





OLD ST. VALENTINE NEVER KNEW WHAT HE STARTED.

Comic strip panels: POET, ARTIST, ENGRAVER, SALESMAN, STORE KEEPER. Panels contain humorous dialogue about valentines and money.

Her Technique
By EDGAR T. MONFORT
It's a lie! The wicked don't see and they aren't punished.
Clarice Mackay burst into the room and dug her little fingers into the palms of her hands to keep from screaming.

St. Anthony's Church.
Friday, people of St. Anthony's came to get their throats blessed, according to an ancient custom and the prayers of the great bishop and martyr, St. Blaise, were invoked against "all evils of the throat and other evils."

Johnnie Biggs and W. J. Fellers took dinner in the home of his sister, Mrs. Fred Saltzman, Thursday of last week.
Jesse Thompson and August Skypola of Sims called in the Caraway home Friday.

IF YOU LOVE MOTHER, THEN TELL HER THIS.
I AM SURE AND EAT AND SLEEP WELL. GO TO CHURCH REGULARLY AND OFTEN ATTEND PARTIES. I NEVER FEEL TIRED. I TAKE VINOLIRON TONIC REGULARLY AND THIS IS WHAT KEEPS ME UP. VINOL TASTES GOOD. DRUGGISTS HAVE IT.
Get Your VINOL Today at City Drug Store

Summerfield News

BY MRS. GUY WALSER
Play, "Headstrong Joan" was given by local talent Friday evening, and everyone present declared the play excellent.

S. Davenport of Plainview visited friends and relatives here over the week end.
Mrs. J. R. Oglesby, Hazel, Arless and J. R. visited Mrs. J. W. Vines of Black Friday afternoon.

place. A horse ridden by the two little girls ran away Friday afternoon while they were returning from school, and both the children were badly bruised and scared, one of them suffering the loss of a tooth.



A Sound Foundation Assurance of Success

As our Nation grew and prospered—fostered by the sterling principles and sound counsel of its great men—so do business establishments depend for their success, upon a wise, a practical foundation.

It is the privilege of this bank to offer its unbiased guidance in business affairs. To aid in carrying out the tradition of sound policy of houses long established, or in formulating methods of procedure for institutions newly incepted.

The FIRST STATE BANK

Friends of Mr. and Mrs. Murdoch of Rance surprised them Sunday with a basket dinner. Mr. Murdoch has traded his home here to Sherm Williams for a place near Poplar Bluff, Missouri.

Messrs. and Meses. J. B. Davis and family, L. L. Cannon and family, D. C. Walser, Adam Flowers and Jack, J. D. Storey and sons, C. H. Churchill, Andrew Behrens and sons, A. J. Blakemore, Ky Lawrence and Beatrice, Jim Saunders and sons, C. R. Walser and family, Joe Kendall and daughters, Ray Johnson, Henry Kendall and family, J. A. Noland and family, Lee Kendall, H. G. Behrens and family, and Mrs. W. L. Huntley and Geraldine; Messrs. Lawrence Johnson, A. J. Blake-more, Jim Clark and Miss Lola Cox.

Bro. Coe filled his regular appointment here Saturday evening and Sunday. Miss Ruth Lookingbill accompanied Bro. Coe and his family from Plainview, spending the week end with her parents, Mr. and Mrs. J. S. Lookingbill.

Friends of Mrs. Lee Curry regret to hear of the death of her sister, who lived in Colorado. Mr. and Mrs. Lee Curry and Mary Lee and Mr. and Mrs. Guy Walser left Sunday morning for Claude and Clarendon. The funeral services were held at Claude Monday.

Shade Ratcliff of Ward visited his sister, Mrs. Adam Flowers, Sunday.

Jean Pressley of Black visited Hollis Walser Saturday night and Sunday.

Bro. and Mrs. Coe and Charmaine took dinner in the J. S. Lookingbill home Sunday.

Little Billy Ray Johnson and Asa Atchley have been on the sick list.

Don't forget the pie supper at Rance February 17. "The Calumny Howler," a play, will be given by members of the P. T. A.

Bob Rowan of Canyon visited friends and relatives at Rance the first of the week.

Mr. and Mrs. Horace Griffin and family of Dimmitt visited his cousin, Mrs. Dave Stewart, over the week end.

The Sunday school started a contest Sunday. The B. Y. P. U. failed to get their contest on foot, but everyone be ready next Sunday night, for we are going to start. We had the largest attendance Sunday evening since November. Lets keep the work going.

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Ward News Notes

BY MRS. W. P. CARAWAY
After several days of pleasant weather, our community was visited by another sandy day Monday, which at night changed into a severe snow storm from the north-east.

Ladies' All-Over Silk Blouses

Pleasing designs of the newest creations, very latest low prices, most recent models, in an assortment of charming, dainty colors—\$1.19 to \$3.75

Accurate and Dependable JOB PRINTING!
Check up now on your Stationery, Printed Forms, Etc., and let us replenish your supply. A call to 30 will bring someone to discuss your printing needs.
Letterheads, Envelopes, Statements, Billheads, Blotters, Dodgers, Checks, Business Cards, Window Cards, Programs, Enclosures, Birth Announcements, Business Announcements, Wedding Announcements, Badges, Ribbons, Booklets, Calling Cards, Filing Cards, Special Checks, Form Letters, For Rent Signs, Gummed Labels, Invitations, Shipping Tags, Meal Tickets, Memo Heads, Menus, Mimeograph Paper, Name Cards, Notices, Office Forms, Pamphlets, Post Cards, Tickets, Binding, Scratch Pads, Sale Bills, Stickers.
We can furnish you with almost anything you need in the line of printing. Plenty of illustrations for your use FREE.
The Hereford Brand
PHONE 30



**LOCALS**

Harvey Edwards and Miss Ursula Friddlee drove to Gage, Oklahoma, the first of the week, Mrs. Edwards returning with them Tuesday.

F. E. Givan and E. E. Friddlee of the Hereford lodge, were visitors last Thursday evening with the Odd Fellows of Clovis in regular session.

Mr. and Mrs. E. E. Friddlee were visitors with friends in Black and Friona Sunday.

W. C. Hromas spent Sunday visiting friends in Farwell and Bovina.

Mr. and Mrs. Ezra Norton and spent Sunday in Amarillo with Mr. Norton's father.

Donald McCullough of Amarillo was in Hereford Thursday and Friday as the guest of his brother, R. E. McCullough.

Keith Guthrie, who is attending college in Canyon, spent the week end here with his mother, Mrs. B. F. Guthrie.

Who is Kitty, Come and see. 2c

T. J. Welch of Bellview, New Mexico, visited friends and transacted business in Hereford last Saturday.

**Jake De' Cake**



**Character And -**



By M.B.

Cleo Branens was here from Hollywood, New Mexico, Monday attending to business interests.

W. E. Fallwell of Friona was in town Monday visiting friends, and looking after business.

C. A. Hedrick of Portales, New Mexico, was in Hereford the first of the week on business.

J. B. Greer of Portales, New Mexico, was here Wednesday on business.

Mr. and Mrs. R. E. McCullough visited his parents, Mr. and Mrs. J. A. McCullough, in Amarillo last Sunday.

D. L. Clark of Oak City, Texas, visited friends here Sunday and Monday.

Mr. and Mrs. C. E. Witherspoon of Hollene, New Mexico, were in Hereford last Saturday visiting Mr. and Mrs. J. W. Witherspoon. C. F. and J. W. Witherspoon are brothers

A. Griffin of Clovis was a business visitor in Hereford Wednesday of last week.

Nelson Pierce of Bellview, New Mexico, was in Hereford last Saturday attending district court.

A. D. Smith, Friona attorney, spent last Thursday in Hereford attending district court.

A. A. Lumpkin, Amarillo attorney, attended district court here last Thursday.

Mrs. Elsie Money and son, Billie K. Money, of Canyon were business visitors in Hereford last Thursday.

Burl Elliston of Canyon was in Hereford the last of the week visiting his father, A. H. Elliston.

Mrs. Mary Estes and daughter, Miss Johnnie, motored to Dimmitt last Thursday to visit Judge Percy Estes. Judge Estes is the son of Mrs. Estes.

Thad C. Carver, Jr., of Pratt, Kansas, was a business visitor in Hereford Friday and Saturday of last week.

Mr. and Mrs. Edgar Johnson and son, Ed, of Magdalena, New Mexico, are visiting friends and relatives in Hereford this week.

Mrs. Jack Rogers and son, Jack, and Mrs. Lyle Rogers of Happy were in Hereford visiting Thursday afternoon of last week.

Mr. and Mrs. Eddie P. Smith and daughter, Betty Jane, visited relatives in Canyon Sunday afternoon.

"Bun" Burnside of Garden City, Kansas, spent last week end in Hereford with friends.

Mr. and Mrs. J. C. Parker visited friends in Clovis Wednesday of last week.

Kitty arrives February 17. 2c

# THEY TURN TO THE NEWSPAPERS!

When the people get tax conscious they turn to the newspapers. When they want to know just exactly what the national political situation is, they turn to the newspapers.

When they want to be economical in household expenses, they turn to the advertising columns of the newspapers.

When they want to be truly informed on the actual fluctuations in the price of anything that they might have occasion to buy, they turn to the newspapers.

When they want to know who came into the world today, who got married, who ran away from his wife and five children, who came

to the old home town to live and who died, they turn to the newspapers.

The American people live by and for newspapers. They use them for their own information directly and provide much of the material that goes into them indirectly through their own private and public lives.

The American newspaper was never so important nor so interesting to the average person as it is today. It is being given a more thorough reading today than ever before. There is no advertising medium that is so close to the people in an intimate social way as the newspaper. It is the only advertising medium that is paid for and welcomed through the front door.





