, use Merit egg mash. West Texas Feed & Seed Company. 4-1c

Henry Ansley of Amarillo attended the cattle sale in Hereford Thursday of last week.

J. Walter Spradley, Jr., left last Saturday for a business trip to Old Mexico.

Miss Mattie Lou Harrison of Friona visited her mother, Mrs. E. W. Harrison, last week end.

See the bargain counter at the Panhandle Lumber Co. for paints and builders hardware. 4-1c

Mr. and Mrs. Jimmy Robinson were in Amarillo Thursday of last week.

Mr. and Mrs. C. C. Acker visited relatives in Amarillo Thursday of last week.

Mrs. W. F. Gabbert visited with Amarillo friends last Thursday.

W. O. Fox transacted business in Amarillo Monday.

Mr. and Mrs. Carl Gilliam spent Sunday in Clarendon visiting her parents.

Miss Ruth Dostler, a teacher in Central school, spent last week end in Amarillo with her sister.

Dick Lanham, formerly of this city, now of Amarillo, was in Hereford on business Tuesday.

County Agent R. O. Dunkle has been confined to his home with illness this week.

Mrs. A. M. Jones and Betty Bruce visited Mrs. George in Canyon Saturday.

C. C. Ferguson and son, Charles, were business visitors in Amarillo last Friday.

Mr. and Mrs. C. H. Dillehay visited relatives in Amarillo last Thursday evening.

Mr. and Mrs. J. D. Buchanan visited friends in Amarillo Wednesday of last week.

T. E. Seigler, Jr., and Edgar Ireland, Jr., visited friends in Amarillo Thursday night.

Baby chicks grow strong and vigorous when properly housed. Panhandle Lumber Co. 4-1c

Mrs. N. E. McIntire of Canyon spent Sunday in the home of her father, D. R. Gass.

Travis Counts, who has been working in East Texas the past three months, came last Thursday to spend a short time in Hereford.

Mrs. Jack Lester of Amarillo visited her parents, Mr. and Mrs. W. B. Dameron, in Hereford last Thursday.

Mrs. Boy Perry and daughter, Jessica, of Plainview visited with Hereford friends Saturday and Sunday.

Mr. and Mrs. J. V. Mauk of Portales, New Mexico, visited his brother, J. L. Mauk, in Hereford Sunday.

Mr. and Mrs. Eddie P. Smith and daughter of Canyon visited in the home of Mrs. Smith's mother, Mrs. W. M. Megert, Sunday.

Mrs. Ira Connell and daughters accompanied Mr. and Mrs. Oden Weems and sons to Amarillo for a business visit.

Jack Wright and W. E. Upton were business visitors in Amarillo during the evening of Thursday last week.

Dr. E. E. Robinson, pastor of the First Methodist church, has been an influenza patient this week.

Mrs. W. F. Gabbert has been seriously ill at her home on East Third Street during the past week.

Rev. and Mrs. E. P. Gleser, E. T. Nunn, Mrs. D. H. Alexander and Mrs. John Olson attended a banquet in honor of Dr. A. B. Keeler of New York City, given in the First Presbyterian church of Amarillo Wednesday evening.

Mrs. D. H. Alexander had as her guests Thursday of last week, while their husbands were attending the Annual Hereford Sale here. Misses H. A. Saffrey, Miami; Ted Scott, Pampa, and L. A. Donnell, Canyon.

**Fossil Remains Blamed for Defects in Teeth**

It is a long call from the mastodons—giant elephants that roamed over North America 50,000 years ago—to the teeth of Arizona school children, but there appears to be a clear connection as reported from the Arizona experiment station of the Department of Agriculture.

A large number of the inhabitants of the village of St. David, Ariz., had a peculiar condition of the teeth known as mottled enamel. This was found in every person whose permanent teeth had been erupted in the locality. It was finally traced to the drinking water, mostly obtained from artesian wells.

Analysis showed this water to contain an abnormal amount of chemical fluorine. The deeper the wells the less fluorine.

Further research in the vicinity revealed deposits of fossilized mastodon bones and tusks. This contained considerable quantities of the rare element. The conclusion was that the long dead animals constituted at least one source of the impurity in the water that affected the children's teeth with a presumably incurable defect.—Detroit News.

**Masterpiece of Nature That Defies Puny Man**

In 1800 the owners of a tract of redwood timber near Porterville, Calif., attempted to fell a giant redwood tree, but failed. The tree was saved through from both sides at an angle and although cut through was held as in a vise. A little Irish lumberjack used a charge of black powder in the cut, but all that the charge did was to move the sawed end of the tree an inch in its resting place. Had dynamite been available at the time the tree would not have been sawed. Men at that time were engaged in the forests cutting stakes for use in fencing in the valleys. Hitching posts were turned out and were in great demand in front of all business places in the towns of the treeless valleys of California. But the tree that refused to fall, though cut entirely through, still stands, dead of course, in the dense forest near Porterville.

**Maple Tree Sap**

The movement of sap in the maple tree is described generally as follows: It is the watery solution which circulates through the vascular tissue in woody plants. The ascending current consists of the water of imbibition in which are dissolved various salts obtained from the earth. This so-called crude sap passes through the xylem portion of the vascular bundles to the chlorophyll-containing tissues, the leaves in most plants, where the surplus water is transpired into newly formed carbohydrates and proteins through the phloem or sieve tissue to the parts of the plant which may require them, the descending current often being called elaborated sap. From this it will be seen that the sap taken in tapping a tree is the type of sap which has already formed the carbohydrates and proteins and is therefore largely from the descending or elaborated sap.

**Poetic Justice**

"Arabs dearly love what we call poetic justice," said Lowell Thomas, the writer-lecturer. "They tell the story of an Arab who stole a horse and sent his son to market to sell it. On the way to market the son was himself robbed of the horse and forced to return to his father empty-handed.

"Ah!" exclaimed the old man when his son walked into camp. 'I see thou hast sold the horse. How much did it bring?'

"Father," said the son disconsolately, 'it brought the same price for which thou thyself didst buy it!'

**Needle Long in Heart**

That Edward Sell, forty-five, of Hayes, England, carried a needle in his heart for more than four weeks was revealed by X-rays. Sell was working on an airplane when a needle in the apron of an airplane was driven into his breast. It was considered too dangerous at the time to operate. Four weeks later an operation was tried, but had to be stopped before the needle was removed. Sell died soon afterward, and a needle two inches long was found in the left ventricle of his heart.

**Not Through**

Little Bobbie went to the school for the first time. When he came home in the afternoon all tired and apparently disgusted his grandpa said:

"Well, well, my little man! What did you learn today?"

"Nothing, Grandpa," answered Bobbie, with a sigh, "and I have to go back again tomorrow."

**Young People's League**

The Epworth league got its name from the name of the town in Lincolnshire, England, which was the birthplace of John Wesley, founder of Methodism. The Epworth league was born in Cleveland, Ohio, in May, 1889, at a meeting of representatives of various young people's societies.

## Deaf Smith 4-H Clubbers Have Pigs to Butcher

The story with illustration used in last week's Brand showing how 4-H club boys were making their club pigs into dressed pork and selling it for a good profit is just as applicable to Deaf Smith county as to the region discussed in that story.

R. O. Dunkle has given the names of the children under his direction last year who under adverse circumstances completed their projects in hog production and have pigs or hogs that may be made into pork as was done by those other boys. The possibility of profit from their work is but small return in comparison with the training the boys have received from instructed care given their pigs, the records they have kept in calculating expenses, and the learning they will get from the actual experience of butchering, curing and selling the meat.

Among the children who raised hogs as 4-H projects last year were Vincent Friemel, Jas. Reeves, S. M. Hicks, Ray Neel, Esidore Reinhart, E. W. Barton, Woodrow Carmichael, all of Hereford; Ray Chapman, Phalace Phillips, Elizabeth Chapman, all of Adrian; Wilford Stoerner, Albert Frye, Irvin Botsford, all of Dawn; Porter Willie, Allen Wylie, J. M. Bussell, all of Friona, route 2.

Miss Elizabeth Chapman, whose story of successful 4-H club work in raising pigs runs back over a number of years, has consented to submit for publication an account of her 1931 activities, as follows:

"When I came back home from college in the spring I decided to try to make my fifth year of club work the most profitable of the five.

"I began my project with 12 pigs. At two months of age these pigs weighed 620 pounds. These pigs were fed a ration of wheat and barley in addition to all the milk and kitchen slop they could drink. The feed was soaked from time to time, making it more valuable as a fattening agency.

"The pigs had a large lot for exercise, wheat pasture all spring

and sudan pasture for the summer and fall. Plenty of shade and water was provided.

"The pigs were greased frequently, which is a preventative for lice and also mange, which keeps the hair and skin in fine condition.

"I love club work and think every boy and girl should have some experience in the work. As a result of my experience I have learned the necessity and value of: First, selection of animals for breeding purposes; second, value of pure bred animals; third, feeding of balanced rations; fourth, proper care of animals, and, fifth, complete records to determine loss or gain on project.

"I have won two trips to the Farmers Short Course, one to the Dallas Fair, besides more than \$50 in prize money and enough extra profit to pay for almost one year of college work. I want to double this record in the next three years if it is possible.

ELIZABETH CHAPMAN."

Washington county 4-H club girls made clothing last year worth \$8000.

**R R R**  
**A A A**  
**N N N**  
**D D D**  
**O O O**  
**M M M**  
**I I I**  
**N N N**  
**G S**

OF A RANGE ROUSTABOUT

Get you all herd 'bout the Scotchman what had the pitcher of only one of his twins made cuz they looked so much alike, he didn't see no use in havin' 'em dun? Meby I'd better not say too much 'bout these here Scotchmen cuz the way people are spendin' mummy nowadays yud think they wuz all Scotch. Oh, wal, sumpum 'I bust one of these days an' everyone 'I hev so much munny they won't know what tu do with it. Say, wuzn't them purty bulls what they sold tother day? Dog bits my hide, it made me wish I wuz pushin' sum along the Pecos again. Cuz they didn't get much for them, but then mebbe these fellers they rased them kin just charge it up to ad-vertisin'. Cuz I kno that the fellers what bot 'em 'll shure be back nex year fer more an' then they'll be surprised to find out what they're worth. Now I wonder of these here fellers what rased them. Bulls don't need to make sum corrals an' barns fer the roet of thare stuff. We shure hev sum fine corral an' fence lumber here now, an' its a hole lot cheaper then it uster be. Its this here Yallar Pine an' yu all kno how strong it is. By Gorry here 'tis Ground Hog Day and haf the winter gone. Hev you all dug them post holes and bot them posts and wire thet yu shure need now? Better git thet work done fore harvest er yu'll hev it to do then an' wout hev time. We shure got a nice lot of posts here now. Sold sum on thet spe-shul sal we had last week. Got lots left so cum on over an' git 'em.

**R. H. KEMP LUMBER COMPANY**  
Phone Four-Four

**SLASHES GROCERY BILLS**

With a family of five to feed with grocery bills running between \$50 and \$60 per month, and with only one container of canned food on hand, Mrs. M. M. Eakin of Chilton, Falls county, planted a garden last April that responded to her hustling by cutting the grocery bill to \$30 per month. She canned 520 containers of food from it and organized a 4-H pantry that provides workable menus for every day, even wash days. She is one of 422 Falls county home demonstration club women who had spring gardens. Of this number 210 reported fall gardens also.

Come and look over our market. Nothing but young meat prices down. Don't forget we want your cream, chickens and eggs. Spratt & Chapman. 4-1c

Mr. and Mrs. R. F. Barnes visited their daughters and families in Amarillo and Berger several days last week, returning home Sunday.

TRY A WANT AD IN THE BRAND.

**Furniture Values Today**

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Metal bed, former price \$8.50, now	\$4.75
Good coil springs, former price \$7.50, now	\$4.50
All cotton mattress, former price \$3.50, now	\$4.75
Solid oak chairs, former price \$2.50 each, now	\$1.50
Used round table, former price \$15.00, now	\$6.50
9 x 12 Congoicum rug, former price \$9.75, now	\$5.95
Extra good used dresser, price now	\$6.50

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*All Over the World*

<b>GRAPEFRUIT</b> — Texas seedless, large, five for	<b>19c</b>
<b>LETTUCE</b> — Per Head	<b>5c</b>
<b>CAKES</b> — Fancy assorted, pound	<b>17½c</b>
<b>SHOE POLISH</b> — Jet Oil, liquid, bottle	<b>10c</b>
<b>CHERRIES</b> — Red pitted, No. 2 can	<b>12½c</b>
<b>MILK</b> — Libby's, small size, six for	<b>21c</b>
<b>PEAS</b> — Glen Valley, Early June, No. 2 can	<b>10c</b>
<b>PINEAPPLE</b> — Libby's crushed or sliced, No. 1 flat tin	<b>9c</b>
<b>SUGAR</b> — Pure Cane, 10-pound sack	<b>53c</b>
<b>POST BRAN FLAKES</b> — Two packages	<b>21c</b>
<b>COFFEE</b> — Canova, pound can	<b>33c</b>
<b>CORN</b> — Stokley's, whole grain, No. 2 size	<b>15c</b>
<b>SAUSAGE</b> , pure pork, pound	10c
<b>HAMBURGER</b> , pound	7 1-2c
<b>BEEF ROAST</b> , pound	7 1-2c
<b>VEAL STEAK</b> , pound	7 1-2c

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