

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 15.

The Hereford Brand, Hereford, Texas, Thursday, April 21, 1932.

Five Cents Per Copy.

BRAND COOKING SCHOOL CLOSED FRIDAY IN BEST PROGRAM OF THE WEEK

All Interests Unite To
Make Occasion Com-
memorable In City's
History.

The Brand cooking school came to a close last Friday afternoon in the most pleasant gathering of its four days existence. The high average attendance of the first three days was surpassed and the interest was so intense it seemed for a while the meeting could not be closed in time for the Star to operate that evening. The most cooperative spirit of the whole school was manifested that day, merchants attending and assisting in the distribution of gifts, visitors asking questions for Mrs. Ihrig's opinion on household problems, the giving of the prizes in the P. T. A. pie and cake baking contests, the auctioning of the prize-winning entries that was so successful the whole 38 entered in the contest were sold the same way—the whole occasion was one of a general good time enjoyed by everyone.

Mrs. Leona Rusk Ihrig, who lectured and conducted the cooking school, gave her usual afternoon's program of recipes and demonstrations, fulfilling in every way the impression she had given on preceding days of a charming personality, willing to go any lengths to be helpful. Mrs. Ihrig has assured the Brand that she will come next year for another cooking school if it is the will of the people here. The repeated requests the Brand has had to ask her to come back, seems to make next year's cooking school a certainty.

With an attendance of over 300 each day that reached its highest point with 382 on Friday, interest throughout the entire four days was excellent. All the various clubs and societies that dismissed for the school have not been made known to the Brand, but the paper extends its thanks and appreciation to them all, including the cooperative assistance rendered by Miss Lula Mae Martin, county home demonstrator, and Miss Thalia Parker, home economics teacher of the high school, each of whom were instrumental in bringing clubs and classes to the cooking school.

Cake and Pie Contest.
Responses to the invitation extended to take part in the Cake and Pie Baking Contest sponsored by the Hereford Parent-Teacher Association with the Great West

(Continued on Page Four)

Merchants Plan Trade Extension For April 29-30

Next week's issue of the Brand will again carry the message of the Merit Merchants of Hereford in their monthly message of two days of extra bargains of high grade merchandise.

This feature is getting so well known over the adjacent trade territory that it needs little comment. The group of business firms affiliated with the movement carry such a wide distribution of needed merchandise that their combined effort, which is advertised in a double page spread in the Brand, gives a complete list of shopping service of the whole city. Many firms not directly a part of the trade extension plan, cooperate each month by using advertising of their own initiative to assist in making the program of sales appeal as great as possible in the interest of cooperative community welfare.

There are no prizes distributed in the trade extension, each particular merchant making prices extra low in his particular line so that all supplies for the home, farm and ranch may be bought in Hereford advantageously on those days, April 29 and 30.

Miss Frances Pullington visited friends in Amarillo Saturday and attended the Fred Stone performance.

State Officials Will Aid T.-P. New Hearing

Following the recent denial by the three members of division 4 of the Interstate Commerce Commission of the permit asked by the Texas and Pacific Railway to build 333 miles of new railway from Big Spring to Vega, announcement has been made that state officials of Texas will assist the T. & P. in making application for a rehearing of the case before the full commission of 11 members of the Interstate Commerce body.

James V. Allred, attorney general, is urging that efforts be made to influence the national ruling body to reconsider the present decision and grant the Texas and Pacific the permit asked for.

The Federal Government has issued \$2,000,000,000 to be used to lend transportation, manufacturing, financial and agricultural interests in a program of reconstruction, yet has denied the right of the Texas and Pacific to spend \$13,000,000 of its own money in a building program.

Health Council In Spectacular Event April 29

The health activities of the County Health Council approaches a climax on Friday of next week, April 29, when all its resources will be drawn together in the May Day Health Program to be given in Hereford that day.

Perhaps the most spectacular part will be the health parade demonstration that will form at 1:30 sharp that afternoon above the First Christian church and move down through the business section of Hereford. Preparations for the event have been in progress for several months and it is expected the event will be the most outstanding the city has witnessed in years.

The line of parade and its organization will be made up as follows, according to present plans, the various divisions being in their respective places:

First Section.

Mounted police will lead the procession, then will come the high school band, the Deaf Smith county rural school children, the Parochial school children, Central school band, Central school children and the high school students.

Second Section.

This will be the cooperating agencies that assist in making the health program possible, and will be led by the Hereford fire trucks, then the Deaf Smith County Health float, Summerfield Child Welfare float, Home Demonstration county float, and the decorated and placarded floats and cars of all other organizations.

A PROCLAMATION

Whereas, in order to promote the future health and welfare of our Nation, we must instill in the minds of our children the importance of observing certain rules of health and right living; and

Whereas, a day has been set apart to be observed throughout the nation as National Child's Health Day, the purpose of which is to encourage our children in observing those simple rules of health so essential to the building of sound bodies and minds, and to impress upon them the fact that we are all interested in them and in their future health and welfare; and

Whereas, in order that this day may be properly observed in the City of Hereford, an appropriate program has been


(Continued On Page Six.)

Attend the Health Parade, Friday Afternoon, April 29th!

MAY DAY

CHILD HEALTH DAY

EVERYWHERE THIS DAY
LET THOUGHTFUL PEOPLE
RENEW THEIR EFFORTS TO
ASSURE TO EVERY CHILD THE
COMPLETE BIRTHRIGHT OF A
SOUND MIND IN A SOUND BODY



WILL ATTEND BAPTIST MEETING IN PLAINVIEW LAST OF NEXT WEEK

A number of Hereford Baptists will attend the annual meeting of the Ninth District of the Woman's Missionary Union to be held in Plainview Thursday and Friday of next week, April 28-29.

Mrs. H. G. Conkright, president of the local W. M. U.; Mrs. Harry Whitechurch, local secretary and also secretary - treasurer of the Tierra Blanca Association; and Mrs. A. L. Manjeot, president of the Tierra Blanca Association, will represent the local unit. The Hereford church is one of 15 churches belonging to the Tierra Blanca Association, which in turn is one of seven associations belonging to the Ninth District, all of which participate in the convention at Plainview next week.

Annual Rural Schools Contest at Ford Friday

The annual forensic and track field day of Deaf Smith county schools will be held at Ford school house in an all-day program tomorrow. This will bring together representatives of nearly all the schools of the county in competition in nearly all the work done during the past term.

The literary and scholastic competition is usually held in the morning session, a big basket dinner spread for everybody at noon, and the track and field events are held during the afternoon.

REV. V. M. CLOYD IN REVIVAL AT AMARILLO THIS WEEK AND NEXT

Rev. V. M. Cloyd of the First Baptist church is in Amarillo this week conducting a series of revival meetings in the West Amarillo Baptist church that began last Sunday and will last through this and next week.

Dr. W. T. Tucker, pastor of the West Church in Amarillo, will be in Hereford next Sunday to preach at the morning and evening hours in Rev. Cloyd's stead.

Building Note.

Building activities are evidenced in Hereford this week by the remodeling of the Hereford Hotel with a new and modern roof, and the reconstruction of the front of the Mrs. Guthrie building just north of the Brand to equip it for a battery station.

Deaf Smith Important Figure In San Jacinto Battle Story

Today is a holiday in Texas. It was 96 years ago, April 21, 1836, that General Sam Houston with his army of Texas volunteers defeated at San Jacinto an army of double its size, to win freedom for the Lone Star Republic from the tyranny of Mexico and give the rights of freedom of speech, religion and education to Texas citizens.

Deaf Smith county has much to ponder over on San Jacinto Day beside the part played in Texas history. This county bears the name of a famous scout, to whose ability is given the credit for the winning of the battle of San Jacinto. He was Erasmus Smith, better known, because of an infirmity, as "Deaf" Smith, hence the name of this country. The Brand is indebted to the county library and to Miss Emma Jeanne Donald in particular, for the following account:

Deaf Smith and His Part in the Battle of San Jacinto.

Deaf Smith is an important figure in Texas history, and is of great interest to all Texans and of particular interest to Texans living in Deaf Smith county. In Texas history, heroes usually have to be killed in action in order to be real heroes. Most of them

were dead before the world recognized their names. But Texas history contains one unique and unusual figure—one man who was a hero without being killed, or living to be president afterward—a man who died a natural death after the smoke of battle cleared away and peace had come; a man who made one of the commonest names famous around the world. Now the mention of his name, a hundred years after the battle of San Jacinto, brings to mind his daring deeds, his courage, his absolute fearlessness in the face of danger. The cause of liberty had no truer friend. Texas was indeed lucky to gain the aid of this Yankee—for Deaf Smith was a New York State, April 19, 1787. Forty-nine years later, April 21, 1836, at Vince's Bridge in South Texas, he brought himself before the eyes of the world as the greatest scout and spy the Southwest had known. April 21, the day that was to

decide whether or not Texas should be free, dawned clear and bright. In the morning a large body of men was seen in the distance marching toward the enemy's camp. Deaf Smith rode into camp and reported reinforcements coming up for the enemy. "A hot time

is preparing for us—the enemy is increasing."

Deaf Smith and several trusty companions were authorized to destroy Vince's bridge, by means of which General Cos has just crossed Vince's Bayou. As this bridge was the only means of retreat for miles around, this step meant utter destruction for the conquered. About three o'clock Houston told the 738 brave men before him that he was about to lead them against Santa Anna's 1000 veteran soldiers. The battle cry was "Remember the Alamo; Remember Goliad!"

Everyone knows of how Smith galloped up and shouted as he had been instructed by General Houston, "Vince's bridge is burned down—fight for your lives—and remember the Alamo!" of Santa Anna's ignominious flight and capture; of the two horses that were shot from under Sam Houston; of the ball he received in his angle; of the glorious victory which was theirs and which gave Texas her independence.

It was Deaf Smith who rode out of camp next day toward Filisola's army, bearing orders from the defeated emperor of Mexico that the troops turn westward again and leave Texas free and in peace.

PRESBYTERIANS GATHER HERE IN ANNUAL SPRING DISTRICT CONVENTION

School Band to Clovis Jubilee Next Saturday

Ralph Smith, director of the high school band and orchestra, Central school band and the Hereford city band, says he will take the high school aggregation to Clovis this Saturday to participate in an all-day session to be called a Music Jubilee, sponsored by L. W. Gray, head of the Clovis school bands.

Bands from every section of the Plains country are expected to be present, not as a contest but as a get-together in appreciation of their mutual interests.

The only prize to be awarded will be a loving cup to the school band whose home town supports it best by attending the Jubilee. Mr. Smith requests that as many Hereford folks as can do so, make the trip to Clovis Saturday and be sure to register, as only in that way can their presence be made certain, and Hereford get the credit.

The greatest number coming from the greatest distance will determine the winner of the loving cup.

Hundreds of Pastors and Delegates Represent the Churches Over Pan- handle.

Ministers and layman delegates of the Presbyterian Church from many Panhandle points are in Hereford today in the annual spring presbytery of the Amarillo district. The convention assembled yesterday afternoon, was entertained with a banquet last evening, and will close this afternoon.

It was an enthusiastic program given at the banquet, Dr. R. Thomson, of the Amarillo church, presiding. Dean Jarrett of the Canyon College and Dean Gordon of Tech College at Lubbock, could not be present and their places were ably taken by C. S. Lambie of Amarillo and C. H. Walker of Pampa.

Delegates reported from Dalhart, McLean, Pampa, Littlefield, Jumbo, Dimmitt, Memphis, Plainview, Amarillo, Silverton, Slaton, Lubbock, Magic City, Borger, Canyon, Sun Ray, Miami and Hereford.

Commissioners Answer Water Rate Question

The discussion over water rates in Hereford during the recent city election campaign, with comparative data submitted from other towns, has prompted a reply in explanation by the retiring commissioners which the Brand is glad to publish, as is the case with all other matters concerning the public welfare. Facts of record are valuable information to the citizens, and many times statements are made casually that are misleading unless the true facts are presented.

Water Rates in Hereford.
To the Brand: Much has been said of late about water rates in Hereford, and the impression seems to be general that our rates are higher than they should be and that the city is making a large profit from its system. A part of this has been brought about by some reference in the Brand a short time ago to the water rates in force in Tulla, so on behalf of your retiring city commissioners, C. H. Dyar and J. O. Newell, and myself, I wish to make the following explanation:

The Tulla water rate does not include their sewer charge, while Hereford's minimum rate of \$1.50 per month also includes all sewer service charge to each family. Any residence in Tulla having ordinary sewer connections must pay \$2.00 per quarter, or \$8.00 per year in addition to their water bills for sewer service. This means that on a monthly basis their minimum charge for water and sewer is \$2.16 2-3 per month for 6,000 gallons of water, and the minimum charge is the same whether 1000 gallons or more is used, while our minimum charge is \$1.50 for 2000 gallons includes both water and sewer, and one only pays for what additional water is used above the minimum.

To compare the difference in the cost, I have taken a number of

(Continued on Page Three)

GIRLS' QUARTET AGAIN TAKES HIGHEST HONOR

The girls' quartet of the Hereford high school glee club, entered the competition at Amarillo last Saturday against a larger field than faced its members at the Spring Music Festival several weeks ago, and again came out victorious, ranking above all others with a score of excellent. Misses Lueta Borden, Ardelle Foster, LuVerna Womble and Zelma Ruth Shore make up the personnel of the quartet, and were coached by Miss Lucile Hicks, instructor in music in the Hereford schools.

Two quartets from Lubbock and one from Brownfield, beside those defeated several weeks ago, sang against the local group in Saturday's competition.

(Continued On Page Six.)

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Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

Published By
NORTHWESTERN PUBLISHING
COMPANY

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

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

SUBSCRIPTION PRICES:
Zones 1 and 2, per year ---- \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year -- \$2.50
Outside Zone 2, six months -- \$1.50
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Well, the cooking school is over and if folks just keep as happy about it as they have expressed themselves to us, to the business people and to each other, Hereford is due to be a contented, well-fed community for a long time to come.

It was one of the most pleasant experiences I have ever known, to see so many persons keenly alert, so openly desirous of getting the greatest possible good out of the occasion, and contributing their individual efforts toward the occasion.

In not a single instance was anyone asked to do anything that was not immediately forthcoming in hearty accord. No one insisted on doing things in any other way that to promote the cooking school to be instructive to the greatest number. Folks surely seemed to have a fine time every day, and that was the happiest part of the whole program to us.

The P. T. A. folks gave abundantly of their time and work to help accomplish beneficial results, and they were much more than repaid by the returns given them when the pie and cake selling time came.

It takes Hereford folks to make an occasion a success and it was wonderfully demonstrated last week—every merchant and business firm that contributed deserves the highest praise, and all consideration is due them for making the cooking school financially possible.

The prize money and merchandise in the baking contest made a number of folks happy, too. The Brand force was delighted Saturday morning to receive a complimentary cake from Mrs. Frank Marrs to express her appreciation of winning the second-cake prize.

The Brand sincerely appreciates, more than words can say, every bit of help given in any way. It took everybody and everything working together to carry the school through so successfully, and it was worth every effort put forth.

In answer to the many inquiries we have received, I want to say that Mrs. Ihrig has promised to come back next year. Not so many requests for the return of Tommy Horner have been received, but perhaps the young ladies are more timid in asking for things.

Miss Ethel Womble, who is teaching in Dimmitt, spent last week end visiting her sister, Mrs. Robert Thompson, and other relatives and friends in Hereford.

Complete line of McKesson toiletries at the City Drug Store. 1c

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Clears the Complexion, Relieves Sick Headache

Red Cross Laxative Pills act by removing the cause. Made of those remedies best suited for liver, stomach and bowel troubles, appendicitis, gall-stones and constipation; always dependable.

Red Cross Laxative Pills are excellent for children; pleasant to take and never cause unpleasant symptoms. Nature's true remedy; prevents illness by keeping the bowels active, and lowering the blood pressure.

Red Cross Laxative Pills are sold by all druggists for 25c. adv

Twenty-One Years Ago In Hereford

(From the Files of the Hereford Brand of April 21, 1911)

The preceding Sunday had been Easter and the churches of the city held appropriate services.

Porous tile for sub-irrigation of gardens, truck patches and orchards was being advocated and demonstrated in Hereford, one firm manufacturing the product here and selling it over the shallow-water territory.

The city had been rudely awakened for the first time in many years when some jolly cowboy, full of the spirits of the time, emptied his sixshooter at the stars as he rode out of town in the wee sma' hours of the morning.

The average price of Texas mules and Texas horses for farm and driving purposes was \$108 and \$80 respectively.

An election notice to chose the school trustees of the Hereford independent district was published, the date being May 6.

E. B. Black company celebrated its tenth birthday as a furniture business in Hereford with a page advertisement in the Brand.

The Brand of those days was in the throes of production of a special edition, the printing of which was delayed by not having enough consecutive electric current to pull the "big" printing press.

J. B. Phillips, who at that time lived in Independence, Missouri, had been here to plant his ten acres north of Hereford to millet for that season. He was preparing to move to Hereford to make their home after the schools closed for that term.

Alex Thompson had drilled a real shallow well at his farm along the Frio, southeast of town, the report showing that water had been struck at a depth of three feet.

It was thought worthy of mention on the front page that a farmer from Castro county had bought enough fencing for 400 acres of land for cultivation.

Pupils of Miss Thelma McMinn will have a recital at the church Sunday night after B. Y. P. U. Everybody invited.

Several from this community attended the cooking school last week and a number received prizes.

B. A. Atchley had the misfortune of cutting his little finger nearly to last week while working with a washing machine.

Raymond Jennings of Hereford spent the week end with Martin Stewart.

Mr. and Mrs. B. C. Roberson returned last week from a visit at Wichita Falls.

Mr. and Mrs. J. L. Lookingbill returned Friday from Ft. Worth where they visited relatives.

J. A. Noland's garage was entered last week and two tires and rims stolen from his car.

A light rain fell here Monday evening.

Jack Moore visited Cecil and Bual Oglesby Sunday.

Messrs. and Mmes. E. W. and L. L. Womble were guests at a bridge party Friday evening in the Royce Satterwhite home in Hereford.

Mr. and Mrs. C. Cretsinger called in the Bishop home at Daniel Sunday.

Jim Allred was a week end guest in the Cecil Allred home.

Mrs. Gladys Womble visited Mrs. Comingoer Monday afternoon.

Ray Daniel of Amarillo and Brann Fowler of Wildorado called on John Boling Friday.

Mart Burum and mother left Friday to visit relatives at Lockney.

Mrs. Russell Downs and children of Panhandle visited her sister, Mrs. Otto Smith and family last week.

Mack Harris and daughter are visiting relatives here.

C. Cretsinger was in New Mexico last week.

Mmes. C. Cretsinger and J. Boling called in the W. R. Moore home at Daniel Friday.

The Wildorado Methodist church will be on the air over W DAG next Sunday from Amarillo, 3:30 to 4:00 o'clock.

Mr. and Mrs. J. E. Beyer made a business trip to Amarillo last Thursday and visited their sons, Virgil and Perry.

Ward News Notes

By MRS. W. P. CARAWAY

Ward ladies enjoyed the cooking school.

Mr. and Mrs. Ernest Selgner visited the Jim Lipscomb home Sunday.

Rosia May Saltzman spent the week end with Mrs. Ed Cox at Hereford.

Messrs. Rogers, Stivers, Patterson and Carroll visited Mrs. Fred Saltzman Wednesday.

Mrs. John Higgins spent the week end with her daughter, Mrs. Bill Cole.

Fredia and Robert Hutson visited Billy Hutson at Ford Saturday night.

Bob and Aitua Higgins were in Tucumcari Friday with a bunch of bulls.

Cap Coconaugher visited the W. P. Caraway home Monday.

W. R. Harrison and children visited his mother at Hollene, New Mexico, Sunday.

G. M. Suggs entertained 30 of his Sunday school class at his home with a party, and after the games refreshments were served, which consisted of cake and coffee.

Mr. Gerhard and family of Lamesa are visiting Wiley Roberson and family this week.

Mmes. Suggs and Lipscomb visited Mrs. Bob Higgins Friday.

Lynn Powelson and family visited the W. R. Harrison home Sunday.

L. P. Perkins and family visited the Fred Higgins home Sunday.

Miss Gerlie Kelly spent Friday night with Mae Harrison.

Ward school had declamation elimination and story telling, Mrs. Jess Carter of Hereford being judge. The winners expect to be present at the rally at Ford April 22.

Viola and Frances Hutson visited the Fred Higgins home Sunday.

G. T. Higgins spent the week end with home folks.

Cap Coconaugher spent Sunday night in the Arlie Dean home.

H. L. Caraway and wife visited W. P. Caraway family Sunday.

The home demonstration club had a great all day meeting with Mrs. Selgner April 13. Let everyone be present at the meeting with Mrs. Glenn Rutter April 27.

Progressive News

By OLIVE PERKINS.

Mr. and Mrs. Robert Seales and son spent Sunday with her brother, Raymond Roberson and family of Hereford.

Mrs. Ray Hershey spent Monday and Tuesday with her daughter, Mrs. Arch Conklin, at Hereford.

Monday evening this community had a "Panhandle rain" storm of dust. Lots of wheat and barley have been blown out by high winds this spring. Several fields have been damaged by electrical dust storms.

Mr. and Mrs. Ira Ricketts and Ira Jeanne and Glenn motored to Broadview, New Mexico, to visit the Dougherty families and the new grand daughter, Mary Ellen.

Mr. and Mrs. C. P. Cockrell called on the Webbs Sunday.

Mr. and Mrs. J. E. Blakemore and sons spent Sunday afternoon with the Donovans.

Miss Eunice Caldwell visited Mrs. Clyde Russell Sunday.

Mr. and Mrs. Luke McBrayer and girls visited her sister, Mrs. Arch Dougherty, Sunday.

Miss Cora D. Spokes and brother of Plainview visited their grandparents, Mr. and Mrs. G. W. Webb Sunday, Miss Cora remaining for a visit.

Mr. and Mrs. Jim Ricketts and son, James Artis, of Broadview, New Mexico, spent the week end visiting their parents, Mr. and Mrs. Ray Hershey and Mr. and Mrs. Ira Ricketts.

Mrs. Owen Neel called on Mrs. C. P. Caldwell Tuesday afternoon.

Mrs. Cecil Hodges and daughters spent Tuesday with home-folks.

Mmes. Ray Hershey and Ira Ricketts visited Wednesday with Mrs. W. A. Ricketts at Hereford and helped her quilt.

Several from this community attended and enjoyed the cooking school last week and wish to express their thanks to the Brand and merchants who made this

Summerfield

MISS GLENN CURRY

Rev. Coe, accompanied by his family, was here from Plainview and filled his appointments Saturday night and Sunday.

The Rance P. T. A. met Friday night at the school house. The men entertained the women. A short program was given by the school children and was enjoyed by those present. After the program a cracker and whistling contest was given by some boys. There was plenty of ice cream and cake for everybody.

Miss Ruth Lookingbill spent the week end at Hereford with Misses Mildred and Dorothy Fullwood.

Ira Story is visiting his brother, George Story.

C. A. Waiser of Amarillo visited his brother, C. R. Waiser, and family Saturday.

Mr. and Mrs. Herman Stewart of Hereford visited in the Dave Stewart home Friday.

Summerfield and Scherer played baseball at Sherer Sunday, Summerfield losing 10-12.

Misses Hazel Oglesby and Mary Lee Curry attended a party at the home of Ruth Marie Mounts in Hereford Friday night.

Mr. and Mrs. Edwin Dyson and Walter Koch of Gateville are staying at the Will Schoultz home.

Mrs. E. C. Dodson who has been visiting her daughter, Mrs. Walter Euntley, returned to her home in Amarillo last week.

Mr. and Mrs. Ashley Davis and Ernest Bagwell of Bethel attended church here Sunday night.

Louie Huckert, Forbes Blakemore and Lois Lookingbill attended court at Dimmitt last week.

Mr. and Mrs. Jim Flouray and children of Amarillo visited her parents, Mr. and Mrs. C. H. Churchhill, Sunday.

Miss Fannie Manning spent the week end with friends at Bethel.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

What is suffering for want of moisture.

Mr. and Mrs. J. W. Nell of Plainview spent the week end with their daughter, Mrs. Ruth Allred.

Mrs. M. H. Brown returned last Thursday from Panhandle where she had been visiting relatives.

Mr. and Mrs. Geo. Combs of Canyon visited the E. W. Womble home Monday.

Mr. and Mrs. Cecil Allred and Mr. and Mrs. J. W. Nell called in the W. R. McClain home Friday.

Mrs. W. O. Comingoer is visiting at Goodnight and Clarendon.

Jim LeGrand called in the John Boling home Friday.

Mrs. W. Huntley and Geraldine visited her brother, Virgil Dodson at Canyon one day last week.

Mrs. George Storey was moved to the J. F. Ward home in Hereford last week, and is improving.

J. E. Oglesby visited in Tulla Saturday and Sunday.

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H A. P. A. CERTIFIED CHICKS PAY Custom Hatching Hillside Hatchery

STARTING GROWING MASH

For your chicks we have a JUST-RIGHT MASH containing ALL the ingredients they MUST have. This feed will take your chicks from brooder to maturity with less expense and with more profit.

JUST-RIGHT Chick Starter, JUST-RIGHT Egg Mash and JUST-RIGHT Dairy Ration.

WEST TEXAS FEED AND SEED COMPANY We Give Green Stamps



He Is Going To College Next Fall....

His parents started a saving account for him years ago, so he has nothing to worry about next September. YOUR children will be ready for college in a few years—will you be prepared to send them?

The First State Bank

DO YOUR EYES GIVE YOU TROUBLE?

If so, it is entirely possible that reading by inadequate lighting facilities aggravates the trouble.

Texas Utilities Company

International Sunday School

Lesson

BY DR. J. E. NUNN

April 24

ABRAM'S GENEBOUSITY TO LOT

Genesis 13:5-15

5. And Lot also, who went with Abram, had flocks, and herds, and tents.

6. And the land was not able to bear them, that they might dwell together: for their substance was great, so that they could not dwell together.

7. And there was a strife between the herdsmen of Abram's cattle and the herdsmen of Lot's cattle; and the Canaanite and the Perizzite dwelt then in the land.

8. And Abram said unto Lot, Let there be no strife, I pray thee, between me and thee, and between my herdsmen and thy herdsmen; for we are brethren.

9. Is not the whole land before thee? separate thyself, I pray thee, from me: if thou wilt take the left hand, then I will go to the right; or if thou take the right hand, then I will go to the left.

10. And Lot lifted up his eyes, and beheld all the plain of the Jordan, that it was well watered everywhere, before Jehovah destroyed Sodom and Gomorrah, like the garden of Jehovah, like the land of Egypt, as thou goest unto Zoar.

11. So Lot chose him all the plain of the Jordan; and Lot journeyed east: and they separated themselves the one from the other.

12. Abram dwelt in the land of Canaan, and Lot dwelt in the cities of the Plains, and moved his tent as far as Sodom.

13. Now the men of Sodom were wicked and sinners against Jehovah exceedingly.

14. And Jehovah said unto Abram, after that Lot was separated from him, Lift up now thine eyes, and look from the place where thou art, northward and southward and eastward and westward:

15. For all the land which thou seest, to thee will I give it, and to thy seed forever.

Golden Text: In honor preferring one another.—Romans 12:10.

Time: Abram in Egypt (Becher)

B. C. 1927. Lot's separation from Abram, B. C. 1924. Place: Sodom, Bethel and Hebron.

Introduction.

Abram had been in Canaan about a year. When he came he located first at Shechem; and here at the oak of Moreh he erected an altar, and there he called his servants around him and had public worship and instruction. Then he went to the hill region between Bethel and Ai, and there he erected another altar. From this place he journeyed to the mountains of the southern part of Palestine. The dry, poorly watered country to which he had gone, and is to the present day, subject to famines due to prolonged droughts. Such a famine came, and Abram with his large company went to Egypt, the land of the refugees from famine in Palestine.

Just before he entered Egypt he told Sarai, his wife, to tell all of the inquiring people that she was his sister. Sarai was a beautiful woman, and Abram was afraid if they knew she was his wife they would kill him so as to have his beautiful wife. True to his expectations, Pharaoh took Sarai into his household. But God revealed the facts to this monarch and he returned Sarai to her husband and appointed an escort to show Abram and all his host the way out of the country. Abram made his way back to Bethel, the place where his altar was.

Back to the Altar.

Abram had wandered off. His trip to Egypt had resulted in his lying, and perhaps otherwise slipping away from God. He had become rich in cattle, silver, gold. There is always a danger signal which needs to be displayed when one accumulates a large amount of this world's goods. It may choke the spiritual life. Or it may be a blessing to the world.

When Abram made his way back to the place where he had been holding sweet fellowship with God he was getting back on the right track. Confession and forgiveness and a fresh start are always tonics to the soul. This Abram experienced. How often in life we wander from God. We go off into sins of commission or of omission, and need to go back to

Bethel. God is there; for forgiveness is there; new joy is there (I John 1:9).

We Are Brethren.

"And there was a strife between the herdsmen of Abram's cattle and the herdsmen of Lot's cattle." "Probably about the water, compare verse 10; the quarrels of Isaac's herdsmen with the men of Gerar about the wells, Gen. 26:15 ff.; and the way in which the shepherds drove the daughters of the priest of Midian from the wells, Ex. 2:17. Wells are still a common subject of contention among Arab tribes."

"And Abram said unto Lot." The leader of the expedition, and the older, spoke first in the matter, as was right. "Let there be no strife, I pray thee, between me and thee." Quarrels between kinsmen are especially deplorable and are likely to be more long continued and bitter than other quarrels. "For we are brethren." "Alas, while we talk of the dim visions of the patriarchal age, how few there are now, in the sunlight of the gospel, who are Abram's equals in magnanimity, generosity and piety—who for Jehovah's sake, and for the sake of brotherhood, will suffer any earthly loss to avoid strife!"—Isaac Errett. Members of the same family, neighbors, members of the same church—these certainly are brethren, and disputes among them are peculiarly shameful.

The Canaanite and the Perizzite.

Abram and Lot were near of kin, uncle and nephew. The Canaanite and the Perizzite were then in the land—rank heathen. And Abram had come to introduce the worship of Jehovah in this heathen land.

It was not good for servants of Jehovah thus to be at strife with each other and heathen neighbors looking on.

What would the Canaanite and the Perizzite think of God's people acting like heathen? Public opinion is not the highest motif for good conduct, but it does have some influence on the conduct of people. The world reads Christianity in the lives of those who profess it. The man on the street does not read what Matthew, Mark, Luke and John say about Jesus. If he does, it makes little or no impression. But when he sees a really good specimen of Christianity walking around every day, that is different. And when he sees men and women who profess to be Christians acting like unregenerate sinners, he judges Christianity accordingly.

Lot's Disastrous Choice.

"So Lot chose him all the plain of the Jordan; and Lot journeyed east." Taking no warning by the dangers, bodily and spiritual, which had beset them in Egypt, Lot feared not the proximity of the wealthy and luxurious inhabitants of Sodom and Gomorrah. "And Lot dwelt in the cities of the plain, and moved his tent as far as Sodom." "Lot's history teaches what comes of setting the world first and God's kingdom second. For one thing, the association with it is sure to get closer. Lot began with choosing the plain; then he crept a little nearer and pitched his tent toward Sodom; next time we hear of him, he is living in the city, and mixed up inextricably with the people. The first false step leads on to connections unforeseen, from which the man would have shrunk in horror, if he had been told that he would make them. Once on the incline, time and gravity will settle how far down we go. This narrative affords a plain instance of the great truth that the sure way to lose the world as well as our own souls, is to make the world our first object."—Alexander Maslaren.

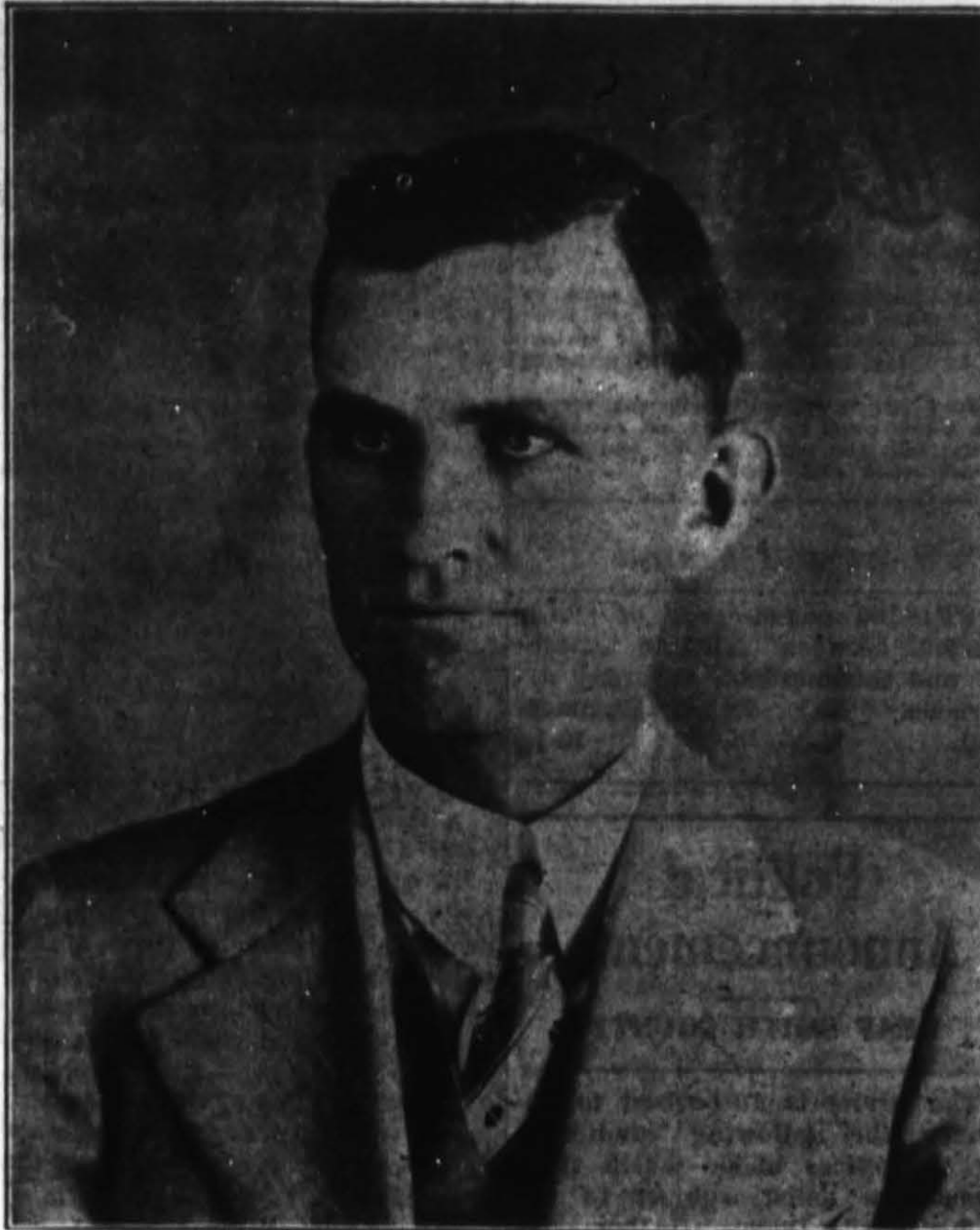
Abram Dwelt in the Land of Canaan.

Lot was gone. It must have been a heart-breaking occasion to the old man, now about 76 years of age. It is a pathetic sort of picture—Abram left in the hills in his old age. It is rough and rocky up there in the mountains. A few small spots afford good grazing. Not much opportunity for the accumulation of wealth up there. There was no social life up there for him. It was a strange land. But he was where God told him to be, and that is always the right place. It was where God's altars were. It was where he did talk to him time and again. He had been in the low country; his trip to Egypt had been disastrous. Now he is staying where God placed him.

Hebron Became Abraham's Home.

Abram chose as his home Hebron, the famous city of Judah, 20 miles south of Jerusalem and about 20 miles north of Beersheba. It is a city on the beautiful highlands, about 3000 feet above the sea, as distinguished from the unhealthy cities of the low-lying plain. Hebron is one of the most ancient cities of the world. "This consecrated place became the firm point whence the promise of the possession of the land was realized. Here did the patriarchal family dwell longest and most willingly, and here did they bury their dead, in the cave of Machpelah."—Frans Delitsch. Especially did Abram select a spot marked by the oaks of Mamre, Mamre being the name of a local

CONDUCTS REVIVAL AT ASSEMBLY OF GOD CHURCH.



REVEREND A. C. BATES

The revival at Assembly of God church, northeast of the high school, on G avenue, which began last Thursday evening, will continue until May 1. Services are held at 8:00 o'clock each evening, according to the announcement given by Rev. J. A. Thomas, pastor, the preaching being done by Rev. A. C. Bates, superintendent of this district.

Home-talent of Black will present a play at the school house Friday night, April 22, entitled "Yimmie Yonson's Job." Admittance will be 10 and 15 cents. Everyone invited.

Mr. and Mrs. T. J. Hawks and Irie Miller returned Friday from a visit with Mrs. Hawks' mother in Oklahoma.

Special Lessons.

1. Abram never stopped anywhere in Canaan but immediately he erected an altar. There is no mention of Lot being in the neighborhood when prayer meeting met.

2. Abram was considerate and generous; Lot was the personification of selfishness.

3. Abram's first consideration was to do the will of God; Lot's first thought was to amass wealth.

4. Abram sinned, but he got up with his face toward God; the longer Lot lived, the more he plunged into sin. He pitched his tent toward Sodom, and soon landed there.

5. Abram held himself true to God and ended his life honored and loved, the founder of the Hebrew race. Father of the Faithful through all generations; Lot lost his property in the destructive fire of Sodom, closed his days in a cave on the mountainside, the drunken, incestuous father of the Moabites and the Ammonites (19:30-38). He forgot God when he pitched his tent toward Sodom.

Black

BY MRS. J. J. CRAWFORD

Robert Wylie got his collar bone broke Wednesday at school while playing "pop-the-whip."

Mr. and Mrs. Willie Price returned Thursday from a ten day visit among old friends and relatives in Oklahoma, and in Fannin county, Texas. Mrs. Price's cousin, Mrs. Courten of Fannin county accompanied them home to spend the summer.

School closed Friday, with the graduation exercises that night. Those graduating from grammar school were Lucille Hays, Lois Presley, Maurika Crawford, Fay Russ, Evelyn Stone, J. W. Vines and Thurman Johnston. Fay Russ was valedictorian, Lucille Hays salutatorian, and Maurika Crawford class orator.

Mr. Phillips, agricultural instructor, W. T. S. T. C., gave the graduating address. He was accompanied by Mr. and Mrs. Dungan, also of Canyon.

Fern, Jim and Bud Barnett returned last Sunday from a visit with their sister at Vernon.

Several of the young people of this district attended a party at the home of Miss Freda Hartfield at Friona last Saturday night.

The Friona baseball team played the Black team at Black Sunday afternoon, the score being in favor of Friona.

Mr. and Mrs. McCrate have finished work on the addition to their store and home.

Rev. Annis of Friona will fill his regular appointment here at the school house next Sunday afternoon at three o'clock. Everybody welcome.

The seventh grade graduates will be entertained Monday evening by a class party at the home of Maurika Crawford.

Mr. and Mrs. McMurry and several of the young people of Black attended the choral program presented at the Methodist church in Friona by the Hereford Methodist choir Sunday evening.

The teachers of our school took the children on a school picnic recently. They were taken through the museum at Canyon and had a picnic luncheon on the creek not far from Canyon.

Mr. and Mrs. E. B. Whitefield of Lakeview and Mr. and Mrs. Coker and family of Summerfield visited the J. J. Crawford home Sunday.

Dr. Frye of Lubbock filled his regular appointment here Saturday night and Sunday.

Mr. and Mrs. Clayburne Carr of Summerfield and Mr. and Mrs. Jack Mahler of Lakeview visited in the George Wylie home Sunday.

The ladies' club will meet at the home of Mrs. J. J. Crawford next Thursday.

Mrs. John Galloway is slowly improving. She has been sick for some time.

Here and There

By MRS. C. E. TICE

The W. W. club met Thursday with Mrs. C. E. Tice in an all-day meeting. The roll call, some useful article made from nothing, was answered by ten members and several useful and unique articles were displayed and proved very interesting. A quilt was quilted for Mrs. Fred Smith and presented to her. The club meets with Mrs. J. E. Springer April 28, with a lesson on Texas. Meses, Britt Boyd, Roy Rogers, Melvin Mitchell, Ace Campbell and Fred Smith were visitors.

Mr. and Mrs. John Gaetz called at the L. Johnson home in Summerfield Sunday afternoon.

Rev. Bayless preached at Friona Sunday morning.

Mr. and Mrs. Elmer Burns of near Bippus spent Friday with Mrs. Fred Smith.

Several from around here attended the ball game at Westway Sunday afternoon.

Lloyd Tice was an Amarillo visitor Friday.

Miss Leatrus Benson spent Saturday night with Mr. and Mrs. J. N. Benson.

Mrs. J. B. Harlin and G. F. Owen were called to Chickasha, Oklahoma, last Tuesday by the serious illness of their mother.

Mrs. Leo Williams spent last

Monday afternoon with Mrs. Beauford and Miss Blanche.

Mr. and Mrs. Minor Robbins called on Mr. and Mrs. Melvin Mitchell Sunday afternoon.

Mr. and Mrs. W. S. Dixon spent Sunday at Leo Williams and also called in the Frank Barber home.

J. J. Lindsay made a business trip to Plainview last Wednesday.

M. M. Morris moved his family to Canyon last Monday. Mr. and Mrs. Leonard Curtsinger will live on the place vacated by the Morris family.

Junior Williams spent Sunday with Jack Smith.

Mr. and Mrs. John Farmer of Summerfield spent Sunday at the home of Mr. and Mrs. Whitaker.

Homer Lownsbury is hauling their household goods to Pampa and later will move from there to McAllen, Texas.

Mmes. J. E. and W. A. Springer and J. W. Berry attended the cooking school last week.

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Field Inspected, State Certified Grain Sorghum Seed, Highest Yielding Milo, Kafir and Hogari under seventeen-year test on State Experimental Station.

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H40720062A	S39070032A	R80254018A
J44072005A	Q23390570A	F90230005A

The bills listed here are in circulation around this city. Perhaps you have one of them. If you do, bring it to our store and receive \$1.50 in trade for it.

Saturday Specials Every Week.

Close Drug Store

The Nyal Store

Friends— the Most Valued Possession

The most valued possession of any individual is his friends. The same is true of a community.

Hereford can grow and develop only in proportion to its friends. That fact is certain.

But friends can't be bought. They have to be earned.

And so the merchants of Hereford are cooperating to EARN more friends through the MONTHLY SALES.

Friday and Saturday of next week there will be a Regular MONTHLY SALE in Hereford. Look for it.

The Following Firms Strive to Merit Your Patronage:

- | | |
|---------------------------|-------------------------------|
| Brumley Garage | Panhandle Leather Company |
| City Drug Store. | Ireland-Beavers Motor Company |
| D. R. Gass & Son | H. L. Rice |
| I. & G. Service Station | The Chocolate Shop |
| E. B. Black Company | Fox Mercantile Company. |
| Stone Department Store | Hereford Laundry |
| Willard Battery Station | Star Theatre |
| Streu Hardware | Sprolows-Cronin & Company |
| R. H. Kemp Lumber Company | Carlyle's Grocery |
| Corner Drug Store | Furr Food Store |
| Close Drug Company | S. L. Harman Store |

Recipes Used By Mrs. Ihrig In Brand's Cooking School

"I had unusually good luck while conducting the Hereford Brand's cooking school," said Mrs. Leona Ihrig, director of the Hereford Brand's first annual cooking school.

"Everyone, cooking school instructors included, has a failure now and then. All of my dishes here were marvelous successes. I attributed the absence of failures to the L. and H. gas range, and to the use of gas for cooking. No other range and no other fuel cooks as evenly, and is as easy to regulate.

"I cannot give the entire credit to the L. and H. gas range. Some of it must go to the use of gas. I believe that gas cooks better and can be adjusted more easily than most any other fuel.

"Of course I had the best ingredients in the world for my preparations here. Amaryllis and K. C. are as sure guarantees of success as any cook may have. I am not forgetting the excellent fruits, vegetables and canned goods from Piggy Wiggly and the fine meats from the Texas-Market, nor the manner in which the G. E. kept them fresh during the four days of the school.

"Credit for the success of the frozen dishes and jellies goes to the General Electric. All I did was mix a few things together and let the G. E. do the work.

"No little credit must be given to the splendid cooperation shown by everyone connected with the school, and the willingness with which the Hereford business men have given their support."

The Brand herewith prints the recipes used by Mrs. Leona Ihrig in preparing the dishes at the second session of the cooking school Wednesday, Thursday and Friday of last week.

"I want to impress upon Hereford cooks the importance of using quality ingredients. There is no substitute for quality. One can not expect to use the following recipes with complete success if substitutes of inferior quality are used," Mrs. Ihrig said following the discussion Wednesday.

"I can promise every cook who follows the recipes complete success if she will use Piggy Wiggly canned and fresh fruits and vegetables, Amaryllis flour, K. C. baking powder. Of course perfect oven regulation with the heat con-

trol of an L. and H. gas range is very important, and no refrigerator freezes with the evenness of a General Electric."

Frankfurters Creole.
In butter, 2 Ts, saute celery 1/4 cup, onion 1/4 cup, Le-perrins 1 ts, mustard 1/2 ts, parika 1 ts, lemon juice 1 ts. When vegetables are slightly sauteed add one can tomatoes, let cook slowly and pour over frankfurters, 2 pounds, sliced and browned slightly in a frying pan. Reduce the heat and cook slowly for an hour. Serve in a noodle ring.

Noodle King.
Boil one package of noodles in two quarts of rapidly boiling water until tender; drain and blanche.

Saute in butter 2 Ts, green peppers 2 Ts, and add milk 1 1/2 cups, bread crumbs 1 cup, eggs (slightly beaten) 2, shredded pimento, 1/2 cup. Turn into oiled ring mould, place in pan of hot water and bake at 350 degrees for 45 minutes. Frozen Pineapple and Ham Sandwich Filling.

Ham 1 cup, salad dressing 1/2 cup, whipped cream 1/4 cup, grated horseradish 1 Ts, crushed pineapple 1 cup. Mix well, pour into freezing dish and freeze in General Electric.

Amaryllis White Cake.
Cream butter or shortening 1 cup, sugar 2 cups; sift Amaryllis flour 3/4 cups, K. C. baking powder 3/4 ts, salt 1/4 ts; alternate into butter and sugar with milk 1 cup; beat well and add egg whites 1/2 cup, ice water 1/2 cup, and flavor, and beat thoroughly. For loaf bake in L. and H. oven at 325 degrees for one hour. For layers bake at 375 degrees for one-half hour.

Pseudo Filet De Mignon.
Two pounds of steak are used. All connecting tissue and fat must be removed if one wishes the steak to hold together. Pass through food chopper four to six times. Place on waxed paper and cover with a second sheet of waxed paper, roll well with rolling pin, fold and roll again; repeat five or six times. The steak may then be lifted from the paper as though it were not ground. Cut with a large biscuit cutter, wrap a slice of bacon around each piece, and fasten with a toothpick. Broil lightly and serve with mushroom sauce.

Cherry Cake.
Blend egg yolks 2, with sugar 2 Ts, Amaryllis 1 1/2 cups, K. C. 1 1/2 ts, and salt 1/4 ts. Alternate with red cherry juice, 3-3 cup. Roll to a thread white syrup 1/4 cup; pour slowly over beaten egg whites 2. Fold in and pour into ring mould about half the mixture. Add cherries and then the remainder of the batter. Bake at 350 degrees for 1 hour in mould for 30 minutes in muffin pan. Serve with cherry sauce.

Cherry Sauce.
Boil for ten minutes the white syrup 1 cup; cherry juice 1-3 cup, chopped cherries 1/2 cup, lemon juice 1 Ts, butter 1 Ts. If the sauce is not thick enough add 2 Ts Amaryllis mixed well with cherry juice or water.

Coffee Marlow.
Melt 24 marshmallows in coffee, 1 cup. When mixture begins to set, fold in whipped cream 1/2 pint, cut cherries, red and green, 1/2 cup, and stir in. Turn into freezing-tray and freeze in General Electric three hours.

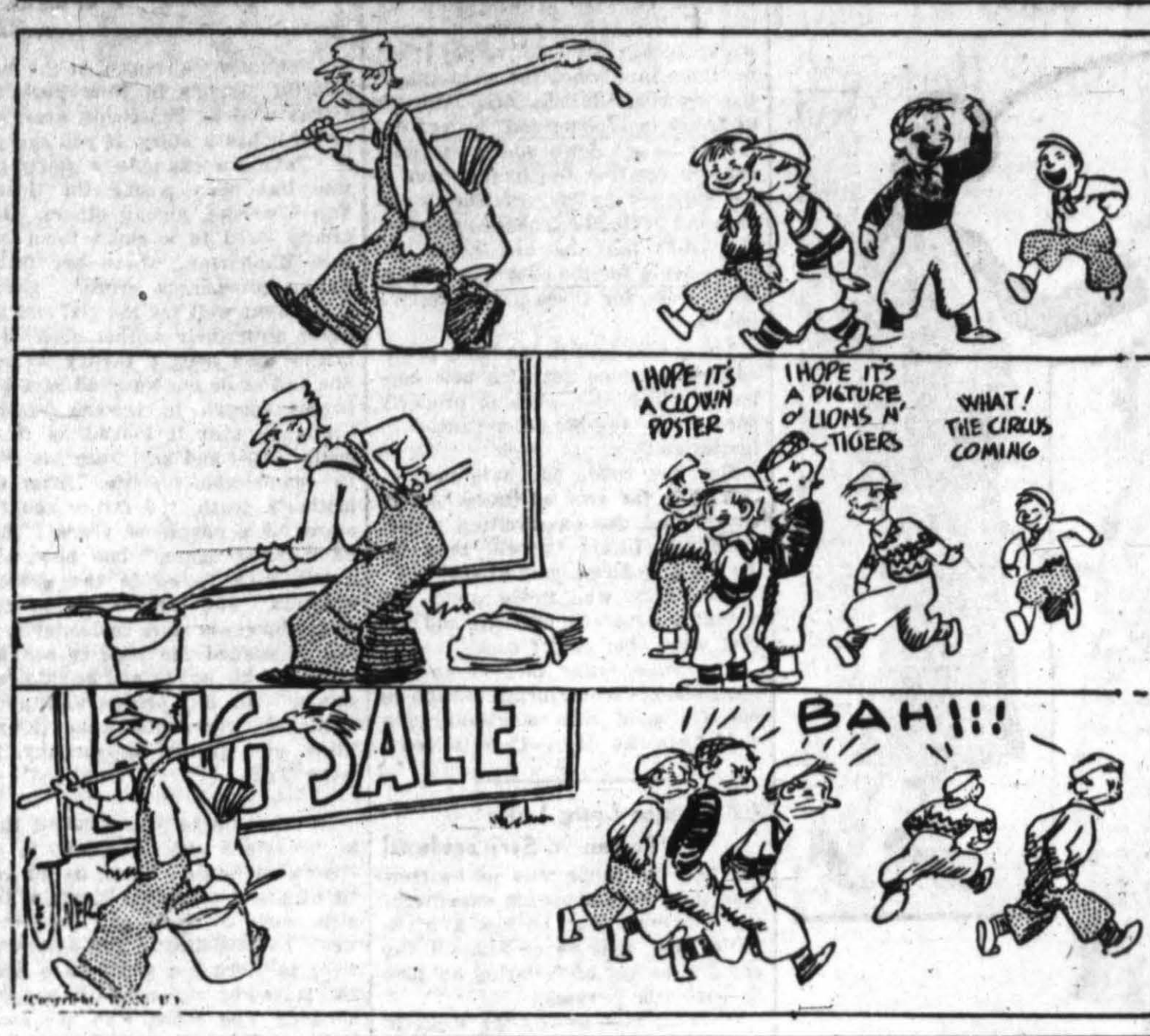
Baked Fish.
Place a two pound fish in roasting pan on a rack, sprinkle inside of fish with salt, fill with dressing and fasten with toothpicks. Over the top, after searing well, pour the following sauce: Butter 1 Ts, green pepper 1/4 cup, sliced celery 1 cup, lemon juice, 1 Ts, 2 tomatoes diced. Cook slightly and pour over fish. After baking for a few minutes pour one cup of tomato juice around the fish and bake about 25 minutes.

Mixed Grill.
A T-bone steak, four lamb chops, four pork chops, a few frankfurters and several tomatoes cut in half moons are placed on the broiler pan. This is placed near the flame until seared on one side. Turn and cook about 10 minutes. Turn again and seared on the other side. Salt to taste, remove to platter and decorate with parsley, beets, potatoes or lemon. Pour meat juice over all.

American Victories in Air
During the World War American pilots brought down 781 enemy airplanes and 78 balloons. These were confirmed victories, and there were undoubtedly a number of others which occurred too far away to be officially confirmed. America lost 289 airplanes and 48 balloons.

Week's Worst Pun
"Well," said the Wall Street operator to the reporter who was interviewing him on his third great crash in the year, "I suppose I shall have to grin and bear it."—London Post.

A Little Premature



Water Rate Discussion

(Continued from Page One)

accounts from the city's records covering the year ending February 1, showing the total consumption

NAME	Amount used past 12 months	Cost, including sewer charges	Cost under Tulla rate with sewer
Roy DeVinney	62,000	\$24.40	\$27.70
N. E. Gass	112,000	\$33.56	\$31.40
H. L. Witherspoon	27,000	\$19.00	\$26.00
W. A. Gentry	108,000	\$31.84	\$31.70
Emi Bowsher	50,000	\$24.10	\$28.20
Troy Womble	107,000	\$33.95	\$30.24
Mark Hanna	46,000	\$20.16	\$22.70

From the above it will be seen that the difference in the actual cost of these two services in Tulla and Hereford is not as great as some here have been led to believe. I do not mean to say that anyone intentionally tried to leave a wrong impression. They probably did not know that Tulla made a separate charge for sewer service.

The difference in the rate schedules in the two towns are such that to the ordinary user, the cost would be about the same; to the small user, the Hereford rate is the cheaper, while the large user will pay a little more per month under the Hereford rate.

I doubt very much whether the total annual receipts for water and sewer services in Hereford would be materially changed if we were operating under Tulla's rates.

The statement has been made that the city of Hereford is making a profit from its water system of more than \$1000 per month. I do not know where this information was obtained, but I do know that it is not true.

An audit of the city's books has just been completed, which shows a total investment in water and sewer system of \$185,907.85, after all depreciation has been deducted. Under the law, a private concern is allowed a net profit of 10 per cent, or \$18,590.78 on its operation of these two systems if they were owned by a private concern. The total gross receipts for the fiscal year ending September 30, 1931, amounted to only \$19,828.26.

No city should operate its water and sewer systems (and they are so closely related that they must be considered as one) as a money making business, but I am sure all will admit that they should be operated so as to pay all costs of operation, pay interest on the indebtedness and a reasonable depreciation charge. The actual indebtedness against the water and sewer system is \$126,629.13, and the actual interest on this amount is \$7,122.74 per year. The operating cost for the fiscal year ending September 30, 1931, as shown by auditor's report was \$11,633.90. Deduct from the gross receipts \$19,828.26, the operating cost, plus the annual interest due, and you have \$1071.53 left as profit, but you still have \$2,091.83 depreciation (and this is low) to be taken care of, so you find that for the year the total receipts lacked just \$1,620.30 being sufficient to take care of all these charges, hence from strictly a business standpoint the system lacked just that amount of breaking even.

The receipts from water and sewer goes into the general fund of the city for general purposes, including the cost of operating the two systems, and a separate

one day last week for Oklahoma on business.

T. W. Lynch called on L. M. Williams Saturday.

Mr. and Mrs. R. J. Clemen and children called at the Hudgens home Sunday.

Earl Porter was in Hereford Saturday.

T. N. Jasper of Friona visited L. M. Williams first of the week.

Henry Turner was in town last Thursday.

Mr. and Mrs. L. M. Williams, Eunice, Estelle, Altus, Quince and Hobby attended the program at Friona given by the Methodist church choir of Hereford Sunday night.

The party given by June, Carmel Lee and J. T. Gunn, Jr., at their home Friday afternoon from two until five o'clock was well attended. Refreshments of cake and ice cream were served at four o'clock. All present report a nice time.

Irrin White spent Sunday with Robert and Lester Myers.

L. M. Williams and daughter, Estelle, were shopping in Hereford Thursday of last week.

England's First Crocus
Who brought the crocus into England? Authorities differ, but the credit is generally given to Sir Charles Smith, and the date set in the reign of Edward III. Cultivation is said to have begun in Saffron Walden.

The records of the city have always been open to the public, and any citizens should have felt free to ask for any information desired concerning city affairs. It is the only place where accurate information can be obtained about city business and citizens should feel free to call upon city officials for it.

This statement is submitted for publication only for the purpose of clearing up the wrong impression that has been made in the minds of many people about water rates, and is not intended as a criticism of anyone.

Sincerely,
E. S. IRELAND.

Eleven-Mile

Miss Eunice Williams, Reporter.

Mr. and Mrs. Ollie Otts and children, who have been living in Hereford, during the past year, have moved to a place four miles south of Hereford. We regret very much having them leave us.

Ollie Otts and Ernie Campbell called at the L. M. Williams home Monday.

Miss Imogene Copeland, one of the teachers in the Messenger school, spent the week end in Portales, New Mexico.

Mr. and Mrs. Earl Porter, O. G. Hill, Billy Stovall and T. W. Lynch called at the L. M. Williams home Wednesday.

Dutch Allen took dinner at the Fred Collett home first of the week.

Mr. and Mrs. L. M. Williams and two daughters, Eunice and Estelle, and son, Hobby, attended church at Friona Wednesday night.

Mr. and Mrs. Dick Myers left

THE MARKET PLACE

By DOUGLAS MALLOCH

TO THE market place of men Comes a buyer now and then With his purse of yellow gold, Money-wise and money-bold. Bright the money, brisk the trade, And the buyer, rich arrayed, Jingles, jingles ev'rywhere Gold to make the people stare.

"First a woman. What's the price?" "Love, and then love's sacrifice." "Are not some not bought with love?" "Yes, not worth the buying of." "I would have a child, a son." "Do you know the price of one?" "No." "The price that you must pay Leaves you lonely, old and gray."

So he goes from booth to booth, Finding some things bought with truth, Some with kindness, oft in vain, Some with sorrow, some with pain, Some with patience, some with pray'r— Not a single treasure there Bought with anything as cold And as poor as yellow gold. (© 1932, Douglas Malloch.)—WNU Service.

Pansy an Importation
The commercial pansy of today is a development of a small flower native to Europe, variously named. It is a direct descendant of the heart-rose of the English gardens and the Johnny jump-up, and was probably brought to the United States by the earlier settlers.

Perfume atomizers in all designs at the City Drug Store—Phone 100—We Deliver.

UNIVERSITY TO EXPLORE FOR POTASH DEPOSITS OVER WESTERN TEXAS

A geological study of the area extending from the Orient line of the A. T. & S. F. on the south to the Canadian river on the north, a distance of more than 275 miles, will be made by the Bureau of Economic Geology of the University of Texas, as a means of obtaining additional data on the potash resources of West Texas. In preparation for the survey, C. L. Baker, geologist in the Bureau, is now checking reports of oil test well core drills and other data of the geology of University lands that are available in the geological office of that institution in San Angelo. Mr. Baker will investigate large stream basins for the purpose of determining whether or not they indicate potash deposits, the theory being that they are more likely to be found where the land has subsided. This surface search for indications of potash is for the most part opposite that which is practiced by petroleum geologists in looking for structural elevations that may portend the existence of oil, it was explained. The examination of cores obtained from oil tests in various localities of the area that is to be investigated will also form part of Mr. Baker's work. Some of the potash beds discovered in West Texas were made by means of diamond core drilling and using a solution of magnesium chloride for reducing the dissolving of the potash.

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New Low Prices!

Lifetime Guaranteed **GOODYEAR SPEEDWAY CASH PRICES**

Full Overhaul	Top Graft	Block in Place
27x4.00-21	33.95	33.95
27x4.50-20	4.30	4.37
28x4.50-21	4.37	4.33
28x4.75-19	5.33	4.77
29x5.00-19	5.39	5.33
30x5.00-20	5.45	5.39
30x5.00-21	5.57	5.46

Tune in Goodyear Programs Wednesday 8:00, Saturday 8:00.

Ireland - Beavers Motor Co. Dodge Bros. and Plymouth

A new type of DESK

Inspect

the new Shaw-Walker Skyscraper Desk

There have been steel desks before, you say? But none with the features of this new Skyscraper Desk! It's an entirely new conception. The sturdy "Skyscraper" construction accounts for its noiselessness and for the smooth, silent action of the drawers. No need to touch cold metal in your work—drawer pulls are of Bakelite and the comfortable rolled-edge top is made of fine-textured, leather-like linoleum.

In appearance the new desk is the equal of the more expensive wood desks, even to the artistic beading of its quarter-round legs. Its economy and durability offers the advantages of steel construction. Before you make any change in office equipment see this new desk! In three finishes—mahogany or walnut with green top, or green with a warm brown top. Important! Come in and see the organization features; see how this new desk is organized for work.

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The Hereford Brand

Published Every Thursday

Northwest News

By PEARL HOOVER
(April 18 Letter)
Mrs. J. R. Overstreet and Mrs. J. C. Morrison spent Monday with Mrs. J. E. Morrison.
Mrs. Jameson Monday night in the J. E. Morrison home.
Miss Margaret Steen called in the J. E. Morrison home Saturday evening.
Mr. and Mrs. George Bippus called in the Elmer Burns home Monday.
Valentine school re-opened Monday.
Mr. and Mrs. Herb Haultman took supper in the Chas. Hoover home Monday.
Mr. and Mrs. G. C. Snell called in the Cleveger and Hoover homes Tuesday afternoon.
M. E. Morrison and Emery Burkes left for Kansas City with five carloads of sheep Tuesday.

Mrs. Will Winn called in the Z. J. Steen home Tuesday.
Homer Cleveger and daughter, Mary Ruth, are ill with scarlet fever.
Misses Margaret and Catherine Steen were in Amarillo Wednesday.
Mr. and Mrs. Will Winn were in Hereford on business Wednesday.
C. T. and E. R. Reese and Milton Reece went to Hereford on business Wednesday.
Mrs. J. E. Morrison spent Wednesday with Mrs. C. T. Reese.
J. C. Morrison motored to Amarillo on business Thursday.
Bud Morrison, J. R. Overstreet and Chas. Hoover went to White Deer Friday.
Mrs. J. R. Overstreet and Buster Hazen called in the Cleveger and Hoover homes Friday afternoon.
Mr. and Mrs. Elmer Burns and children went to Hereford shopping Friday.

Mr. and Mrs. J. R. Overstreet went to Amarillo on business last Monday, returning Tuesday afternoon.
(April 9 Letter)
Mr. and Mrs. Staley Jones called in the G. W. Wells home Wednesday evening.
Mr. and Mrs. Claude Norris and Leona and Albert Norris were shopping in Hereford Saturday.
Mr. and Mrs. Wilmer Riggs and children were shopping in Hereford Saturday. They also called in the Staley Jones home Saturday evening.
Mr. and Mrs. J. R. Overstreet called in the E. R. Reese home Sunday evening.
Mrs. J. C. Morrison called in the J. R. Overstreet home Sunday afternoon.
M. E. Morrison, Mr. and Mrs. E. R. Reese, Mr. and Mrs. J. R. Overstreet and Buster Hazen were Hereford visitors Monday.
Staley Jones called in the Z. J. Steen home Monday afternoon.
Charles Winn, of Oklahoma, is visiting his brother and family, Will Winn.
Newton Johnson and G. C. Snell have been hauling feed to the Brown place, near Adrian, this week.
Mrs. Z. J. Steen called in the Homer Cleveger and the J. R. Overstreet homes Wednesday evening.
M. E. Morrison and G. W. Wells, two of the school trustees, closed the Bippus and Valentine schools Wednesday afternoon on account of scarlet fever in this vicinity.
Mr. and Mrs. A. R. Hoover, who have been visiting in the Charley Hoover home, returned to Portales, New Mexico, Wednesday morning.
Not many ladies of the community attended the Ladies' Club Wednesday afternoon.
Mr. and Mrs. Homer Cleveger took their daughter, Dorothy Lee, to the doctor Thursday morning.
Doctor Morgan, the county health officer, from Hereford, found three cases of scarlet fever in this community when he examined the teachers and children. The cases are: Miss Catherine Steen, Dorothy Lee Cleveger and Evelyn Jones.
Miss Margaret Steen motored to Hereford Friday morning.
Bruce and Travis Wheeler, who formerly lived in this community, but are now living near Friona, spent the week end with Herbert Bippus.
J. R. Overstreet and Buster Hazen helped Z. J. Steen overhaul his tractors Friday.
Mrs. Will Winn and daughter, Deela, called in the J. R. Overstreet home Friday afternoon.
On account of the high winds quite a bit of the farmers' wheat has blown out.
M. E. Morrison is trucking about 1200 sheep that he has been feeding this winter, to Friona. They are to be shipped to the Kansas City market this week.

H. M. Benson and family and Mrs. Parks were Sunday dinner guests in the W. M. Stewart home.
Mr. and Mrs. John Rempel and son, Mr. and Mrs. Ted Langley and daughters, Clyde and LaVerne Mann visited the O. D. Frazier home Saturday evening.
Violeta Simpson was a Sunday dinner guest of Birdie Brunson. Those who did not come to the entertainment at Ford Friday missed a treat. After the splendid program, games were played and all had a fine time.
Ruby Rempel took supper with Mildred Stewart Sunday.
Mr. and Mrs. J. E. Hill visited the D. B. Mann and D. Hill homes Friday afternoon.
Melvina Stewart was a Sunday supper guest of Leona Rempel. Miss Edith Mann and Other Wyatt spent Sunday in the D. B. Mann home.
Mrs. R. Bassett of Amarillo is visiting in the home of her sister, Mrs. J. S. Garrett.
Saturday dinner guests in the Brunson home were Misses Marie Dye, Maudine, Lucy and Mary Brunson, and Clyde Coke, Cap Conaugh and Mrs. Brunson.
The Homemakers Club met Friday afternoon at the home of Mrs. Earl Dyer, with seven members and one visitor present. The next meeting will be an all day session at the home of Mrs. H. Climer, May 6.
J. S. Garrett was in Amarillo Tuesday.
Mrs. Darrell and children and Mrs. H. Knox visited in the Mann home Friday afternoon.
Gladys Simpson spent Monday night with Archie Jean Buller.
Mr. and Mrs. E. H. Simpson, Donald, Floyd and Vineta were in Amarillo Monday.

Flagg News

By MRS. G. B. FRAZIER
Mr. and Mrs. Less Price visited relatives at Shamrock last week. Claude Gage of Wellington was here the first of the week looking after his gin interests.
Eldon Lovelace visited relatives at Wellington Tuesday and Wednesday.
Ruby Peacock is visiting Mrs. Ernest Jones.
Linal Floyd is suffering with a severe case of rheumatism.
Fred Simpson and family spent Sunday with Jim Adams and wife.

Scherer Items

MRS. E. R. FULKERSON
Jimmie Fulkerson has been ill the past week.
Mrs. Boyd visited Mrs. Fulkerson Wednesday.
Messrs. and Mmes. Homer Poe and E. Caldwell went to Laketown last Wednesday. Mrs. Wilson, a sister of Mrs. Poe, returned to spend a few days with them.
E. J. Duncan went to Pampa Monday.
Mrs. Howard Morel is spending a few days in New Mexico.
The pie supper given for the Plow Boys was well attended and the pies sold unusually well.
Misses Maudie Brunson and Marie Dye of Claude are visiting Miss Lucy Faye Brunson.
Mr. and Mrs. T. P. McCollister spent Sunday with Mr. and Mrs. Lee Crawford.
Miss Ragdale spent Saturday night with Miss Gunn at Westway.
Mr. and Mrs. Roy Boyd spent Saturday night and Sunday in Hereford.
Mr. Coleman and Mr. Calpack were here recently looking after farming interests.
Roy Hastings of Hereford spent the week end with Jack Dean.
Archie Dean helped Wiley Robinson haul off some cattle last week.
Mr. and Mrs. Jim Boyd went to Umbarger Friday.
The Plow Boys met the Summerfield team in a baseball game Sunday. The score was 10 to 12 in favor of the Plow Boys. They play Ford Wednesday on the home grounds. Then they play Vega at Vega Sunday.

Cleo Items

BY MRS. W. E. CONNER
Bro. Brewer filed his regular appointment Sunday and Sunday night, with large crowds at each service.
Floyd Smith is on the sick list this week.
Those visiting in the Claude Boyd home Sunday were Mr. and Mrs. Glenn Smith and Grandpa and Grandma Smith, Mr. and Mrs. H. H. Houtches.
Mr. and Mrs. Cross Summers were Sunday dinner guests in the Walden home.
Grandpa Smith and the Sweels were week end guests in the Lamb home.
Mr. and Mrs. Ted Lee were Sunday afternoon visitors in the Faulks home.
Lorene Conner spent Saturday night with Earnestine Waggoner.
Those attending the musical entertainment at the Mayfields were Messrs. and Mmes. W. S. Dixon, of Frío; Elmer Dixon and Ross Summers and Jack Summers and Grandpa Summers.
Lillie Mae and W. T. Jordan spent Sunday in the Beal Allie home.
Mr. and Mrs. Elmer Dixon made a flying trip to Clovis, New Mexico, Saturday.

Miss Pearl Hopkins of Covington, Kentucky, who visited her nephew, B. H. Hopkins and wife, here over the week end, left Tuesday evening for Vancouver, Washington, to visit a sister.
J. J. Clerk made a business trip to Amarillo Saturday.
Special prices on ladies' purses—the latest styles. City Drug Store.

SPECIAL ON MAGNETOES
Until May 1 the following prices for cleaning, greasing and adjusting

American Bosch	} \$1.00
Robert Bosch	
Eiseman	
International	

Splitdorf—\$1.50
10 per cent discount on all parts used.
We use only genuine factory parts.
New or rebuilt magnetoets.

WILLARD BATTERY STATION
313 Main Street.

MOVED!
—To the old laundry building across the street from City Hall, on Third Street. Watch for our Sinclair gas and oil service, washing and greasing.
Better Equipped for Your Repair Work—Vesta Batteries

Hereford Wrecking Company

Bakers Cash Grocery
Buy from independent neighborhood stores. Lowest prices consistent with quality and service. Occasionally you can buy articles from others 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.

STRAWBERRIES	58c
Gallon can	
BLACKBERRIES	39c
Gallon can	
COFFEE	25c
Bliss, one pound vacuum can	
PINEAPPLE	25c
No. 1 flats, three cans	
COCOANUT	22c
Bulk, fresh, per pound	
OLD DUTCH	21c
Three cans	
STARCH	4c
Lint, package	
SUGAR	49c
Pure cane, ten pounds	
SALMON	22c
Fancy pink, two cans	
SOAP	29c
P. & G. or Crystal White, ten bars	
DATES	19c
Black Palm, full ten-ounce package	
ORANGES	20c
Nice size, California Sweets, dozen	

Wyche Items
MRS. L. P. PERKINS
The club meets with Mrs. Cook Tuesday, April 26, Miss Bussell in charge. Foundation patterns will not be made until the next meeting in May.
Paul Smith and wife are visiting their parents, Mr. and Mrs. Earl Smith.
Etheridge Young and family visited Mr. Young Saturday and Sunday. Their home is in Sayre, Oklahoma.
Mrs. R. W. Elliston has returned from a visit in Amarillo.
Ruth Wolfe, Mr. and Mrs. T. Hines and L. P. Perkins and family visited the N. G. Elliston home Sunday.
Mmes. Ewton and Grady and families and Ted Young visited Mr. Young at the Morgan home Sunday.
Friends gathered at the home of Mrs. Matthews Wednesday of last week and enjoyed a big dinner and helped her quilt.
Mr. Morgan called on Mr. Perkins Monday morning.
Mrs. Ira Ott attended Council Saturday afternoon.
Clinton Lundry visited his mother, Mrs. C. V. Burgess, Sunday.
Mr. Young spent Monday night in Hereford with his son, Theodore.
Little Harold Lloyd Head has been ill the past week.
A. E. Edwards and family are recovering from influenza.
There will be preaching by Rev. Earl Smith at the school house the first Sunday in May at 7:30 p. m.
J. E. Wrenn, Edward Perkins, Dora Lee Burgess and Iva Gene Elliston will represent Wyche in declamation at Ford in the rally. In the races E. W. Barton, Buster Brady, J. E. Wrenn, Dorothy Perkins and Iva Gene Elliston will take part.
Misses Malone of Dimmitt visited Mrs. Smith Monday afternoon.

Ford Doings
MISS LA VERNE MANN
Attendance at Sunday school and preaching was above 100 again, Rev. V. M. Cloyd preached. Singing was well attended in the evening.

Easter News
By MISS LOUISE FRYE
The community feels refreshed after receiving a light rain Monday afternoon, although accompanied by some hail, but no damage was done.
Mrs. Ethel Dean who has been visiting her parents, Mr. and Mrs. J. S. Smith, left Sunday for Los Angeles for a visit with relatives.
Because of the threatening weather Friday there were only five members present at the club meeting, which met with Mrs. George Chambliss. Miss Clark was present and gave a demonstration on how to set out an asparagus bed. Refreshments were served during the social hour.
Caroline Frye visited Hazel Chambliss Friday night.
Our school closed Wednesday, April 20, with a social at the school house that evening, but no school program was given.
Judge Avery and little daughter visited our school Monday and made an interesting talk to the boys and girls.
Mr. and Mrs. W. E. Betts of Clovis visited Sunday in the Carl Frye home.
Grandmother Sams has had a slight relapse the past week. She has been confined to her bed for ten weeks.
There were 49 present at Sunday school. Rev. Bayless preached at 11 o'clock.

Methodist Church.
Sunday school at 9:45 a. m.
Preaching at 11 a. m. and 8 p. m.
Subjects, "Migration of the Birds" and "Soul Touching Soul."
There will be special music for each of these services.
A cordial welcome is extended to the public. Let us all plan to attend church Sunday.

S-P-E-C-I-A-L-S
FRIDAY — SATURDAY AND MONDAY

Forest Prints	Turkish Towels
New assortment of patterns, fast colors, Per yard	Sizes 19 x 34 Good grade, Each
10c	7c
Tennis Shoes	Tennis Shoes
Heavy and strong. For boys and girls, each pair	Odd lots, Brown and whites. Sizes 12 1/2 to 4 1/2 Each pair
48c	59c
Hygiene Insoles	Keds
Good brand. Prevents perspiration and odor. Each pair	Speeder for boys and girls. Sizing and white, Sizes 2 to 6 1/2
89c	79c

Sprouls-Cronin & Co.

Specials
FRIDAY, SATURDAY AND MONDAY

CLOSE OUT
of Ladies
SPRING COATS
\$7.45
Formerly \$10.00
\$8.95
Formerly \$11.50 and \$12.50
\$12.95
Formerly \$19.75

15c Paseo Prints
10c YARD
Plain and figured—guaranteed fast color

BOYS' WASH SUITS 49c
TEA APRONS 29c

SLIP-ON SWEATERS
SPECIAL, \$1.29
all wool—assorted colors

Special Prices on Men's and Boys' Suits.

D. R. GASS & SON

Texas Market & Grocery
PHONE 353—FREE DELIVERY
Friday and Saturday Specials

SOUP	25c
Assorted, three cans	
PEP	25c
Breakfast Food, two for	
SUGAR	49c
Pure granulated, 10 pounds	
POTATOES	15c
Ten pounds, No. 1	
MATCHES	15c
Carton of six boxes	
COFFEE	39c
Good Peaberry, three pounds	
STRAWBERRIES	70c
Gallon can	
COCOA	17c
Hershey's, half pound	
ORANGES	33c
Large and juicy, dozen	
TEA	37c
White Swan, half pound	
LETTUCE	15c
Nice and firm, two for	
HOMINY	25c
Medium size cans, three for	
TOMATOES	25c
No. 2 cans, three for	
TOILET PAPER	25c
Northern Tissue, three rolls	
BEEF ROAST, good, lb	10c
CHOICE STEAKS, lb	15c
PORK ROAST, nice and lean, lb	12 1/2c
LOAF MEAT, pork added, 3 lbs	25c
SLICED BACON, pound	18c
SMOKED BACON, pound	14 1/2c

Watch Our Windows for Other SPECIALS

THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL



The Whiteface Roundup

THE STAFF
L. Borden - Editor-in-Chief
J. Allred - Assistant
J. Fellers - Sports
L. Foster - Societies
B. Wilson - Jokes

Success.

What constitutes success? And, in receiving an answer, you immediately ask: "How can I be successful?" Well, you are liable to get a lot of answers, some of which are probably contradictory. However, every day you go on just the same asking for the formula of success. That one work "success" seems to embody all the things, striving and hope of the day of today. To me, there is to be only one answer. Yes, I divulge it you will probably say, "Oh, bosh, that's old-fashioned, we're modern. You expect us to believe that?" However had you hate to hear I say: "Have a goal!" and stick to its attainment with all sincerity, ardor, hope and faith that your human soul possesses.

Seniors vs Sophs.

Last Thursday afternoon the sophomores and seniors met for the basketball game that had been at issue between these classes for so long. The sophomores had won from the seniors once, but Thursday the senior basketball team was more point than the sophs. As the first half ended the score was 6-6 but the sophs then tossed three more goals and made one free throw during the next quarter. During the last quarter the seniors threw four goals, making the score 14-13, with the seniors in the larger end of the score. Those playing for the seniors were June Allred, W. B. Wilson, Owen Miller, W. J. Fellers, Edwin Holland and Elwyn Hartman. The sophomore line-up was Kermit Wilson, Charles Jones, Pecos Baker, Walter Seed and Orland Wil-

In Appreciation.

The senior class and senior football team want to express their appreciation to Mr. Wilson for being the coach, to Jack Cartwright and Libburn Ray for playing with the senior team, and to the athletic department for the use of the equipment in the game. Mr. Wilson is the junior sponsor, but he worked just as enthusiastically and willingly to help the senior team win. Jack Cartwright and Libburn Ray, who are seniors, but ineligible, helped the seniors very much in the game and it is regretted that Libburn was knocked out. After all, what is a football game if it isn't to have some fun? The seniors think every one had a lot of fun over this game, even though the score was a little one-sided.

The Football Game.

I suppose all of you know that we played that football game—the other day, and know what the result was. Our tackle Libburn Ray was sporting a bandaged eye and nose, almost every senior was sore, and many of their opponents were not feeling so fine. Due to the previous account in the paper of the game, we will not tell anything of the playing except that everyone can say that the next year's squad did not have such an easy task, even if the score was 15-0. The seniors are saying, "Stay right in there, Whitefaces." We hope you are as victorious over your next fall's games as you are over the seniors. Stay there and fight; we're for you 100 per cent.

Football Sweaters Awarded.

The event to which every football player and fan has been looking forward, happened Monday morning when ten letter men received their football sweaters. The sweaters were not to pay for the fine playing of these stars, but were merely to show how the school appreciates their football team's success.

The ten men getting sweaters were J. C. McCullough, W. B. Wilson and Andy Habermacher, second year letter men; Spaulding Bartley, James Cloyd, Berry Orr, Roland Orr, Elwyn Hartman, Edwin Holland and G. C. Hartman, who are first year letter men.

Seven of these are seniors and only three of these will be here next year. These are G. C. Hartman, Berry Orr and Rollin Orr.

Five letter men did not receive sweaters for various reasons. Two will receive these sweaters later. Jack Cartwright will get his after this term of school and Floyd Collins will receive his. Stone, who lettered last season but because he is now not in school, will not get a sweater. Climer and Russell, who are co-captains next year, will not get sweaters this year because of their getting one last year and their chance to get one next year. These boys, with others who did not get sweaters, worked hard to get these honors.

If everyone will recall the schedule for this year and the results, he can see plainly that the season was very successful.

With the five letter men to be back next year and the other prospects, the next year's football team should bring as much honor and success to Hereford.

Honor Roll.

High Honor Roll, Eleventh grade, Lueta Borden, Dorothy Fullwood, Martha White. Tenth grade, Billy Ross Phillips, Ninth grade, Mary Kate Brotherton. Sixth grade, Viola Beryl Phillips. Honor Roll, Eleventh grade: June Allred, James Cloyd, Leslie Culwell, Mildred Fullwood, Elsie Parrish. Tenth grade, Paul Conway, Mary Lee Curry, Louise Hamm, Wilma Jo Jones, Katherine Miller, Peggy Mitchell, Mary Posey, Patricia Wederbrook. Ninth grade, Lottie Allred, Nancy Conkwright, Sallie Glibreath, Basil McKinley, Adeline Schumacher, Marie Schumacher, Sallie Skelton, Loys Carmichael.

We Wonder.

If Violet had her arm wrapped up to keep it warm last week. If W. Jones ever went anywhere without a date. If Lueta will survive. Who picks up the pieces when day breaks. If Ruth Marie ever looked in hotel windows. If Sprattle ever had a cold. What a quiet economics class would be like. Why Bartley wears that ring. If it's polite to throw things in the study hall. If B. Climer ever wears white socks. If Mr. Dillehay drinks milk. Who sweeps the clouds across the sky. What size is a coat of tan. What size shoe C. J. wears. What makes an onion so fragrant. Why a loaf of bread has only two heels. Why V. Barnett is being called "sugar". If "Miscellaneous" is a "big gun" in Italy.

Central School Honor Roll.

Low honor roll, high fifth: Jack Boydston, Dean Dunlap. Low fifth, high honor roll, Barbara Jane Brotherton. Low fifth, Jas. Karr, Jack Nicks, Hertha Baer, Martha G. Culwell, Faye Crosthwait, Edith Jackson, Juanita B. Ray, Elizabeth Rice.

High fourth grade; high honor roll, Joy Wagley. Low honor roll, Grant Fuller, Raymond Witherpoon, Billy Wederbrook, Gayle Higgins, Merlin Conklin.

Low fourth grade, low honor roll, Johnnie Clyde Ard, Clifford Estes, George McLean, Jack Smart, R. L. Dowell, Martha Nell Ewton, Mary Ruth Hicks, Martha Louise Homer, Helen F. Streu, Nellie Thompson, Joe Onstead.

Senior Play.

The senior class play will be given Friday night, April 29. Would you like to see the actions of a talented and trained butler when he meets a rough and tough old self-made man of the Oklahoma oil fields? James Cloyd plays the part of the butler and Burl Alexander is the eccentric gentleman from the oil fields.

Spanish Program.

The first year Spanish class of which G. M. Hudson is instructor, presented an entertaining assembly program Thursday, April 14, commemorating Pan-American Day. The program consisted of a group of songs by the class, a solo by Bettye Bruce Jones, a one-act play, "Que Felicidad," and a Spanish dance with Wilma Jo Jones, Myrtle McGowen, Stanford Knox and Charles Jones as the dancers. The entire program except the announcements was in Spanish.

Quartet Brings More Honors.

The quartet has done it again! At the Tri-State contest in Amarillo Saturday, April 16, the girls won with a rating of "excellent" from the judge. Some weeks ago the quartet attended the Panhandle Music Festival and won first place, which made them eligible for the Tri-State one. The other entries were Hollene, New Mexico, two quartets from Lubbock and one from Brownfield.

Band to Clovis.

The Hereford high school band plans a trip to Clovis Saturday, April 23. A music jubilee will be held there at this time. There will be no contests with the exception of to contest to see how many people the town farthest distance away from the jubilee can bring. A loving cup will be awarded to the town which wins. Mr. Smith says that we have a good chance of winning if a good number of town people would go. There will be a parade after which each band will play two numbers in the new armory at Clovis. The trip will be made in the recently completed bus. H. E. H.

Interscholastic League Tryouts.

The boys' and girls' tryouts in debate and extemporaneous speaking are being held this week. The winners will go to Canyon to the tournament this week end. Victors so far are, girls' debate, Zelma Ruth Shore and Ardelle Foster, girls extemporaneous speaking, first place, Martha White; second, La Verna Womble; boys' extemporaneous speaking, first place, Noel Bryant, second, J. C. McCullough.

We all want to express our appreciation to the judges who have so kindly given their aid. Especially do we want to thank the debate judges who have so often given up their time to come to the schools assistance. Since there were no funds this year, judges have frequently been called upon for all debates. Again we thank you. MARTHA WHITE.

I thought Zelma Ruth was blond. She was, but she's gone off the gold standard.

Marvel Upton.

Marvel Upton: I really don't know what to do with my weekend. John Hunter: Why, put your hat on it. Mrs. Skelton: I'm sorry, but Sally said to tell you that she wasn't home. James G.: Well, tell her I'm glad I didn't call. This is a hard world, said Pat, as he knocked off for the day. Yis, said Mike, O! be thinkin' the same thing ivory toime I put me pick in it. The stockings were hung by the window with care, They had been worn six weeks, And they needed the air.—Climer's theme song.

Gaytha Wilson (disturbed at her prayers by a scratching on the screen door): Stand by, God, while I let the cat out.

The old postmistress was getting terribly absent minded. One morning the inspector caught her trying to steam open a post card.

Horace Blagg: Mother, I can't go to school today.

Mrs. Blagg: Why? Horace: I don't feel well. Mrs. B.: Where don't you feel well? Horace: In school.

Miss Campbell: Are you teaching this class? Allen Plummer: No, ma'am. Miss Campbell: Then stop acting like a numbskull.

Mrs. Hicks: Lucile is having voice trained abroad. Mr. Dillehay: How thoughtful.

Andy H.: Name some of the heavenly bodies, J. B. J. B. Noland, with a sigh: Blondes and Brunettes.

Miss Carlisle: What did you get for your birthday? Miss Rigler: A year older.

Senior Mothers Sponsor Picture.

The senior mothers will sponsor the picture, "Strangers In Love" at the Star theatre Thursday and Friday nights. Frederick March and Kay Francis are the stars. You will recall that you saw Frederick March in "Dr. Jekyll and Mr. Hyde". Then you know this will be a good picture. The senior mothers' purpose is to raise money to make the seniors pictures. Therefore, kill two birds with one stone and see this picture.

Something Different.

The second year clothing class has spent some time studying appropriate dresses and accessories for school wear. We have decided to set aside a day in which to pin tags on those girls and teachers that are appropriately dressed for school. The date of this unusual event will not be announced, but it will come as a surprise to everyone, except those girls who are to give the tags. Suitability of style, color and material of dress will be considered in the event. Shoes, hose, handkerchiefs and accessories that are appropriate will also meet the approval of the class. Watch your dress a little more closely so that you will be prepared to receive a tag.

GIGGLE GOSSIP

By The OFFICE DOG

A flea and an elephant walked side by side over a little bridge. Said the flea to the elephant, after they had crossed it: Boy, we sure did shake that thing.

Johnnie Womble: I could go on loving you like this forever. Wilda Wilson: Oh, go n.

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Reasonable Rates
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Manager
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Grade "A" Milk, 10c quart.
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Residence 244

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Residence and Office Phone 462

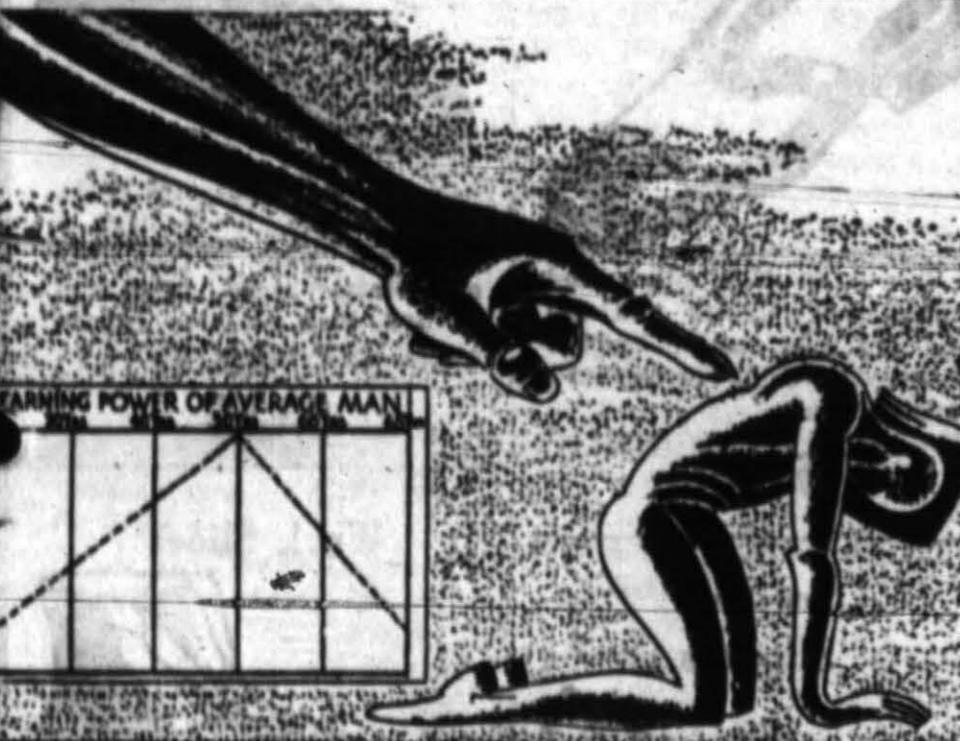
The title to your land is vital
Our Abstracts correctly reveal the title
A. O. THOMPSON
ABSTRACT CO.
5 1/2 per cent Federal Farm Loans.

DR. B. M. WILTSHIRE
DENTIST
Over Sprowis-Cronin
Phones
Day, 470 Night 474

Nunn Transfer
HAULING OF ALL KINDS
Day Phone 656, Night 761-J

DR. G. F. LeGRAND
Office Upstairs
Buckner-Lambert Bldg.
First Door South Star Theatre
Office Phone 678
Residence 244

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



Have Money Do Some Thinking

MONEY . . . the most serious problem of old age.
Start saving TODAY.
Tomorrow NEVER comes.

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THINK! **THE FIRST NATIONAL OF BANK** HEREFORD
A Strong Bank Thoughtfully Managed
MEMBER FEDERAL RESERVE SYSTEM
THINK! **HAVE MONEY!**

Locals

C. A. Skelton made a business trip to Amarillo Tuesday.

W. E. Elliott of Amarillo was a Hereford visitor Monday.

C. S. Jones and son, Charles, of Amarillo visited friends in Hereford Monday.

Mrs. H. W. Sherrieb was an Amarillo visitor Saturday.

I. B. McCure, an employe of the Santa Fe railway in Hereford, entered the Santa Fe hospital in Clovis last week for an appendicitis operation. He is reported as much improved at this time.

Paul Thomas Barnett, Jr. of Wichita Falls, a grandson of Mrs. J. M. Boone, is representing the Wichita Falls district in the high school oratory contest in Amarillo.

Mr. and Mrs. A. H. Streu and daughter, Helen, with Mrs. Urlin Streu left Sunday for an extended visit with his mother in Wisconsin, she having been in falling health for several months.

Let them play—scraping, scouring feet won't mar floors protected with Sherwin-Williams floor enamel bought from the Panhandle Lumber Company.

Mr. and Mrs. Frank Weaver report the arrival of a fine daughter, Joyce Elaine, at their home in Springdale, Arkansas, on April 14. Mrs. Weaver will be remembered in Hereford as Miss Mildred Sawyer, daughter of Mr. and Mrs. Will Sawyer.

Judge Ernest Lokey and family of Farwell were visiting friends and looking after business matters in Hereford Tuesday afternoon.

Mr. and Mrs. B. H. Hopkins spent Sunday visiting friends in Leveland.

Homer Fox went to Waxahachie the first of the week on a business trip.

D. B. Roberson of Amarillo, a former Hereford citizen, was here Tuesday on business.

C. R. Smith was a business visitor in Pampa last Monday.

Ralph Clennin came home from A. & M. College, where he has been in school, to spend the spring holidays. He will return to school next Sunday.

Mrs. Bob Wilson returned Saturday from Floydada where she attended the home coming for the county clubs.

We have a special bargain on Ambrosia, the one-minute facial, at the City Drug Store.

Mrs. J. E. Roberson left for her home in Canyon Tuesday after a visit with her daughter, Mrs. Geo. Story, who has been seriously ill at the home of her aunt, Mrs. J. F. Ward. Mrs. Story's condition is much improved.

Mrs. E. E. Robinson left Tuesday for Plainview where she will visit her son, Lon Robinson.

Mr. and Mrs. Brit Clark of Sumnerfield spent Tuesday in Hereford as guests of Messrs. and Mrs. J. F. Ward and J. B. McMinn.

Ira Story of Denver was in Hereford the first of the week visiting his brother George Story and wife.

Leo Hoffman made a trip to Clovis first of the week to visit L. B. McCure, who is in a hospital there.

Mrs. J. T. McDonald spent Wednesday of last week in Hereford with Mrs. T. E. Seigler.

Miss Eunice Rutherford attended the Fred Stone performance in Amarillo Saturday evening.

Alton Fraser made a business trip to Dimmitt last Monday.

A. H. Elliston left Tuesday for Oklahoma City on a business trip.

Mrs. John Hicks and children of Canyon were in Hereford visiting her cousin, Mrs. Jerry Behrens, last Tuesday.

Mrs. Collin Brown of Canyon spent last Tuesday in Hereford as the guest of her aunt, Mrs. J. F. Ward.

Artis Russell attended the Fred Stone performance in Amarillo Saturday evening.

What is the verdict of "Roving Eyes"? If in doubt, consult the Panhandle Lumber Company about redecorating your home.

The Brand unintentionally omitted last week the name of Fox Mercantile from its story of the merchants closing at 6:00 p. m., except on Saturdays. H. K. Fox was one of the committee who carried the petition to the business firms to get them interested in closing at a regular hour, and the Fox Mercantile will be one of them in this as in all other business matters of mutual concern.

Dr. and Mrs. W. A. Robinson will leave for San Antonio next week for San Antonio where they will enjoy the Home Coming of the Texas Chiropractic College and take advantage of the special lecture courses of the occasion, being guests of Dr. J. R. Drain, president of the college.

Mr. and Mrs. Ted Houston of Amarillo made a business trip to Hereford last Friday, and visited Mrs. Houston's parents, Mr. and Mrs. F. H. Oberthier.

Mr. and Mrs. Carl Gilliland visited friends in Amarillo last Saturday.

Miss Rosella Veazey spent the week end in Dimmitt with Mr. and Mrs. Leonard Ricketts, and attending the Epworth League meeting at the Methodist church.

Mrs. Carl Cockrell of Spearman visited friends in Hereford last week end and attended to business interests here.

Mrs. Charles Donald and daughter, Miss Emma Jean, visited friends in Canyon and Amarillo Friday.

Mr. and Mrs. J. E. Peoples of Alva, Oklahoma, spent Friday with Mr. and Mrs. Frank Givan in their home here, after having spent the winter in California.

Mrs. S. L. Walser spent Saturday with her daughter, Mrs. C. J. Crump, in Canyon.

John Aldridge of Farwell made a business trip to Hereford last Friday to see J. W. Witherspoon.

J. B. Kerby and Lloyd Doughty, extensive property owners in Hereford, were here from their homes in Weatherford Monday and Tuesday of this week.

Mrs. Burl Witherspoon and Miss Ina Mae Hastings visited friends in Amarillo aturday.

Mr. and Mrs. Roy Arnold were in Amarillo Sunday visiting with friends.

T. E. Seigler, Jr., visited relatives and friends in Amarillo Sunday.

Urlin Streu went to Amarillo Sunday to broadcast over the radio.

We have a few golf clubs which we are closing out at bargain prices. Also golf balls at all prices. City Drug Store.

Perry Beyer of Amarillo spent Saturday in Hereford with his parents, Mr. and Mrs. J. E. Beyer.

Misses Irene Crawford and Bess Westbrook attended the teacher's meeting in Amarillo Saturday.

Miss Thalia Parker attended the teachers' meeting in Amarillo last Saturday.

Mr. and Mrs. Sam Steele and daughter of Fort Sumner, New Mexico, were in Hereford the first of the week visiting Mr. Steele's mother, Mrs. M. L. Steele, and other relatives.

Mr. and Mrs. W. E. Hicks left Friday for Garden City, Kansas, to visit their son, Caldwell, and his wife.

Miss Sylvia McCracken returned Tuesday to her home in Sioux City, Iowa, after a visit in Hereford with her brother, J. C. McCracken.

The Methodist conference of the Amarillo district will convene in Canyon at 10:00 a. m., Tuesday of next week, April 26.

Last Thursday night the Methodist orchestra went to Dimmitt and present a program for the benefit of Mrs. Leonard Ricketts' Sunday school class. Those going were Mr. and Mrs. Paul Foster, Mrs. J. B. Jones, Mrs. A. C. Thompson, Misses Rosella Veazey, Martha Duncan, Christine Fincher; Homer Henslee, Leslie Roberson, Carl Spratt, W. B. Wilson, Dennis Baker and Andrew Lee Habermacher.

Mrs. A. L. Manjeot will go to Happy next Monday evening where she will deliver the principal address before the Mother and Daughter Banquet of the Calvary Baptist Church.

Mrs. Earl Stephenson and daughter, who have been visiting in Hereford for the past two weeks, left Tuesday for Canyon where they will visit a short time before returning to their home in Coolidge, Arizona.

Mrs. J. B. McMinn and daughter, Thelma, attended the Tri-State Music Festival in Amarillo Saturday.

Ralph W. Coan of Amarillo has succeeded Chas. Tuell as manager of the Furr Food Store in Hereford and took charge the first of this week. Mr. Coan is a pleasant young man with a personality that should win him friends here. He has moved his family down and established his home in Hereford.

W. O. Fox went to Waxahachie Sunday on a business trip and returned Wednesday.

EASTER COMMUNITY ENJOYS SOCIAL EVENING PROGRAM

Citizens of Easter community, southeast of Hereford, gathered at their school house Wednesday evening to enjoy a program of folk games and each other's society. There were 26 couples taking occasion to make the evening merry.

Those going out from Hereford to take part were Mr. and Mrs. Bob Wilson, Miss Lillie Hostetler, county librarian, and her brother; R. O. Dunkle, county agent; Miss Lulu Mae Martin, county home demonstration agent, and Miss Thalia Parker, high school home economics teacher.

MODISH WHITE

By CHERIE NICHOLAS



The supremacy of white for sports wear has already been established in winter resorts, the same setting precedent as to what will be worn later on when spring leads into summer. The attractive two-piece dress pictured is a likable style, fashioned of white corduroy. White, usually impractical because of cleaning expense, meets budget requirements in corduroy because it can be so easily successfully washed.

Newt Gilliland came home the first of the week from A. & M. College to spend a few days with his parents, Mr. and Mrs. Mat Gilliland.

A Want Ad in The Brand is a sure, steady worker—try it out

Farmers Will Go To Spur for Feed Program

County Agent R. O. Dunkle will accompany Wiley Roberson, D. L. Brumley, Carl Frye and A. G. Bell to the state experimental station at Spur tomorrow to attend a field day program and to study feeding schedules as have been under investigation there during the past winter.

The party plans to leave very early, attend the demonstrations and return all in the same day. Of special interest to those who feed their own stock for market, they will observe the results of feeding rations of varying proportions of locally grown grains to 10 different lots of young steers, to help determine those of greatest value.

METHODIST CHURCH BEGINS REVIVAL NEXT SUNDAY

Dr. Ernest E. Robinson, pastor of the First Methodist church, announces a series of revival meetings to begin with the next Sunday morning hour service, to be held here.

Rev. Alfred Freeman, pastor of the Gruber, will be here to assist with conducting the services. Mr. Freeman, a capable worker with the young people, will accompany him here and help with the meetings.

A cordial invitation to all extended by the pastor and congregation.

Returns from Beauty Show

Mrs. W. S. Smart returned Saturday from the Chicago Midwestern Beauty Show where new methods and the latest equipment for beauty work were demonstrated by leading beauticians.



ALKALI ALECK

The Range Roustabout Sez:—

—"It's wirth sumpun ter be able ter git what ya want when ya want it. That's 'y ya oter go tu—

R. H. KEMP LUMBER CO.

—phone four-four

STAR THEATRE

Hereford, Texas

Thursday - Friday
APRIL 21-22

FREDERICH MARCH and KAY FRANCIS in

"Strangers In Love"

Sponsored by SENIOR MOTHERS

Saturday Only

Matinee and Night
APRIL 23

BUCK JONES in

His Latest Western.

"South of the Rio Grande"

Sunday - Monday
APRIL 24-25

"This Reckless Age"

Featuring BUDDY ROGERS, PEGGY HANSON, CHARLES RUGGLES and FRANCES DEE

ALSO NEWS AND COMEDY

Tuesday and Wednesday
APRIL 26-27

We are giving you a big special for our

1c SALE

"Dance Team"

With JAMES DUNN and SALLY EILERS

Also LAUREL AND HARDY COMEDY

PIGGY WIGGLY

All Over the World

Specials for Friday and Saturday

BANANAS— Nice yellow fruit, dozen	21c
LEMONS Per Dozen	17½c
ONIONS— Texas Bermudas, pound	6c
MARSHMALLOWS— Bulk	17½c
FLOUR Hereford, 48 pound sack	74c
CRACKERS— Two-pound box, salted	15c
OXYDOL— Washing Powder, large size	19c
Coffee Folgers, 5 lb sack cane sugar with each 5 lb can, for	\$1.89
LYE— Merry War, three-cans for	25c
PRUNES— Gallon size	33c
Blackberries No. 2 can, 2 for	25c
BLACK-EYED PEAS— Wapco, two cans	15c
LUX— For all fine laundry, small size	10c
TOMATOES No. 2 size, per can	7c
RADISHES— Nice and crisp, per bunch	5c

BEEF ROAST, pound	10c
PORK ROAST, lean, pound	12½c
VEAL LOAF MEAT, pork added, 3 lbs	25c
ROUND, Loin, T-Bone, pound	12½c
BACON, sliced Pinkneys, lb	18c
PURE PORK SAUSAGE, lb	12½c
LONGHORN CHEESE, lb	17½c

SALE

\$75,000 PURCHASE OF NEW SUMMER SHOES

\$75,000.00 in new Summer Shoes purchased for all our stores. All new shoes and bought at the lowest prices possible and still maintaining our highest standard of quality. No other store in town can show the new assortment that we have for this big shoe event.

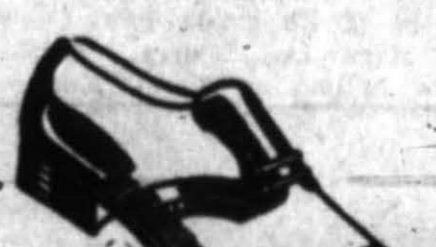
These Shoes Go On Sale Friday, April 22—Ten Days of Fast Selling.

Here Are Your New Sandals



—In white kid with white morocco saddle trim, also all over patent kid. Comfortable walking heel—
\$5.00

Men's Sport Oxfords



—Can be had in black and white, tan and six and tan and pig. In bal' or blucher styles. All solid leather welt construction—
\$3.00

Men's Dress Oxfords



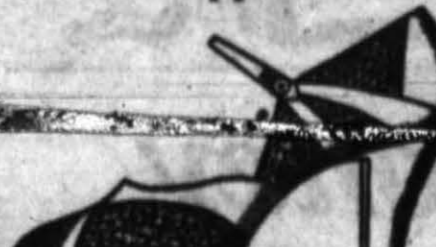
—New plain toe, Oxfords, blucher style, made over a new last with leather heel and clatter plate. Also can be had with neat toe cap in a bal with rubber heel—
\$3.50

New Pumps



—Suva Cloth Pump with neat kid trim on toe and heel. Can be had in all white and all black. New spectators heel—
\$4.00

New Mesh Slippers



—A smart new natural olivia mesh one strap slipper with light colored kid trim medium heel—
\$3.00

Work Shoes



—This moccasin toe with solid leather innersole and leather outer slip sole composition bottom is only one of many values—
\$1.98

1 Special Group

Sizes slightly broken, but a size for every foot

\$1.98

Stone Department Store, Incorporated