

# The Hereford Brand

SAMPLE COPY

Published Every Friday

Our Slogan—"More People—More Farms"

32nd Year—Number

The Hereford Brand, Hereford, Texas, Thursday, January 28, 1932.

Five Cents Per Copy.

## MERCHANTS JOIN BRAND TRADE EXTENSION PLAN

Hereford Merchants Band Together to Stage Two Sales Days Each Month for Coming Year. Big Bargains Offered by 23 Firms of This City.

The merchants of Hereford have adopted a plan by which they will present two big special sales days each month throughout the coming year, advertising them in the columns of the Brand. Friday and Saturday of this week are cordially invited by these business men to share in the remarkable special bargains offered by this group of enterprising merchants. These thrifty specials offered to the people each month will be highest class goods only. The discriminating buyer will find this an unusual opportunity to supply his or her needs at a remarkable saving.

### C.-C. Luncheon Next Monday at Baptist Church

President W. E. Dameron announces the regular monthly luncheon of the chamber of commerce will be held next Monday noon in the basement of the First Baptist church.

Considerable work in the interest of community and county affairs has been done by the commercial organization since the luncheon the first Monday in January, and a report of its activities will be forthcoming when the organization meets.

Good progress has been made in a program leading toward a paved highway project in this county, and the members and citizens over the county will be interested in learning the details.

### L. H. Foster Asks For Re-Election as County Clerk

Leonard Foster, present county and district clerk, places his name before the voters in the columns of the Brand this week as a candidate for re-election, subject to the action of the Democratic primary July 23.

Mr. Foster has proved to be a most satisfactory servant of the people in the office he holds, always courteous and helpful in the extreme in assisting citizens find things of record in the archives of the county, and supplying information concerning the necessary routine of official activities.

His ability is attested to by the esteem in which he is held by all whose needs or work have brought them in contact with the official records of the county during his administration. He asks for re-election upon the merits of his past services, with the justifiable pledge that his past experience gives him still better qualifications for the office.

### Property Owners Pay To Caliche Streets

For the past month or more the city commissioners have been putting caliche on several of the streets at the instance of the property owners on each side. It has been found the cost is very slight, and so far the results have been most satisfactory.

The movement follows that of the city and state highway department cooperating in caliching the east end of Third Street and the part of 25-Mile Avenue between the west end of Third Street and the Santa Fe tracks late last fall. When it was found how cheaply the work could be done, a number of citizens decided they would like that type of surfacing in front of their residences, and application to the city commissioners resulted in the work being done at cost.

This varies with the width of the street of course but the usual cost is just a few cents for each front foot. The only thing required is that the citizens of a block agree to share the expense of the work and the city will have it done.

Twenty-Five Mile Avenue has been surfaced for several blocks north of Third Street and a number of shorter projects have been finished nearby or leading off from the avenue. Those who have not seen this type of work should take the time to go out over it.

A feature of the program of surfacing the streets is that it furnishes employment to folks who otherwise would be without work, and at the same time puts a better surface on the street than is possible with a grader working on the dirt.

Mr. and Mrs. J. A. Nell were over from Clovis over the weekend, visiting in the home of her brother, Dr. B. M. Wiltshire, and other Hereford friends. Their daughter, Little Miss Nancy, who visited here last week, returned home with them.

## If I Don't Pay My Taxes—

The schools may shut down. The State cannot pay the full per capita distribution because, like the local school tax, it depends on MY payment.

Banks cannot advance further money to schools against unpaid taxes.

It is my personal duty to pay up—even though it hurts.

Thoughtful citizens in some localities have organized "Pay Your Taxes" clubs. Occasionally larger taxpayers are advancing half or all they owe, long before due date.

After all of us have paid who can, there yet will be left enough unpaid taxes that schools will have a struggle.

I will start now to plan how I can do "my bit".

By paying before February 1, I will save 15 per cent on 1930 taxes, 22 per cent on 1929 taxes, and 28 per cent on 1928.

## Leave Friday to Attend Older Boys' Meeting

G. M. Hudson, senior sponsor, and Clifford Kester, junior sponsor, are in charge of the delegation of older boys going to the Conference at Wichita Falls the last of this week. They plan to leave town some time between midnight and dawn tomorrow morning.

Kellar Muse and George Smith, Jr., will go from the Christian church; James Cloyd and Leslie Culwell from the Baptist church; Burl Alexander from the Presbyterian church, and W. R. Schelbagen, Jr., Carl Spratt and Noel Bryant from the Methodist church. There may be others who will decide to accompany the boys. Leslie Culwell is the Hereford member of the official congress or governing body of the whole group after they assemble.

Mrs. W. B. Anthony has been visiting her daughter, Mrs. George Sasser, and son, Robert, in Clovis this week.

## Perryton Woman Leads Legion Auxiliary



Mrs. Van W. Stewart Perryton, president of the American Legion Auxiliary, Department of Texas, who, in a recent interview, outlined the activities program of the Auxiliary in Texas for the year 1932. This largest of all women's organizations is again stressing Community Service, Rehabilitation, Child Welfare and Americanism.

## W. L. Pickett Makes Announcement For Office of Clerk

Walter L. Pickett comes out into the political arena this week by asking for the voters' consideration at the July Democratic primary when selecting the county and district clerk.

Mr. Pickett is well and most favorably known by Hereford citizens and nearly everyone in Deaf Smith county. He is a man whose acts are governed by high ideals, and his deep and sympathetic understanding gives him the ability to know the desires of the people.

He has been a citizen, property owner and tax payer for the past seven years, moving to Hereford from Castro county, and has been closely allied with the civic and business interests of the community. He served as clerk of Castro county from 1918 to 1922, thus being experienced in the work of the office for which he asks. At two separate times since moving here he has been owner and manager of the Star theatre, and his ability to acquaint himself with the people's wants made him successful in choosing the most suitable types of entertainment.

Before coming here Mr. Pickett had had experience in hardware organizations and banking, besides being closely concerned with the farming industry. He would make Deaf Smith county an efficient clerk, should its people elect him to the office.

## COUNTY REPUBLICANS CALL CONVENTION

Clarence Smith, county chairman, is this week issuing a call for a Republican convention of Deaf Smith county to be held at the court house at 3:30 p. m., Friday of next week, February 5, to elect a chairman and secretary.

## Williams-Cox Nuptials At Parental Home

Miss Myrtle Marie Williams and Perry Clyde Cox of Tulla were quietly married at the home of the bride's parents Mr. and Mrs. W. A. Williams, six miles north on 25-Mile Avenue, Sunday noon by Rev. M. J. Johnson of the First Christian church, in the presence of the family and invited guests.

The parents of the bride have made their home here for the past few months, having moved to Hereford from Tulla last September. The happy young couple will make their home in Tulla.

Mr. and Mrs. Henry Uebelhor and Mr. and Mrs. Theodor Uebelhor of St. Henry, Indiana; Ed Scheuta, Clarence Kaurer, Edward Draup of Nazareth, Mr. and Mrs. H. A. Hoffman and family, Mr. and Mrs. J. L. Hoffman and family, Mr. and Mrs. J. I. Leub and son, Clarence, and Jake Leub of Hereford, spent Sunday at the home of Mr. and Mrs. L. J. Kuper.

## Fats vs. Leans Makes Interesting Basketball

Fun for everybody, except possibly the players, is promised next Monday night at 7:30 in the high school gymnasium when the band mothers' organization set the fats and leans of the town against each other in basketball games.

Two games are scheduled, one each for "boys" and "girls". The boys' game was played last night, and all others they can scrape up to help them out of a tough situation.

Classy Pep Squad. Candidates who have announced for local offices are being prevailed upon to constitute a rooting section, each to choose the side for which partisanship will be shown by the pendulum swing of the scale beam in registering the candidate's weight.

Band to Celebrate. The high school band, in whose honor the fete is being held, promises to make the occasion a gala one for everybody concerned. It will parade and maneuver up and down Main Street Monday afternoon as part of the program and finish up that night by playing a concert in the gymnasium, probably using light and heavy numbers as the tide of battle ebbs and flows.

Hands On Pocketbooks. The key of admission to the sports of the evening will be a 15 and 25 cent charge at the door, with the promise being given that if any are dissatisfied with the performance they may ask for their money back, and see whether or not they get it. A doctor has agreed to be present and in readiness to administer first aid, resuscitation or sufficient respiration.

## HIGHWAY PAVING IDEA PROGRESSES THIS WEEK

Agreement Reached Whereby Actual Work Begins and Preliminary Survey Will Be Made In Immediate Future.

### Auto Plates and Taxes Will Take Penalty Monday

Next Saturday, according to authorities, is the last day to buy automobile tags without penalty and interest charges, and if the car has been used during January the interest charges will be made beginning as of January 1.

All penalties and interest on past due and delinquent taxes will be cancelled if only the tax is paid this week, but next Monday morning the full assessment of all penalties and interest will again be reinstated.

Those who took advantage of the split tax payment plan for state and county taxes and paid off the first half and their poll taxes before last November 1, need not worry any more about the second half of state and county taxes until the last of June.

### John Coffee Out for Re-Election As County Attorney

John Coffee, present county attorney, comes out with an announcement for re-election in this issue of The Brand. He has made an efficient, industrious official during the single term he has had the office, and by all rules of the Democratic and Texas election choices, is entitled to again serve the county as its attorney, if he asks for it.

Mr. Coffee has accomplished some reforms in the interpretation of the laws as administered in the county, that were not thought possible at the time of their inception, and such work deserves consideration when the voters are choosing a county attorney.

Mrs. Belle Ballew of Talban, New Mexico, was here Sunday to attend the funeral of her sister, Mrs. P. A. Turnbow.

Progress is being made on the contemplated highway project looking toward paved roads reaching east, west, north and south across Deaf Smith county.

During the past week the county commissioners met in special session with W. J. VanLondon, state district highway engineer, and entered into an agreement with him for the highway department to furnish an engineer to work with county trucks and employes to locate caliche pits, calculate the efficiency of the material, estimate the costs of transportation of the caliche to the accepted routes of the highways, etc., and present costs of construction for three different grades of caliche roads for each of the routes chosen, so those in charge could choose which they thought best suited to the needs of travel over that road.

The directors of the chamber of commerce have designated the Harrison highway and 25-Mile Avenue as feasible routes upon which to calculate the cost of the highway program. The sum of the estimates for each of the roads chosen will make up the amount of the bond issue to be voted upon.

The county commissioners court deserves much credit for the suggestion made and put into effect when it asked the engineer to permit the use of trucks and men employed by the county to assist him in the caliche location program instead of bringing employes with him from elsewhere. In that one feature, perhaps, the county was saved several hundred dollars.

Work is also going forward on the securing of the north and south highway as a state designation. This is a follow-up of the meeting at Littlefield last week, and looks promising for definite results.

## Hereford Sale In Progress This Afternoon

Visitors from all over the United States are present in Hereford today attending the Fifth Annual Hereford Breeders' Sale. The event occurs each year toward the end of January and attracts the attention of Hereford breeders the world over.

Some of the finest specimens of that breed of cattle are grown by the 18 or 20 ranchers engaged in that business around Hereford, and the annual sale is the Mecca of all interested in the highest type of perfection in the breed.

The L. R. Brady Estate, R. L. Campbell, E. L. Brady, George Burch of Dimmitt, Travis Dameron, Edgar East, J. B. France, T. H. Hines, T. C. Ivey, D. L. McDonald, T. E. Seigler, Leo N. Wolfe and W. T. Womble & Son have cattle consigned to the sale for this afternoon.

Col. Fred Repper, veteran purebred livestock salesman, is auctioneer. W. T. Womble is manager and J. A. Pitman is clerk. From the crowd evident around the sales pavilion the sale will be fully up to the expectations of the breeders.

## Ed Curtsinger Seeks Nomination For Sheriff of County

Ed Curtsinger, for several years past a deputy sheriff of the county, announces this week as candidate for the office of sheriff and tax collector, subject to the action of the Democratic primary.

Mr. Curtsinger has for many years been a citizen and taxpayer of the county, his work in connection with the sheriff's office makes him well acquainted with its requirements, and it is with knowledge and foresight that he pledges himself to a fair and impartial enforcement of the laws if he is elected.

Upon the basis that the laws were made by and for all, he asks that politics be set aside for a time, pledging his full time unflinchingly to a faithful discharge of the duties of the office.



**The Hereford Brand**

Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS

Published By  
NORTHWESTERN PUBLISHING  
COMPANY

R. E. KESSIE,  
Editor and Manager

TELEPHONE 36—AT NIGHT 636

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

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

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

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



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

Either pay your poll tax before Saturday night or you lose your privilege as an American citizen to express your opinion in choosing the officials of the schools, district, city, county, state and nation for the next two to four years. Quite a bit of good may be done by decisive action before the end of this week in paying your poll taxes, instead of standing around and grumbling. Of course you may grumble if you want to, but what is it going to get you? If you are dissatisfied, the election of your choice of officials will come nearer getting results than all the fault-finding in the world.

One dollar of the poll tax goes to the school funds. That will be of great help, also.

It is greatly to be desired that all taxes be paid, and it is impossible to pay your personal and property taxes without paying your poll tax if you are a resident citizen, but you may pay your poll tax without paying any of your other taxes if you choose to do so.

Ladies who leave the taxpaying to their husbands, should inquire if their husbands remembered they were married when they paid poll taxes, or the lady may not get to vote when the time comes.

If the money is available, one of the greatest savings-taxpayers have been privileged to enjoy in Texas for years, is possible to those with unpaid taxes. If they will pay them before Saturday night, by the special act of legislature all penalties and interest on delinquent or past-due taxes is cancelled until the last of this week. On 1930 taxes the saving amounts to 15 per cent, on 1929 taxes it amounts to 22 per cent, and on 1928 taxes to 28 per cent, according to figures released this week. Next Monday all the penalties and interest will be reinstated.

Take a little time today to visit the Fifth Annual Hereford Breeders Sale at the pavilion. It begins at noon and lasts until fifty or more of the finest Herefords in the nation are sold. It is worth witnessing, but remember it is for sale purposes and not to carry on conversations, no matter how interesting.

People have come a long way to select and buy the animals whose breeding fills a needed place



CLEANING  
and  
PRESSING  
PHONE  
**16**  
Orr's Tailor Shop

**Twenty-One Years Ago In Hereford**

From Files of the Brand of February 3, 1911.

Plainview had brought in its first shallow water well and the state papers in commenting on the fact were somewhat mixed some saying it was an artesian well and others a flowing oil well.

There was some talk at that time of re-districting Tynas, and the wet-and-dry question as well as the light-and-dark areas came in for discussion as reasons to re-district or not.

George P. Garrison, brother of J. E. and C. S., had come from Bluefields, Nicaragua, Central America, for a visit here. (It

seems that he liked it here.)

A delegation from Hereford had attended the Panhandle Publicity Association at Aramillo and reported an enthusiastic launching of the work.

Judge Jno. P. Slaton was in Austin working before the legislature in the interest of the organization of a Court of Appeals for the Panhandle.

One of the drug stores had been advertising free gold fish with merchandising of cough syrup. A severe norther had struck town and it was impossible to ship in the gold fish, so the campaign was postponed.

The specifications of a 4 1/2 inch cylinder, 8-inch stroke windmill with the amount of water it could be expected to furnish and the size of storage tank for irrigation of certain sized tracts of garden, was presented by the Brand in an effort to interest more people in growing their own fresh vegetables and canning the surplus for winter use or sale.

A report of the honor roll at school showed the work divided into three classes—high, intermediate and primary.

A "pink tea" had been served by the Methodist Missionary ladies at the home of Mr. and Mrs. H. H. Hawkins.

In their herds, they want to know everything that goes on in the sale ring, and should not be disturbed by idle gossip and comments.

The tax split the city dads have agreed to give on 1931 taxes comes at a very opportune time, and should be appreciated by the citizens of Hereford. If half the city taxes, including the poll tax, are paid before Saturday night, the remaining half may be left until August 1 for payment, with only a six per cent annual interest charged on the last half. There will be no penalty charged.

But, should the first half not be paid by next Saturday night, the whole amount of the city taxes become delinquent, 10 per cent penalty is immediately added, poll tax paying privileges are lost, and with it goes the right to vote in any city election this year.

The Trade Expansion program being inaugurated by 23 Hereford merchants and business people with the assistance of the Brand is one of the cleanest cut advertising propositions with which the paper has ever been concerned.

Since I came here in 1920, scheme after scheme for "promoting" sales and trades days have been making their appearance and just as regularly have been turned down by the Brand. I did not believe they were truly representative of the general type of business men in Hereford and most of them were an insult to the intelligence of the citizenry of the community.

In all my experience in dealing individually or collectively with merchants in towns where I have lived, I have never known a more just or public-spirited set of business people than serve the merchandising needs of our city, and nowhere have I been associated with a better-understanding or fairer-minded type of people, as a whole, than make up the citizens of Hereford and its trade territory.

A long time ago I gave up the idea that one person was more intelligent than another. Certain traits are more pronounced in some that are lacking in others, and vice versa, but the general average finds folks about even. Training develops some traits and makes their possessors better because they learn to understand humanity better and can meet its

**City Charities Commission Solicits Aid**

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

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

**TELEPHONE CALL BRINGS AID!**

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

requirements. Those who gain their ends by intentional deceit are eventually exposed and suffer more than they gain.

The Trade Extension plan being used by the Hereford merchants is simple, straight-forward advertising of high grade merchandise they have to sell. There is no Santa Claus, brass band, bombast, drawings, free automobiles, or any special inducement given to bring people to trade with them. They advertise what they have to sell, and put prices on their goods so that people will recognize them as excellent bargains. Thus the merchant and customer come face to face for things in a way that is natural and not deceiving to anyone.

Practically every line of retail merchandise in Hereford is covered by the Trade Extension plan, and it will be used once each month. Every family within a trade radius of Hereford will receive a complimentary copy of the paper on those weeks. If they do not, their name and address sent to the Brand will bring it to them. This community-wide publicity

trade extension plan is one that the Brand heartily endorses, recommends and expects to stand squarely behind, one of the most honest, dependable plans of merchandising it has ever known.

There will be no bills distributed over town to litter up your lawns or be put in your mail boxes without paying postage, the plan will come to you with the news of your community and it will be kept on your library table for all the family to read. There are no free advertisers in the Trade Extension plan for those who do pay their bills to assist in paying for. Each and everyone bears his part of the cost at regular Hereford Brand advertising rates. The usual "catch-as-catch-can" "fly-by-night" advertising schemes are sold to dependable merchants by giving away to some business firms "free space" to make other dealers feel obligated to take part in the scheme. The Brand has never tolerated this and will not, if it is in its power to do so, permit such propaganda to be sold in Hereford.

**My Gas Bills Are Too High**

VERY OFTEN THEY ARE. We will tell you so and tell you why.

YOU ARE PAYING FOR NO MORE GAS THAN YOU BURN, but you are burning more than you need.

Long, yellow, wavering flames that float along the bottom of the utensils indicate the use of too much gas.

The United States Bureau of Mines, in a bulletin on the correct use of natural gas in the home, describes fifteen different ways this fuel is wasted.

All of these are due to faulty apparatus, faulty knowledge of how to burn gas, or to carelessness on the part of the consumer.

**West Texas Gas Co.**

**The "Who's Who" of Business**

Not all of us have our names recorded in "Who's Who" or the Social Register, but—

All of us, whether in high or low estate, are catalogued in the "Who's Who of Business—the records of the Business Men's Association.

Here on a little card is kept the life history of your credit record—of how you meet your obligations or DON'T.

"Prompt Pay", the highest tribute in the "Who's Who" of Business, is the record of those who pay retail bills on the 10th of each month, or as agreed.

**Business Men's Association**

Mr. and Mrs. Clyde Russell entertained 20 young people at a progressive forty-two party Friday night. Refreshments of pumpkin pie with whipped cream and cocoa were served.

Mr. and Mrs. Blakemore and sons called on the Neels Sunday afternoon.

Glenn Ricketts visited Ray and Clyde Neel Saturday afternoon.

Mrs. Park and Lucile spent Tuesday with Mrs. Albert Higgins.

Mr. and Mrs. J. E. Blakemore and sons ate supper with Mr. and Mrs. Clyde Russell Sunday.

Mrs. Ira Ricketts called on Mrs. Owen Neel Sunday afternoon.

Misses Holland of Canyon and Jamieson of Fritch visited Miss

Pauline Conner last week. Mr. and Mrs. J. E. Blakemore and sons, Miss Katherine Hershey, Mr. and Mrs. Howard Hershey and daughters, and Mr. and Mrs. Horace Hershey and son visited in the Hershey home last Wednesday evening.

**Notice of Republican Convention.**


Notice is hereby given of a Republican convention to be held in County court room at 3 p. m., February 5, 1932, for the purpose of electing a new county chairman and secretary for Deaf Smith County.

(Signed):  
CLARENCE SMITH.



**SUPER-SERVICE**  
Washing, greasing, polishing and tire repairing—with modern equipment — by well-trained service men.  
Vacuum Cleaning.  
**J. L. SHARMAN**  
Phillips "66" Station No. 1.

**Announcement**  
—Our Mistletoe Cream Station is ready to pay top market price for your cream, poultry, and eggs. We buy all kinds of produce.  
**L. S. Winn Produce**  
Old McLean & Pitman Building  
Phone 478



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

SUGAR, ten pounds	53c
YAMS, Portales, pound	1 1-2c
COCOA, Mother's, two pounds	33c
MATCHES, carton	18c
GRAPEFRUIT, Marsh, seedless	5c
CORN, fancy No. 2	10c
OATS, Wedding Premium	25c
MUSTARD, quart	21c
LYE, Babbitts	12c
WHITE KING, large	37c
HONEY, Sioux Bee, 1-2 gal 84c, 2 lbs	34c
COFFEE, six pounds	72c
PINEAPPLE, gallon	64c
TOILET PAPER, four for	24c
SALMON, pink	12c
ORANGES, large, dozen	24c
MEAL, five pounds	17c
SPUDS, U. S., No. 1, 10 pounds	19c
OYSTERS, large 24c, small	12c

FREE DELIVERY PHONE 249

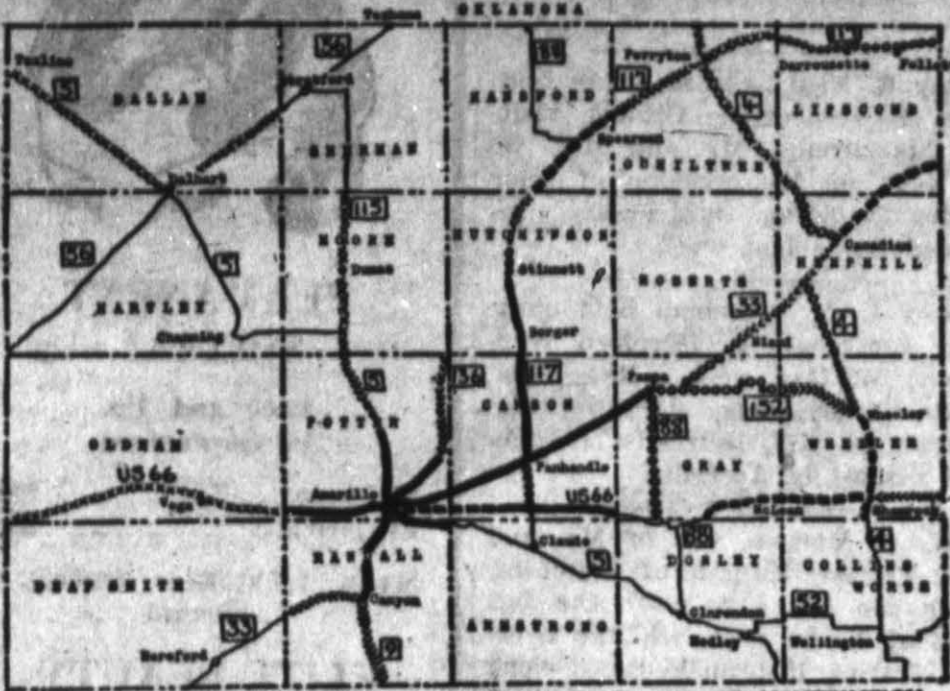


**Have Money Safe in Our Bank**  
As a Member of the Federal Reserve System of Banks, you know we can take our sound securities to our District Federal Reserve Bank and get money when we WANT it. For YOU this means that when your money is in Our Bank you can get it when YOU want it.  
**START SAVING REGULARLY NOW**  
We Welcome YOUR Banking Business

THINK! **THE FIRST NATIONAL BANK OF HEREFORD** THINK!  
HAVE MONEY! **MEMBER FEDERAL RESERVE SYSTEM** HAVE MONEY!



**\$5,000,000 Road Program in Panhandle**



The above map tells the story within itself of the \$5,000,000 road program being put into effect in the upper Texas Panhandle. When completed, the Panhandle will have 573 miles of paved road.

**Ward News Notes**

BY MRS. WILEY ROBERSON

Mr. and Mrs. Carr of Hereford spent Sunday in the Caraway home.

Mrs. D. O. Williams and children of Abernathy visited the Jack Hutson home this week.

Robert and Fred Hutson and Hicks and Donald Roberson visited Robert Lady Saturday.

Glady Lewis spent Friday night and Saturday with Allene Caraway.

Jeff Roberson and family of Dawn spent Sunday in the Wiley Roberson home.

C. C. Warren and daughter of Wheeler are visiting the home of his nephew, W. P. Caraway.

Misses Hughes and Garrett visited the Harrison home Tuesday night.

Cecil Lady and wife spent the week end with her parents, Mr. and Mrs. M. D. Fincher, Hereford.

Messrs. and Mmes. John and Bill Hutson and families, Mrs. D. O. Williams and children, Mr. and Mrs. Sonny Ledbetter spent Sunday in the Jack Hutson home.

Mr. and Mrs. G. M. Suggs spent Sunday afternoon in the Caraway home.

Mrs. Arlie Dean visited Mrs. Wiley Roberson Monday.

Mr. and Mrs. Moreman have relatives visiting them from Oklahoma.

Lynn Powelson and family spent Sunday night in the W. R. Harrison home.

Misses Hughes and Garrett visited the Wiley Roberson home last Thursday night.

Delbert Powelson spent Wednesday night with Hicks Roberson.

Mrs. Cecil Lady and Miss Mary Louise Dean called on Mrs. Roberson Saturday afternoon.

Robinson January 26 with 13 members and two visitors, Miss Ruth Wolfe and Mrs. Gilliam, present. The club gets new year books, the subject of which is Citizenship, Mmes. Perkins, Cook and Gold talked on taxes, kinds of taxes, how spent and by whom collected, and do women fall on the suffrage job. Mrs. Olson talked on the county health program. Mrs. Ott gave the council report. Miss Buzzell gave an interesting talk on care of infants. The club will meet with Mrs. N. G. Elliston February 9.

Ted Young and family visited Mr. Young Monday.

Messrs. and Mmes. Ira and Lee Ott and mother attended the funeral of an aunt in Plainview Monday.

Mrs. Jess Lockhart of Tulsa and Mrs. John Lewis of Silverton called in the Ott home Monday.

Mr. and Mrs. J. H. Lindsey spent the week end in the G. B. Raddock home.

Van Redwine has moved to the Collier place.

Mrs. C. S. Walker of Lubbock is visiting her son, DuBois.

Miss Hazel Lee and Miss Eunice Walker called in the DuBois Walker home Sunday.

Mr. and Mrs. G. M. Suggs spent Sunday afternoon in the Caraway home.

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**Adrian-Sims Notes**

BY MRS. J. M. CHAPMAN

We are enjoying pretty weather now.

Mr. and Mrs. Tom Cook and Lourin Luallia returned Wednesday of last week from Lebanon, Missouri, where they had visited relatives during the holidays.

Misses Alma and Lucille Foxall were in Hereford Saturday.

Mr. and Mrs. Claude Bogie and son returned last week from Oklahoma where they visited several weeks.

Marshall Stone was in Adrian Friday afternoon.

Mozelle Phillips and Virginia Chapman celebrated their 12th and 15th birthdays, respectively, Tuesday, January 15. Mrs. Chapman prepared a supper for them which was enjoyed by those present. We wish for both many happy returns of the day.

Rev. Hodges and family of Amarillo have moved to Adrian to make their home. Rev. Hodges will fill the pulpit for the church there. We welcome these people among us.

Mrs. Chapman and Ray were Amarillo visitors Thursday.

**Scherer Items**

MRS. B. R. FULKERSON

Lee Crawford and Bennie Fulkerson are threshing this week.

Miss Brunson spent Friday and Saturday nights with her brother, Fred, who lives at Ford.

Mr. and Mrs. Clem Friemel spent Sunday in the Morrell home.

Jim Boyd and wife spent Sunday with her mother at Umbarger.

Mrs. Harrell visited Mrs. Crawford Tuesday.

Mark Miller went to Wichita Falls on business Saturday.

Mr. and Mrs. Parker of Amarillo visited the Dean home Sunday.

Mrs. Friemel visited the Harrell home Wednesday.

Friends and neighbors gathered at the home of B. F. Fulkerson Sunday night and enjoyed music furnished by Jack Hubbard and Arlie Dean.

W. H. Hubbard and son and Dewey Byrn, of Memphis, took dinner with B. F. Fulkerson Sunday and spent Sunday night there.

Mr. and Mrs. Loys Harrell visited the B. R. Fulkerson home Wednesday night.

**Easter News**

By MISS LOUISE FRYE

A light snow fell here Monday.

J. H. Sanders and family were recent visitors to Dimmitt.

Ray Johnson and family and Mrs. Murdock of Summerfield, Mrs. W. E. Botts of Clovis, and Miss Martha Medley visited the C. W. Frye home Sunday.

Mr. Durant and family are in Flagg this week.

Mrs. W. H. Frye has been sick the past week.

Mr. Wardlow and family visited in Plainview Sunday.

Carl Frye and Ray Johnson were in Amarillo Friday.

C. Smith and O. L. Anthony are back from New Mexico where they have been the past three months.

H. Smith and wife called in the J. S. Smith home Friday.

Mr. Medley and Miss Martha called in the C. W. Frye home.

Annie Mae, Emerald and Mrs. J. S. Smith called in the Medley home Sunday evening.

B. O. Dixon and family attended church at Frio Sunday morning.

Emerald Smith returned home from a week's stay in Big Square.

Carroll Eizenbee was out of choos Thursday and Friday because of illness.

Mr. Medley and Ben were in Dimmitt Monday.

The H. D. club met January 29. We had 25 present at Sunday school last Sunday.

Several attended quarterly conference at Jumbo Saturday.

Messrs. and Mmes. M. Slemmons and Fred Walton called on Mrs. Sams Sunday afternoon.

**Westway Items**

By WILMA NELL SIKES.

Mr. Houser and family of Hereford visited the G. C. Hartman home Friday night.

Elvin Wilson, who broke his shoulder last week, underwent an operation Thursday and was brought home Sunday.

There was no Sunday school Sunday because of the funeral of Mrs. Turnbow, mother of Mrs. Grimes.

W. M. Stovall and Roy Neeves of Lockney visited the Hartman home last week.

Bessie Gunn and Lily May Sikes spent Thursday night with the Wilson girls.

Kenneth Collins left Monday for his home in Colorado.

Mr. and Mrs. L. O. Gore visited the Grady Wilson home Sunday.

Vondyl Houser spent Wednesday night in the Pierce home.

Oleta Hartman spent three days last week with Mrs. Myra Witherspoon.

The basketball teams played Summerfield in Hereford last Tuesday night and Westway was defeated.

Gertrude Wilson spent Sunday night in the Gore home.

G. C. Hartman and family and Vondyl Houser took dinner Sunday in the N. P. Sikes home.

Ellis Wilson and wife of Hereford visited the Grady Wilson home Sunday.

Mr. and Mrs. Earle Joiner spent Sunday in Hereford with relatives.

Mr. Hartman was in Groom on business Monday.

Mmes. Tom Vaughn and Joe Landers spent Thursday morning in the hospital with little Elvin Wilson.

Jiggs Hartman visited Edwin and Robert Holland Sunday.

Rat Roe spent Thursday night with Vernon Wilson.

A group of Hereford friends visited Leslie and Sue Vaughn late Sunday.

Vondyl Houser, Elwyn Hartman and Claudell Sikes visited the Pierce boys Sunday.

The ladies club met with Mrs. Gilliland Friday. The time of meeting was changed from Friday to each first and third Tuesday in each month. The place of meeting will be with Mrs. Gilliland.

**Wyche Items**

MRS. L. P. PERKINS

Mrs. Spencer visited Mrs. Baird at Jumbo Sunday.

C. C. Cook was in Farwell Monday.

O. L. Lindsey and wife visited the J. J. Lindsey home first of the week.

C. V. Burgess and family spent Sunday in the home of Mrs. Burgess' father at Summerfield.

Mr. and Mrs. Lon Perkins spent Thursday in the N. G. Elliston home.

R. L. Elliston and family ate Sunday dinner in the N. G. Elliston home.

Harley Perkins is here a few days from Knox City.

Visitors of Mr. and Mrs. Morgan and Mr. Young Sunday were Mr. and Mrs. Ewton and children, Clara Joe Neill, Dorothy Barton and Dorothy and Edward Perkins.

R. L. Elliston and family and N. G. Elliston and family visited in the B. W. Elliston home Sunday afternoon.

The club met with Mrs. George

**Eleven-Mile**

Miss Eunita Williams, Reporter

There was a large crowd at our Sunday school last Sunday.

Mrs. E. M. Green and son called at the Gulna home Sunday.

A light snow fell here Monday.

Mr. and Mrs. Williams called at the L. M. Turner home Thursday evening.

Mrs. Henry Turner was in Hereford Tuesday.

Tymple Lynch called at the Williams home Friday.

J. R. Coleman was in Hereford first of the week.

J. V. Wells was in Hereford Monday.

A. Edwards of Floydada was at his place here this week.

Ollie Otts called at the Gore home Sunday.

L. M. Williams and daughter, Eunita, were shopping in Hereford Monday.

Eera Norton and Mr. Richardson of Hereford called at the Howard home Wednesday.

Fred Collett was in Hereford the last of the week.

Ollie Otts took dinner in the L. M. Williams home one day last week.

Mr. and Mrs. W. A. Whitson and children and Mrs. Ollie Otts and daughter were in Hereford Wednesday.

Among those on the sick list this week are Mmes. L. M. Turner, L. M. Williams, Mrs. Muggins and Allie Williams.

Hobby Williams was out of school last week on account of illness.

A. Edwards is hauling wheat this week.

The party given at the Reece home was enjoyed by many.

Mr. and Mrs. R. I. Coleman and children called at the B. D. Myer home Sunday.

Mrs. G. A. Stegall, former resident of Hereford, is here this week visiting old friends and acquaintances.

**Daniel News**

BY MRS. JOE THURMOND

Mr. and Mrs. C. W. Walls of Armistad, N. M., spent several days here with her sister, Mrs. Luna Jacobs, and friends. The Walls formerly lived here.

Miss Buzzell, health nurse, was at Daniel school Wednesday and gave the children physical examinations.

Mrs. Hubert Thomson spent Friday afternoon with Mrs. W. R. Moore.

J. S. Moore was in Amarillo Saturday.

Miss Lucille Park of Progressive visited Daniel school Thursday and Friday with Miss Katherine Hershey.

Mr. and Mrs. O. L. Shugart and Elma of Hereford spent the week end in the Joe Sherman home.

Mrs. Floyd Tomlinson and children are visiting her parents at Plainview.

Dinner guests at the Joe Thurmond home Sunday were Mr. and Mrs. C. H. Walls of Armistad, N. M., Mr. and Mrs. O. L. Shugart of Hereford, Mr. and Mrs. Herman Denkel of Vega, Mrs. Luna Jacobs and children and Mr. and Mrs. Dudward Vernon. This same group called in the Jacobsen home Sunday night.

W. R. Moore was in Amarillo Sunday.

Mmes. C. L. Goad and Joe Thurmond called on Mrs. Hubert Thomson Thursday afternoon.

Mrs. Joe Thurmond spent Wednesday afternoon in Hereford with Mrs. O. L. Shugart.

Walter Beckner suffered a very painful injury last Wednesday when he got his hand caught under a chain on a combine. His thumb was broken and his hand badly lacerated and required several stitches to close the wound.

Joe Golden of Plainview returned home last Wednesday after having visited his sister, Mrs. Joe Tomlinson here for some time.

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

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

**The Hereford Brand**

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

**The Most For Your Money**

**Pay Your Taxes With the Savings**

**STEAKS**

This is a prize beef from the Clay Bowsher farm of Hereford. It is the best that can be bought.

**Pound . . . . . 12 1/2c**

**PURE LARD, 8 pounds . . . . . 54c**  
**BACON, tall corn, sliced, pound . . . . . 17c**  
**HAMS, half, sugar cured, pound . . . . . 10c**  
**CREAM CHEESE, pound . . . . . 17 1-2c**  
**OLEO, Silver Nut, pound . . . . . 12 1-2c**  
**PICNIC HAMS, pound . . . . . 10c**

**Salmon Large Can . . . . . 12c**

This is a new packed can with all of the oil left in the fish. A new car of Happy Vale Brand just came in to our supply room.

**DRY SALT BACON, pound . . . . . 10c**  
**BACON, sugar cured, pound . . . . . 12 1-2c**  
**PORK ROAST, pound . . . . . 8c**  
**SHORT RIBS, pound . . . . . 8c**  
**CHILL, home-made brick, seasoned . . . . . 10c**

**Bargains In All Fresh Meats.**

**Sugar 10 lbs. . . . . 47c**

We have the cane or beet sugar, which ever you want. At this low price you can save money here on every item that you buy. This is not sold alone.

**PEANUT BUTTER, five pound pail . . . . . 69c**  
**APPLES, fine grade, dozen . . . . . 15c**  
**LEMONS, plenty of juice, dozen . . . . . 19c**  
**TOMATOES, fresh, pound . . . . . 12 1-2c**  
**GRAPEFRUIT, for breakfast, three for . . . . . 10c**

**BLOSSOM COFFEE lb. 25c**  
**3 lbs. 75c**

THE COFFEE THAT IS GUARANTEED TO PLEASE YOU is an exclusive Texas brand. Keep your money in our home state and in our home town. We get a discount from out-of-town wholesalers, because we buy in car-load lots, and we pass this saving on to you. Save on your groceries and spend it with your other merchants.

**GREEN BEANS, No. 2 can . . . . . 10c**  
**SPINACH, for health, can . . . . . 12c**  
**MILK, pure cream, large can . . . . . 9c**  
**HOMINY, fancy, each, No. 1 can . . . . . 5c**  
**MEAL, 10 pound bag . . . . . 25c**

**Beans 10 lbs. . . . . 37c**

This is the new crop of pinto beans and have been re-cleaned. They are selected for nice size and for easy cooking. 100 pounds for \$3.35.

**CRACKERS, two pound box, small wafers . . . . . 19c**  
**PORK AND BEANS, 3 cans . . . . . 21c**  
**OATS, large package . . . . . 16c**  
**BLACK FIGS, for cooking, 2 lbs . . . . . 25c**  
**PANCAKE FLOUR, Pillsbury . . . . . 9c**

**SPUDS 10 lbs. 17c**

They are Colorado No. 1 potatoes. Not mixed with No. 2 potatoes. Guaranteed not to mush up when cooked.

**IVORY SOAP, flakes . . . . . 5c**  
**SOAP CHIPS, a good cleanser . . . . . 5c**  
**WHITE KING, large size, each . . . . . 37c**  
**SOAP, for the laundry, ten bars . . . . . 25c**

**Ribbon Cane SYRUP Gallon Pail 64c**

This is a mild syrup and is not to be confused with the strong sorghum flavors. It is made in the old fashioned way, does not contain chemicals of any kind. Sells everywhere for 75c

**Furr Food Store**

PHONE HEREFORD 74





# WOMEN'S PAGE



## Seventh District Club Women Plan Program

PERRYTON WOMAN HEADS LEAGION AUXILIARY

All Committees, both special and standing, and all departments of work, are now made up and busy upon the problems of community welfare in the Seventh district. Mrs. J. A. Hill, president, has been fortunate in securing a nice balance among experienced and inexperienced club women in filling the places. It is the ideal of club organizations to bring a great number of new workers into the places of responsibility with each administration.

Women in organizations undertake a great variety of tasks, this is because the women who make up the clubs are interested in many things which touch the life of the home, school and community. In the seventh district there is a committee on motion pictures, with Mrs. H. T. Burton of Clarendon as chairman. A committee is assigned to work with war veterans, and Mrs. J. O. Cade of Amarillo, who is particularly interested in the needs and difficulties of ex-service men, is chairman. Mrs. Ed Rodgers of Claude, a successful farm mother, is chairman of farm relief, while Mrs. George P. Grout of Panhandle is chairman of the committee which is striving for better understanding between the women of the towns and those of the farms. The departments of work are eight in number.

Evidently club women have al-

### Why Bother With Ordinary Chicks When A. P. A. Certified Chicks Cost No More?

Hatches Off Tuesdays and Fridays of Each Week.

Custom Hatching 2c per Egg.

Eggs Received Wednesdays and Saturdays of Each Week.

### HILLSIDE HATCHERY

For your own protection buy only Certified chicks.

ways believed in the fundamental importance of the fine arts, for the department of Fine Arts is the largest of all. Its chairman is Mrs. J. W. Sanders of Amarillo. Its divisions include: Art, Mrs. C. E. Palmer, Amarillo; industrial art and advertising, Mrs. Paul Roach, Spearman; American pottery, Mrs. Frank P. Bain, Silverton; painting and sculpture in schools, Mrs. P. E. Jeter, Childress; art in home and garden, Mrs. J. W. Noel, Hedley; prints and etchings, Mrs. John Boyce Amarillo; literature, Mrs. C. R. Buchanan, Snyder; community drama, Mrs. C. M. Holt, Amarillo; Bible literature, Mrs. J. R. Madden, Memphis; poetry, Mrs. J. H. Jernagin, Childress; juvenile literature, Mrs. Ed McLaughlin, Ralls; Texas writers, Mrs. P. B. Powell, Lubbock; music, Mrs. A. H. Douchette, Pampa; folk music, Mrs. Chas. F. Smith, Amarillo; community music, Mrs. Geo. Simmons, Lubbock.

The other departments and their officers will be discussed from time to time.

### OTRA VEZ CLUB ENTERTAINED BY MRS. J. C. McCracken

Wednesday afternoon, January 20, the Otra Vez club was entertained with a very clever party when Mrs. J. C. McCracken was hostess at her lovely home on East Third Street. Tallies representing old-fashioned ladies were passed and the prizes and favors also carried out this old fashioned idea. Scores went to Martha Duncan, club, and Floyd Wilson, guest.

A delicious salad course was served to members, Misses Eunice Gilbreath, Frances Oberthier, Emma Jeanne Donald, Martha Duncan, Mmes. A. C. Hales, Alton Fraser, E. L. Bradley, B. M. Wiltshire, J. M. Murchison, Roger Corbett, Tom Carter, J. M. Posey, Ivor McClelland, J. W. Witherspoon and J. C. Parker; guests, Misses Floyd Wilson, Dorothy Flanery, Jeanette Rogers, Eloyse Pitman, Luella Hicks and Nancy Nell; Mmes. Marvin Alston, Albert Ross, Hubert McEntire and Oscar Easley.

### FRIENDSHIP CLASS METHODIST SUNDAY SCHOOL

Officers for the coming quarter were elected as follows by the Friendship Class of the Methodist Sunday school: C. W. Humble, president; Royce Satterwhite, vice-president; Miss Ruth Dozier and Mrs. W. F. Gillis, secretaries. "Come and see" was selected as our motto for the new year. "If you win the one next to you, And I win the one next to me, In all kinds of weather, We'll all work together, And see what can be done, If I win the one next to me, And you win the one next to you,

We'll win them, win them, One by one." Program for next Sunday reads: Opening song. Business. Cornet solo: Ralph Smith. Lesson, Available Resources, Humanity's Hunger; Miss Rosella Veasey. Benediction "Step Forward." Fine attendance. "Come and See."

REPORTER.

### PIONEER STUDY CLUB MEETS WITH MRS. F. M. KESTER

"Music in the home" was the subject for discussion Tuesday afternoon when the Pioneer Study club met with Mrs. F. M. Kester at the home of the latter, 700 Miles street. Roll call was answered with interesting discussions of "My Favorite Composer" and "His Best Composition by an American." Arthur Thompson, Jr., played a beautiful piano solo. Then the talks on music began. Mrs. A. A. Foster discussed Teaching the Family to Appreciate Music, and Mrs. H. D. Reed discussed The Place of Modern Music in the Home. Following this Mrs. Ira Connell and Mrs. J. M. Gilliland each gave a five minute talk on some leading American composers. The program ended with a vocal solo, "Just a Wearin' for You" by Mrs. J. E. Beyer.

### METHODIST YOUNG PEOPLE GATHER AT CANYON

The young people's organization, the Epworth League, of the Amarillo district of Methodist churches gathered at Canyon Saturday for a session at the Methodist church of that city. The program opened with a banquet.

After the banquet the members were arranged into groups for the discussion of the work and to plan their further activities. Sunday morning Mrs. Geraldine Green of W. T. S. T. C., held a "morning watch", after which a tempting breakfast was served followed by the devotional.

Rev. Jameson presided at the morning service, which was dedicated to the young people.

At noon a luncheon was served and the next meeting place was set for April 22-23-24 at the San Jacinto Methodist church.

Those attending from Hereford were Misses Irene Crawford, Sarah Agnes Bryant, Bertie D. Schehagen, W. R. Schehagen.

### DORCAS CIRCLE MEETS WITH MRS. JESSE ROBERSON

Wednesday morning at 11 o'clock members of the Dorcas Circle of the First Baptist church met at the home of Mrs. Jesse Roberson for an all day session. The morning hours were spent in visiting and quilting, and at the noon hour all enjoyed a delicious covered dish luncheon which was contributed by each member present. During the afternoon the following program was rendered: Song, What a Friend We Have in Jesus.

Prayer: Mrs. I. I. West. Roll call, each answering with the name of some phase of work of Texas Baptists.

Short business session, presided over by Mrs. Jack Roberson.

Song, Let the Lower Lights be Burning.

Denominational quiz, conducted by the leader, Mrs. Malcolm Cassell.

Mission study lesson on Our Lord and Ours, taught by Mrs. Arthur Manjeot.

Closing prayer: Mrs. John Schwartz.

Those attending were Mmes. Jack and Earl Roberson, John Schwartz, Russell Daniel, I. I. West, Malcolm Cassells, W. J. Gilliland, J. D. Curtsinger, R. C. Bridges, Robert Spencer, Ben S. Howton, M. Malone, J. W. Bradley, Arthur Manjeot and Jesse P. Roberson; Misses Jessale Malone, Maude Malone.

REPORTER.

### EASTERN STARS ENJOY OLD-TIME PARTY AT MASONIC HALL

Some of the contestants for prizes at an Eastern Star tucky party last Thursday night went to the back-most corners of the attic searching for garb suitable for the occasion. They succeeded in the search, bringing forth objects of ancient vintage, including white cotton stockings, high-top shoes, Merry Widow hats, and those mysterious pads ladies wore scattered about their persons. Then men, too, raked up some odd-looking combinations, and this feature of the party was highly successful. Games popular in the days of yore were played, refreshments served, and a general good time enjoyed by all.

### SOCIAL CALENDAR

Today.

Senior Bayview, club rooms, at 3:00 o'clock.

Monday.

Music Study Club, hostess Mrs. J. E. Beyer, 408 McKinley, 2:30.

Tuesday.

IA Afflatus Estudio, Mrs. W. A. Dougherty hostess, 3:00 o'clock.

Wednesday.

Missionary Societies of the respective churches hold their regular weekly meetings.

### BUSY BEE SEWING CLUB MEETS WITH MRS. CARRIE KROPPF

The Busy Bee Sewing Club met in the home of Mrs. Carrie Kroppf Thursday, January 14. The afternoon was spent in piecing a quilt for the hostess. Delicious refreshments were served to ten members and one visitor, Mrs. Ralph Sears. We are glad to have Mrs. Fred Welch as our newest member.

Next member will be with Mrs. Connie Williamson, Thursday, January 28, at 2:00 o'clock. All members are urged to be present.

REPORTER.

### WANDA LEE LLOYD SURPRISED WITH BIRTHDAY PARTY

Little Miss Wanda Lee Lloyd was greatly surprised when she went to her grandmother's, Mrs. W. I. Valentine, Friday afternoon at three o'clock to find 22 of her little friends awaiting her on the occasion of her sixth birthday.

Each child had remembered her with a birthday gift. Those enjoying the affair were Mary Elizabeth Wilson, Lyndell Thurmond, Mary Anna Thompson, Billie Jean Angelo, Mary Elizabeth Angelo, Molly Rue and Myra Joe Durham, Wanda Jean Smith, Billie Rue Wilson, Eleanor Sue Wilson, Margaret Olson, Patty Ball, Florence Lloyd, John Douglas Pitman, Flo Tommie Wilson, Windell Thurmond, Clifford Estes, John Estes, Buddy Downs, Wink Downs, Bobby Morrow. After delicious popcorn balls and candy were served the guests went gaily on their way.

### ELOYSE PITMAN HOSTESS TO JUNIOR BAYVIEW CLUB

Thursday night of last week the Junior Bayview club held its regular meeting at the home of Miss Eloyse Pitman on East Third street. "Ballads and Songs" was the interesting subject discussed.

Mrs. B. M. Wiltshire sang appropriate cowboy songs by Lomax, and Miss Emma Jeanne Donald gave several religious songs and ballads of the negro. The entire membership of the club was present at this meeting. A short social hour was enjoyed after the club adjourned.

### Methodist Church.

Ernest E. Robinson, pastor.

Sunday school at 9:45. Preaching at 11:00 a. m. and 7:00 p. m. Morning subject, "Put Out in the Deep", evening subject, "Running Away from Duty." Special music at each of these services. Young people's meeting at 8:00 p. m.

Let it be your habit to go to church each Sunday. All are welcome.

### DRS. PERKINS OPEN OFFICES IN REMODELED J. A. FOX PROPERTY

Dr. R. E. Perkins, manologist, is moving this week from their present location at 210 West Fourth to the J. A. Fox property in North Hereford, which has been remodeled and redecorated in preparation for the doctor's residence. It will use the larger accommodations afforded there as rooms for convalescent patients who will want to be directly under his care and treatment.

Caliche surfacing is being laid west from the paving on B Street this week, and arrangements have been made for this type of improvement also to go north on A Street beyond Mothers' Park so patients may reach the Perkins home by either of two directions and may drive up on an allweather road.

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

### CREAM WANTED 16c

We Pay the Transportation. Butter markets still dropping, but our price remains actual market value. We keep hoping markets will improve, and if they do you will get the benefit of any raise. Ship us and get the most for your cream.

FALLS CITY CREAMERY CO. Falls City, Nebraska.

## Locals

Mr. and Mrs. J. W. Alexander and grandson, Bill Montgomery, visited relatives at Dimmitt Sunday.

G. T. Higgins, son of Mr. and Mrs. Bob Higgins, was home last week-end from Canyon where he attends W. T. S. T. C.

Johnnie Williams, auditor of the Cone Elevators Company, who has been here the past week on business related to the Hereford plant, returned to Lubbock Saturday.

W. J. Stanford was a business caller in Hartley last Friday. While there he took occasion to visit old friends of Hereford folks living up there.

Mrs. C. W. Murray, who has been spending the winter in Phoenix, Arizona, returned to Hereford Friday.

Mr. and Mrs. Frank Carder-of Oklahoma are visiting the French Thurmond home. Mrs. Carder was formerly Willie Thurmond of this city.

Roy E. Neal, who has been here from Lawrenceville, Illinois, visiting his parents, Mr. and Mrs. W. E. Neal, on the occasion of their golden wedding anniversary, returned home last week.

Rev. L. N. Lipscomb held quarterly conference in Hereford Wednesday of last week. Rev. Lipscomb is presiding elder of this district of the Methodist church, and resides in Amarillo.

W. C. Morgan, son of Mr. and Mrs. Cooper Morgan of Hereford, made the honor roll for the fall term at Texas Tech, with an average of B on 18 term hours of work according to the report of the registrar's office.

Homer Wilson of Fort Worth visited in Hereford the first of the week.



### PERMANENT SPECIAL

\$2.00 and Up. All Guaranteed.

Stampee ..... 25c  
Fingerwave ..... 25c

MISS LYNDLELL BROOKS Assistant

### ELITE BEAUTY SALON

MRS. CARL JENNINGS Phone 340

## Texas Grocery and Market

Quality Tells and Prices Sell

CHECK YOUR NEEDS AND PHONE

# 3 5 3

Free Delivery



FLOUR, Hereford Beauty high grade, 48 lbs .. 71c

PEAS, Buddie Early June, No. 2 size, three cans ..... 33c

CORN, Concho sugar corn, three cans ..... 33c

SUGAR, fine granulated, 10-lb cloth bag ..... 53c

TOMATOES, No. 2 Storkley's Finest, three cans ..... 33c

BEANS, No. 2 cut stringless, garden gathered, three cans ..... 33c

SPUDS, fancy No. 1, 10 pounds ..... 14c

SALMON, No. 2 Express, fancy, three cans ..... 33c

OYSTERS, American Beauty, three cans ..... 33c

JELLO, assorted flavors, three packages ..... 21c

PINEAPPLE, Del Monte, No. 1 12c, No. 2 19c, No. 2 1-2 ..... 26c

PEACHES, No. 1, syrup-packed, White Swan, two for ..... 25c

MACARONI or Spagretti, 3 lge. pkgs. assorted . 15c

APRICOTS, No. 2 syrup-packed, White Swan, each ..... 12 1-2c

BLACKBERRIES, No. 2 Bodwin quality, two for ..... 35c

SOAP, White Laundry, ten bars ..... 25c

HOMINY, No. 300, Van Camp, three cans ..... 25c

KRAUT, No. 2 1-2, Frank's Quality, three cans ..... 33c

BANANAS, yellow, ripe fruit, 3 pounds ..... 21c

ORANGES, large size, dozen 33c, medium size, dozen ..... 23c

APPLES, fancy Delicious, large, dozen 38c, Winesaps ..... 26c

GRAPEFRUIT, extra large, full of juice, six for 29c

LEMONS, Sunkist, dozen ..... 29c

LETTUCE, real hard heads ..... 9c

CELERY, large jumbo stalks, each ..... 13c

CRANBERRIES, Eatmore, two pounds ..... 25c

NUTS, assorted, per pound ..... 23c

LARD lb 8c, pure pork sausage lb 10c, roast pork lb 8c, roast beef lb 8c, pork chops lb 12 1-2c, hamburger lb 8c, dry salt lb 6 1-2c, bacon slab lb 14c, bacon squares lb 9 1-2c, bacon sliced lb ..... 25c

STEAK, beef or veal shoulder, pound ..... 10c

OYSTERS, pint 40c, Hens, light, each 60c, hens, heavy, each ..... 85c

STEAK, T-Bone or round pound ..... 12 1-2c

Texas Grocery and Market handles only the highest quality of home-killed beef and pork, and a high quality line of groceries and produce for the people of Hereford. We do not pay one-half of one per cent to do business. We give this to our customers in pricing our merchandise, instead of giving it to Wall Street. This extra over-flow stays at Hereford if you trade with Texas Grocery and Market—and why shouldn't you?

## Bakers Cash Grocery

MONT E. BAKER

BUY FROM INDEPENDENT NEIGHBORHOOD STORES! Local enterprise has built the community. When you buy from Independent Neighborhood Stores, your money stays here—helps increase property values, local employment and prosperity. Money spent with outside interests helps other communities at your expense.

PICKLES 20 count sour dill, gallon 55c

Mince Meat White Swan, 9-ounce package 10c

SYRUP Home made, pure 69c

PEAS Del Monte, No. 2, very small size 21c

CRACKERS Merchants, 6 pound box 69c

White King Large package 38c

OXYDOL Large size 19c

OLD DUTCH Three cans 22c

COFFEE Maxwell House, 3 pound can 98c

JELLO Assorted flavors, 3 packages 21c

SPUDS Not 1 white, peck 25c

Grapefruit Texas seedless, large size 3c



**Summerfield**

BY MRS. L. JOHNSON

On the evening of January 20, Judge Wilson, Mrs. VanBibber, president Hereford P. T. A., Miss Hosteler, Miss Bussell all of Hereford came and helped organize a P. T. A. All gave talks on the work and offered to help if they could. The following officers were chosen: Mrs. J. A. Oglesby, president; Wilburn Edelman, vice president; Mrs. Henry Kendall, treasurer; Miss Christine Chapman, secretary; Hamilton Still, chairman of publicity; Mrs. Obe Roberson, hospitality; Mrs. Joe Kendall, historian; Mrs. C. R. Walsler, membership; Miss Manning, program; Mrs. Walter Huntley, finance. The P. T. A. is to sponsor and prepare a banquet for county teachers here soon. The next meeting will be February 3 at the school house at 7:30. The officers will be installed and a short lesson on founding of P. T. A. work. Everybody is invited.

Rev. Coe of Plainview was in Hereford Saturday, remaining over Sunday to preach here. The Home Makers Study club met with Mrs. B. C. Roberson last Thursday. As the leader was absent the president took charge with another lesson from the year book on Citizenship. Roll call, name one national congressman; now candidates are elected, Mrs. L. L. Cannon; why primaries are important to us, Mrs. Marvin Madden; John Garner, Mrs. Barard Roberson. Miss Bussell gave an interesting talk on infants.

At the social hour refreshments were served to ten members and Miss Bussell. The next meeting will be February 4 at the home of Mrs. Ray Johnson, with Mrs. Marvin Madden as leader.

Mr. Kellehor of Plainview was here one day last week.

Mr. and Mrs. H. G. Jackson of Bovina visited their daughter, Mrs. Alton Lookingbill, Tuesday.

Mr. and Mrs. Louie and Carl Huckert were in Dimmitt Tuesday.

Miss Ruth Marie Mounts of Hereford spent Friday night with Miss Mary Lee Crawford and attended a B.Y.P.U. party.

Barnard Roberson and family, Mrs. B. C. Roberson and D. J. Nell were in Amarillo last week.

L. L. Cannon and family were in Dimmitt Saturday.

G. L. Harris was here from Canyon last week end.

Miss Nell Hewitt visited friends in Borger last week.

A B. Y. P. U. party was given at the Curry home Saturday night. Those attending wore their clothes backward and came in the backdoor. Backward games were played. Refreshments were served to

Miss Ruth Smith of Hereford spent Friday night with Misses Fannie Manning and Christine Chapman and went to the social.

Misses Mildred and Dorothy Fullwood and Buford Fuller of Hereford attended the social Friday night.

The basketball teams won several games last week. They beat Westway at Hereford Tuesday night 24-14, the girls winning 30-15, Ford, the boys won 25-16.

Saturday afternoon they played Sunnyside at Dimmitt, the girls winning 21-8, boys losing 22-19.

Mr. and Mrs. J. L. Lookingbill and Ruth were in Tulla last week to attend the funeral of John Crow.

Denzil Long of Texico visited friends here Sunday.

Walter Huntley and family spent the week end in the Gorgan home at Adria.

Adam Flowers and family visited the Shade and Glenn Ratcliff homes in Ward community Sunday.

Louie Huckert and wife spent the week end in the J. Helseman home at Vega.

Mrs. C. C. Nelson, Miss Evelyn Nelson, Lubbock, and Mrs. B. G.

Reeves of Rankin visited the M. D. Welby home Friday enroute to Albuquerque, N. M. Miss Leatrus Walsler spent the week end in the Fullwood home at Hereford. Mrs. Obe Roberson was a Clovis visitor last week. Walter Hawkins and family are moving to Ford. Mr. and Mrs. Marvin Madden are moving to the place vacated by them.

**Fairview-Palo Duro Items**

By MRS. JOHN BOLING

W. T. Womble and Sons and R. L. Campbell have entries in Hereford for the annual Hereford sale this week.

Ben Newsroad visited Temple Jarnagin Friday.

Mr. and Mrs. Homer Guinn and family called in the Tom Boling home Sunday.

Mrs. Ernest Allred called on Mrs. Bill Floyd Friday evening.

Wildorado school played Ford boys a basketball game Friday afternoon and won.

Mmes. Royce Satterwhite and E. W. Womble visited Mrs. Grabbe at school Tuesday afternoon.

Mr. and Mrs. W. O. Comingoer visited her parents, Mr. and Mrs. R. B. Stevens at Ford last week.

Mr. and Mrs. Cecil Allred visited in the Coy Phillips home Thursday evening.

Mmes. Stanley Thomas, E. W. Womble and R. Satterwhite were dinner guests in the W. T. Womble home last Sunday.

Mr. and Mrs. Ab Posey of Hereford visited in the L. L. Womble home Sunday.

Mr. and Mrs. John Boling entertained with 42 Friday evening. Present were Misses Yada Norman, Mildred and Joyce Moore, Onelta Jordan and Irma Jarnagin; Messrs. Grover Thomas, M. K. Moore, Lee and Earl Norman.

Mr. and Mrs. Coy Phillips visited the Truitt McClain home in Amarillo Friday evening.

Mr. and Mrs. Stanley Thomas of Wildorado entertained Thursday and Irma Jarnagin; Messrs. and Mmes. E. W. L. L. Womble, Royce Satterwhite and C. O. Phillips present.

Mrs. Harris visited her father, Grandpa McClain, last week.

Mr. and Mrs. Claye Fuqua called in the C. Crestinger home Friday.

Mr. and Mrs. John Boling and family and Irma Jarnagin were dinner guests in the E. W. Womble home Sunday.

Mr. and Mrs. Lee Russell gave a 42 party last Saturday night to the young folks, and all present enjoyed themselves.

Mrs. Lee Hutson of Panhandle came Sunday to visit her daughter, Mrs. Leota Davis.

Mr. and Mrs. Ray Cole were in Tulla Thursday visiting her parents, Mr. and Mrs. John Cole.

Woodson Tipton spent Wednesday with Westley Burnham.

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Mr. and Mrs. A. W. Fortner and Flossie and Bernie visited in the Raymond Elliston home near Hereford Saturday.

Mr. and Mrs. J. A. Morris were in Amarillo Monday.

Miss Rachel Burks who is attending school at Canyon, spent the week-end at home here.

Mrs. Rice spent Tuesday afternoon visiting Mrs. Morris.

The last few days were cold and disagreeable. Lots of hogs were killed.

A large crowd attended church Sunday afternoon.

Mr. and Mrs. Lee Russell and children were in Panhandle Tuesday visiting relatives.

H. Miller home Sunday.

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

Mr. and Mrs. W. L. Bagwell spent Saturday night in the Clarence Bagwell home.

Norman Miller and Clifford Stewart called in the M. H. Bagwell home Sunday.

Reece and Raymond Stewart called in the Sterner home Sunday.

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

Mr. and Mrs. W. L. Bagwell spent Sunday night with her parents, Mr. and Mrs. M. H. Bagwell.

Mrs. H. H. Miller returned on Wednesday to the bedside of her mother, Mrs. Crawford, who is seriously ill in Canyon.

Miss Margaret Bowers spent the week end with Miss Virginia East.

The high school students are going to put on a program at the school house next Friday evening, January 28. Everyone is invited.

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**Eleven-Mile**

Miss Eunice Williams, Reporter.

J. T. Guinn and daughters, June and Carmel Lee, and Miss Imogene Copeland and Jody Boston were Hereford visitors last Saturday.

Mr. and Mrs. W. A. Whitson and sons, John and James, left Sunday for Nazareth to attend the funeral of Mrs. Whitson's father, John Annen, which was held Monday.

Mr. Howard and his brother-in-law were in Hereford first of this week.

Mr. and Mrs. Elmer Burns are the proud parents of a baby girl, born January 1.

There was a good crowd at Sunday school last Sunday.

Mr. and Mrs. Overstreet called at the Will Winn home Thursday.

Mr. Stokes was in Friona Wednesday.

L. M. Williams and daughter, Eunice, and sons, Altus and Quince were shopping in Hereford Saturday.

E. M. Green left Friday for Elk City, Oklahoma, on business.

Mrs. Coleman of Elk City, Oklahoma, spent Christmas in the home of her son, James Ray, and family.

Mr. and Mrs. George Bippus called at the W. A. Whitson home Thursday.

Earl Porter left Friday for Santa Rosa, New Mexico, to visit his mother-in-law, Mrs. Lewis, and when he returns will bring his wife back. She has been visiting home folks the past month.

Mr. and Mrs. Fred Collett who have been visiting in Mineral Wells and neighboring cities since the Christmas season, returned home Sunday.

Little Deckla Winn spent Wednesday night in the R. Overstreet home.

W. I. Valentine was in this locality last Saturday.

Mrs. E. M. Green and son, Elwin, were in Hereford Saturday.

Mr. and Mrs. A. Y. Bell of Wellington, spent the week end in Hereford visiting her sister, Mrs. W. M. Megert, and family.

**Flagg News**

By MRS. W. T. SUMMER

Rev. Ballias filled his regular appointment here Sunday morning. There were 54 at Sunday school last Sunday.

Mr. and Mrs. Sheffey were Sunday dinner guests in the Tidmore home.

W. T. Summer and wife took dinner in the Floyd home Sunday.

Mrs. Joe Tidmore entertained the club at her home Thursday afternoon. Members present were Mmes. Adams, Arms, Benswanger, Bratcher, McGee, Simpson, Sheffey, Jones, Keelem, Kirksey, Meek, Ioney Summer. Our next meeting will be with Mrs. Jones.

Amos Floyd spent Saturday night in the McLain home.

Mr. and Mrs. Gelger visited the L. A. Smith home Saturday.

Mr. Gelger and family spent the week end in Tongerle, Oklahoma.

Mr. and Mrs. Joe Greer were in Canyon Saturday.

Norman Miller called in the H.

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**Dawn Items**

By LOIS ANDERSON

A large crowd attended Sunday school Sunday. Noel Bryant preached a good sermon.

The club women met with Mrs. Joe Greer Tuesday and had two lessons, as bad weather prevented the previous meeting. All reported a good time. The next meeting will be with Mrs. Clary.

O. G. Smith called in the L. A. Smith home Saturday.

Mr. and Mrs. Gelger visited the L. A. Smith home Saturday.

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

**DREAMING NEVER BUILT A CITY**

Things don't happen that way! Successful men aren't just lucky—they made themselves that way. They saved their money, they worked hard. When a business opportunity came, they had the money with which to step in—the ability to carry through. Follow their footsteps by starting a bank account today.

**The First State Bank**

**BUSINESS AND PROFESSIONAL DIRECTORY**

<b>BILL SMITH SERVICE STATION</b> 113 West Third, Old Renfro Garage—Phone 120 CONOCO PRODUCTS Car washing and greasing, storage and road service.	<b>DR. G. F. LeGRAND</b> Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244	<b>DR. T. L. MORGAN</b> Physician and Surgeon Buckner-Lambert Building Residence and Office Phone 462
<b>DR. E. B. THOMASSON SURGERY</b> General Practice Office Over Corner Drug Store. PHONES Residence 224 Office 37	<b>West Tailor Shop</b> MRS. O. F. WEST, Proprietor "Well Pressed Is Well Dressed" Clothes called for and delivered PHONE 385	

**Nunn Transfer**  
HAULING OF ALL KINDS  
Day Phone 666, Night 761-J

**B. O. WILSON DAIRY**  
Grade "A" Milk, 10c quart.  
Phone 9027

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

**INSURANCE**  
Loans--Bonds  
HEREFORD INSURANCE AGENCY  
JOHN McLAN, Manager

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

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

Men, women and children find KELP-O-VITA a safe and efficient treatment for debility, loss of vital powers, and glandular impairment. Quit dying before your time. Be young at sixty. Kelp-O-Vita is a mineralized vegetable, easy and pleasant to take, not habit forming. It is rich in Vitamins and Organic Salts. Kelp-O-Vita is a Revitalizer, A Rehabilitator, A Rejuvenator, an Invigorator, and a Reconstructive. It increases vitality and gives you Vigor, Youth and Vigor. Kelp-O-Vita is for vitality, the last word in modern science. Not for sale at Drugstore. Send this adv. with your name, address and ten cents in stamps or coin for one week's sample treatment. Address: Kelp-O-Vita Laboratories, 1046 Venice Bldg., Los Angeles, Calif., Dept. E-19

**41 MILES without Water...**

**Conoco Germ Processed Oil Saves Motor**

When Walter H. Freed reached Pueblo, Colorado, after a 41-mile drive from



No. 20



We have been promising you some big specials, and here they are:  
February 10-11, Seth Parker in "WAY BACK HOME."

February 15-16-17, Marie Dressler in her latest and biggest production, "EMMA". This is truly one of the biggest productions you will ever see, so we are giving special matinee each day, and price will be 10-25c for Matinee, and 15-35c night.

Then on February 22-23-24 you will see the picture they all rave about, "OVER THE HILL TO THE POOR HOUSE."

February 25-26 that awful picture, "FRANKENSTEIN."

No. 22

### FURNITURE BARGAINS

We are offering to the trade two real values for this combination sale for FRIDAY, SATURDAY AND MONDAY.

One lovely four-piece walnut bedroom suite, Hollywood vanity, four-poster bed, chest of drawers and bench, regular \$95.00 values, for ----- \$47.50

One nice Jacquard, two-piece living-room suite, regular \$85.00 values, for only ----- \$42.50

### E. B. BLACK COMPANY

The House that Gives Real Service.

No. 7



Plate Lunch **35c**

REGULAR 40c LUNCH

The Chocolate Shop

Papers, Magazines, Candy  
Tobacco and Cold Drinks

No. 9

Friday and Saturday  
**Grease Job FREE!**

With crankcase drain and gas tank fill, together

Monday Special

Will repair all Goodrich tubes Free that were punctured in a Goodrich tire.

**BILL SMITH'S Service Station**

You Will Recognize Re

# Trade Expo

TO BE HELD AT H

Friday  
January **29**

She—"The  
cals. This mo  
gave me a cou  
He—"Where  
She—"Oh,  
of it, luckil

No. 12

PURE RIBBON SYRUP While It Lasts  
CANE GALLON... **64c**

This is a delicious farm-made syrup—free of chemicals. Do not confuse this with the strong sorghum-flavor syrup.

**Furr Food Store**

No. 1

### JANUARY HOSIERY SALE

New Stock. Just Arrived

All latest shades for spring—\$1.50 values

FULL FASHION HOSE ----- 89c

LADIES' RAYON HOSE, SPECIAL ----- 19c

LADIES' RAYON RIBBED HOSE ----- 23c

Very Serviceable, 49c Value.

**S. L. HARMAN STORE**

S. L. Harman, Jr., Manager.

No. 8



With M  
FREE US



No. 4

## WANTED!

DEAD OR ALIVE



RECHARGING ..... \$1.00

We lend you a battery for two days FREE—Rental due on more than 2 days.

**Brumley Chevrolet Co., Inc.**

No. 19

### CLOSE DRUG CO.

The Nyal Store

Phone 13

King's Candy

For American Queens

at

VALENTINE DAY

February 14

Also large assortment of Valentines

Registered prescription druggists fill your doctor's prescriptions accurately. Each week we have many money-saving specials on display—shop with us for prices, service, quality.

No. 11

Sure Er  
Specia

**RICE**

25c Cold Patch Kits, 30  
\$1.00 30 by 3 1-2 Tubes

Try Rice's Instant Tire S

No. 21

Men's \$35.00 Curlee Suits, now ----- \$19.95  
Men's \$30.00 Curlee Suits, now ----- \$16.95  
Men's \$22.50 Curlee Suits, now ----- \$13.95  
(All two-pant suits)

Men's \$10.00 Smith Smart Shoes now at ----- \$5.00  
Men's \$10.00 Boot Shoes now at ----- \$5.00  
66x80 Part Wool, Satin-bound Blankets, large block plaids, at \$1.48

**Sprouls-Cronin & Co.**

No. 14.

### SPECIALS FOR CASH

Cedar Yard Posts, 6 1-2 foot by 2 inch, each ----- 8c  
Cedar Yard Posts, 6 1-2 foot by 3 inch, each ----- 17c  
In Lots of Fifty or More.

All other cedar posts, all sizes and kinds, 10 per cent off for fifty or more.

EXTRA SPECIAL—No Extra Charge for Knot Holes on these days.

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

Grant A. Fuller, Manager.

Art Manjeot, Assistant

No. 2

We Are Growing Up  
MERIT MERCH

Grease J  
**FREE**

With Every Oil Ch

**Tapp-Irel**

Phillips "66" Service

These Merchants Are Earnestly



# Remarkable Values In This Extension Sale

HEREFORD STORES

## Saturday January 30

is full of ras-  
the milkman  
half-dollar."  
my dear?"  
eady got rid  
took it."  
oit News.

No. 18

FRIDAY AND SATURDAY

### ALL CHICKEN SUPPLIES

20c Off On the \$1.00

Gas Stoves, Heaters and Ranges, 20 Per Cent Off.

## STREU HARDWARE CO.

No. 15

### Silk Dresses . . . \$5.00

Large assortment, new spring styles from New York.

MARCY LEE HOUSE DRESSES ----- \$1.95

LADIES' SPRING SUITS AND COATS ----- \$10.00 to \$19.75

## D. R. GASS & SON

No. 10



Nunnally's Chocolates ..... 98c  
Regular \$1.50 size box

Cough Syrup, two for ..... 61c  
Rexall Cherry Bark, regular 60c

## Corner Drug Store

The Rexall Store

No. 3



Saturday Only

### ROUGH DRY 15 Pounds . . . \$1.00

—This includes flat work, handkerchiefs and sox finished. Wearing apparel requiring it, is starched, and all wearing apparel is returned dry.

## Hereford Laundry

Phone 298

No. 23

### Use Cream O' Plains Butter

—You help yourself and your neighbor, because we buy home produce.

## Farmers Creamery Association, Inc.

Plans for Construction.

Plans for Brooder  
House



No. 6

P. & G. SOAP Twelve Cakes 33c

Sugar Pure Cane, Ten Pounds 49c

## CARLYLE'S GROCERY



No. 13

To Introduce This New Starter, We Offer  
All Mash Merit Starter  
100 lbs. . . \$2.40



## West Texas Feed and Seed Company

We Give Green Trading Stamps.

High Hot  
From

## E'S

25c

75c

and Note the Difference.

No. 16

### GOODYEAR Speedway TIRES

4.75-19 Tire at ----- \$4.86      4.50-21 Tire at ----- \$4.14  
Tube, \$1.24      Tube 98c

4.40-21 Tire at ----- \$3.78  
Tube 87c

All Other Prices Reduced In Proportion.

## Ireland-Beavers Motor Co.

No. 5



Listerine 79c  
Regular \$1.20 value

Chamberlain's Hand Lotion 33c  
Regular 50c Size

## City Drug Store

We Give Green Trading Stamps

No. 17

Ladies' Pajamas  
New spring styles and pat-  
terns, fast colors—  
\$1.00

Wash Frocks  
Fast colors, new spring  
styles—  
59c

Men's Oxfords  
Snappy looking  
\$1.95

Silk Hose  
Full fashion, all weights,  
guaranteed—  
\$1.00

Bleached Domestic  
Clear or starch, 36 inches  
wide—  
6c

Prints  
Yard  
4c

## Stone Department Store

Incorporated

Striving To Merit Your Patronage



# International Sunday School

## Lesson

BY DR. J. E. NUNN

January 31.

### JESUS FEEDS THE MULTITUDE

John 6:1-13, 48-51.

1. After these things Jesus went away to the other side of the sea of Galilee, which is the sea of Tiberias.
2. And a great multitude followed him, because they beheld the signs which he did on them that were sick.
3. And Jesus went up into the mountain, and there he sat with his disciples.
4. Now the passover, the feast of the Jews, was at hand.
5. Jesus therefore lifting up his eyes, and seeing that a great multitude cometh unto him, saith unto Philip, Whence are we to buy bread, that these may eat?
6. And this he said to prove him; for he himself knew what he would do.
7. Philip answered him, Two

hundred shillings' worth of bread is not sufficient for them, that every one may take a little.

8. One of his disciples, Andrew, Simon Peter's brother, saith unto him,

9. There is a lad here, who hath five barley loaves, and two fishes: but what are these among so many?

10. Jesus said, Make the people sit down. Now there was much grass in the place. So the men sat down, in number about five thousand.

11. Jesus therefore took the loaves; and having given thanks, he distributed to them that were set down; likewise also of the fishes as much as they would.

12. And when they were filled, he saith unto his disciples, Gather up the broken pieces which remain over, that nothing be lost.

13. And they gathered them up, and filled twelve baskets with broken pieces from the five barley loaves, which remained over unto them that had eaten.

48. I am the bread of life.

49. Your fathers ate the manna in the wilderness, and they died.

50. This is the bread which cometh down out of heaven, that a man may eat thereof and not die.

51. I am the living bread which came down out of heaven: if any man eat of this bread, he shall live for ever: yea and the bread which I will give in my flesh, for the life of the world.

**Golden Text:** Jesus said unto them, I am the bread of life: he that cometh to us shall not hunger, and he that believeth on me shall never thirst.—John 6:35.

Time: April, A. D. 29, in the third year of Christ's public ministry.

Place: The Plain of Butaiha, southwest of Bethsaida, on the northeast shore of the Sea of Galilee.

Parallel Passages: Matt. 14:13-21, Mark 6:30-46, Luke 9:10-17.

**Lesson Connection.**

John records only the beginning of the year A. D. 28, the second year of Christ's ministry, mentioning our Lord's attendance on a feast at Jerusalem, describing the healing at the Pool of Bethesda, and reporting a wonderful discourse made at that time. All of the remaining events of that year are related in the synoptic Gospels and so are omitted by John. These include the definite calling of the twelve disciples, the Sermon on the Mount, and many miracles and parables. The early events of A. D. 29 are also omitted by John for the same reason—the second

rejection at Nazareth, the sending forth of the Twelve, and the death of John the Baptist. This brings us to the great miracle of the feeding of the five thousand. Though all the other Gospels report it fully (see Parallel Passages, Matt. 14:13-21, Mark 6:30-46, Luke 9:10-17), John breaks thru his rule and also relates it, in order to set down the important discourse on the Bread of life, which Jesus gave in connection with it, and which John alone reports.

**Sea of Galilee.**

"Jesus went away to the other side of the Sea of Galilee." "The other side." From the western side on which he had been at work, i. e., the eastern side. "Which is the sea of Tiberias." The city of Tiberias, on the western shore of the lake, was built in Christ's lifetime by Herod Antipas, the ruler of Galilee, in honor of the Roman Emperor Tiberius, after whom it was named, the name being also transferred to the Sea of Galilee. This sea was called in the Old Testament the Sea of Chinnereth, and also, in New Testament times it was called the Lake of Gennesaret, after a plain of that name to the west of the lake. It is thought that Christ withdrew his disciples to the east of the lake because they had just returned from an evangelistic tour and he wanted to confer with them quietly and also because they were all in need of rest. Also, the news of the execution of John the Baptist had just come, and Jesus and his disciples may have sought safety in retirement.

**Jesus, the Great Teacher.**

"And there he sat with his disciples." As we read the Gospels thoughtfully, we come into a clearer idea of the school which the Master conducted for the benefit of his disciples during the three years of his companionship with them. Never had men such a teacher and such a wonderful opportunity. It is not strange that crude as they were at the start, they became powerful leaders of men, and some of them developed marvelous mental and spiritual powers. Nor are we to forget that the great Teacher is still conducting this matchless school for his followers, and still invites them often, as he invited the Twelve, "Come ye yourselves apart into a desert place, and rest awhile" (Mark 6:31). The chief of our instructive periods in the school of Christ is the daily reading of the Bible, followed by earnest private prayer.

**A Multitude Followed Jesus.**

"And seeing that a great multitude cometh unto him." Thus for the second time that day his privacy was invaded. Vast numbers of Jews assembled in Jerusalem every year at the passover, coming from the most distant regions. The pilgrims usually traveled in huge companies, for the sake of protection and good fellowship, and one of these bands, hearing of the presence near by of the famous teacher and miracle-worker, hastened by a common impulse to seek him out. "Saith unto Philip Whence are we to buy bread, that these may eat?" Matthew, Mark and Luke complete the beautiful picture. Our Lord was moved with compassion toward them. He saw the great, seeking crowd as sheep without a shepherd.

**Jesus Saw the Need.**

The Pitying Christ saw the need. It was the time of the Passover, about the middle of April in the year 29, and many persons were on the way or preparing soon to go to Jerusalem to observe it. So it was that late in the afternoon the great multitude around Jesus was yet increasing, and among the disciples alarm was felt as to what would become of this foodless, shelterless crowd at nightfall. Jesus demanded that they should be fed and asked Philip, a native of the neighborhood, where food could be found. The object of the inquiry was not information; for Jesus had already determined upon the course he would pursue. Philip responded that hardly a sufficient amount of bread for everyone could be secured with two hundred shillings.

**The Small Boy and His Lunch.**

Inquiry was made by the disciples as to the amount of food that was available, and the meager quantity was reported to Jesus by Andrew. A small boy had a very small amount of provisions: five barley loaves and two small fishes. Barley bread was cheap and coarse, and the loaves made of it were small. Brodus says that they resembled the "hoe-cakes" of this country, and Deems says they were about the size of ordinary griddle-cakes or buck-wheat cakes. The fishes were also small. Ederheim informs us that they were generally dried or pickled fish eaten with bread, like our sardines or the pickled herring of Holland or Germany. So the boy had only a boy's meal; yet here were more than five thousand people to be fed.

**An Amazing Miracle.**

At the bidding of Christ the first thing done was the orderly arrangement of the multitude. They were divided by the disciples into companies of fifty and a hundred and commanded to sit down on the abundant grass in that locality. About five thousand men thus seated themselves; the women and children far less numerous no doubt,

were placed separately. And now before them stood Jesus with that scanty stock of food in his hands. After giving thanks, he distributed with the aid of the disciples to all as much as they wanted. As to the precise moment the miracle was wrought, Hovey supposes that Jesus broke the bread partially and that the disciples carried on the process as they gave to each one his portion of the bread meanwhile increasing as they continued to break and distribute it. So the hunger of everyone was satisfied.

**Jesus Teaches Economy.**

Christ looked after the fragments. The liberality that abundantly supplied the need of a hungry multitude was linked with an economy which took care of the fragments. These, according to Brodus, were not crumbs made by the eaters, but a surplus of the pieces into which Jesus and the disciples had broken the food. Mark informs us that pieces of fish were included in the fragments, but since John mentions only the remnants of the barley bread, we conclude that the surplus of bread was greater than that of fish. Each of the Twelve may have supplied himself with a basket, and all of these were filled and doubtless kept for use. A basket was "the ordinary furniture of the traveling Jew, to carry his food, lest he should be polluted by that of the people through whose territory he passed".

**The Lesson of the Miracle.**

Christ taught the lesson of the miracle. First, he declared that he is the Bread of Life which means that he is the true and only substance and nourishment of the soul. In the next place, he drew a sharp contrast between the physical and the spiritual; on the one hand, the manna in the wilderness though recognized by wandering Israel as bread from heaven, was yet unable to keep them from dying; and on the other, the Bread of Life, the Living Bread which in the person of Christ came down from heaven

and can be appropriated through faith. "We feed on Christ whenever in any way, by any experience, we draw near to him and he to us. The vigorous metaphor of eating flesh and drinking blood was the symbol of the most intimate relationship."—Dean George Hodges.

J. E. Hill was in Aparito Friday on business.

**NEW YORK HAS NO BREAD-LINES**

A press dispatch this week carries the story that for the first time in years New York City does not have its long lines of ragged men and women waiting in line

for a bowl of soup and piece of bread. They are not there. A municipal lodging house with a capacity of 14,000 has never

been full this winter and the average number who apply each night for a place to sleep does not reach but around 6,000.

## Correct Letterheads

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—Twenty per cent discount is offered on "Art-Point" Processed Stationery for a limited time.

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Insufficient freezing power in an electric refrigerator results in small amount of ice. Surplus freezing capacity of Frigidaire results in a large quantity of ice.

If you want an abundance of ice cubes, delicious frozen desserts, crisp, fresh vegetables—if you want the permanent beauty and cleanliness of Porcelain-on-steel, inside and out—if you want all the features of advanced refrigeration—be sure that the refrigerator you buy is Frigidaire—the only electric refrigerator to bear the Frigidaire name.

At the new low prices and convenient terms, the cost of a genuine Frigidaire, with all its outstanding advantages, is only a few cents more per day than the cost of the cheapest automatic refrigerator.

Visit our display room. Examine the models we have on display. Go over them point by point. Make comparisons. Get our lower prices and convenient terms. When you come to know what Frigidaire offers you will never be satisfied with less.

FRIGIDAIRE JOE SHIELD HEREFORD, TEXAS

# What Are MERIT MERCHANTS?

THE TERM "MERIT MERCHANTS"

—is rightly applied to any business concern in any line whose unwavering purpose is to Merit the business and friendship of every individual in its trade territory.

The fulfillment of this purpose imposes a definite obligation upon proprietor and clerks—an obligation of Service and of Interest—which only starts with the sale of meritorious goods at fair prices.

In accepting this responsibility—an obligation to his customers and his community—the Merit Merchant endeavors to handle every transaction so as to earn new customers.

A good Community must have good merchants, and a good merchant must have good customers.

It is a well established fact that no better advertisement exists than a well pleased, well-satisfied customer.

A good citizen is one who trades where he is well-treated, well-served and sure of receiving full value for every hard-earned dollar.

He trades, therefore, with MERIT MERCHANTS.

These Merchants Strive for Your Approval As Merit Merchants:

- Brumley Chevrolet Co., Inc.
- City Drug Store.
- D. R. Gass & Son
- Tapp-Ireland Service Station
- E. B. Black Company
- C. E. Stone Department Store
- West Texas Feed & Seed Co.
- Streu Hardware
- R. K. Kemp Lumber Company
- Corner Drug Store
- Close Drug Company
- Panhandle Lumber Company
- Ireland-Beavers Motor Company
- H. L. Rice
- The Chocolate Shop
- Bill Smith's Service Station
- Hereford Laundry
- Farmers Creamery Ass'n., Inc.
- Star Theatre
- Sprolvs-Cronin & Company
- Carlyle's Grocery
- Furr Food Store
- S. L. Harman Store

**HUNTING & FISHING**

is a 60-page monthly magazine brimming full of hunting, fishing, camping and trapping information, pictures, valuable information about guns, revolvers, fishing tackle, game law changes, best places to get fish and game, etc.

Only \$1.00 for two whole years 24 big issues. Subscribe now and we will send you

**FREE**

of charge this Remington Bush Knife, with 4 1/2 inch blade of finest steel and big handle shaped to fit hand perfectly with leather sheath. This knife is just what you need for hunting, fishing and camping trips. Clip this ad, and enclose with \$1.00 bill. Mail your order to-day to

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**KEEPING MONEY AT HOME**

When you buy a pound of CREAM O' PLAINS BUTTER you are indirectly spending your money with LOCAL producers.

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

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One of the most complete service stations in the Panhandle.

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# County Health Activities

MISS GRACE BUZZELL  
County Health Nurse

## Whooping Cough

The Deaf Smith county health officer, county health nurse, school superintendent and city health officer asks the cooperation of all citizens in the control and prevention of the spread of contagious diseases. This is a community problem, but individual responsibility. Whooping cough is a dangerous disease to both children and grown-ups. It is especially dangerous to infants. Whooping cough starts with a cold, fever and dry cough. The eyes are some times bloodshot. After a week the cough worsens and the child coughs several times in succession. He becomes pale and draws in his chest with a sharp scraping sound. This is the whoop. In cases it is not always present. In mild cases the child will cough or give coughing fits a few times in a day. In severe cases many more than that. If your child shows the first signs of whooping cough, call the health officer and follow his directions. The child frequently vomits because of the hard coughing. As a result many children lose weight and become very weak. In this condition they easily get pneumonia or other serious diseases. Whooping cough is a disease which is mainly spread during the day and at night. It is especially contagious in crowded places. It is largely due to carelessness in coughing and sneezing. Keep separate dishes for the child while he is sick. See to it that the child gets plenty of fresh air during the day and at night. If it is stormy take him out to the yard, but keep him away from other children. Even after whooping has stopped he can give disease to others. Wait until the doctor says he is well. Be sure there are not had after effects.

### What To Do

What to do when whooping cough breaks out in a school: Do not close the school. Children having a cough and who have not had whooping cough should not be permitted to attend. Children who have not had whooping cough and who are exposed to it should be kept at home. Isolated from other children for a period of two weeks. Every citizen owes the duty in the prevention of contagious diseases. Keep sick children not only away from school, but from all public places and avoid the spread of such diseases, and in this way prevent epidemics. Every child should be protected from the exposure to contagious diseases, which are serious for them and can be prevented.

## The Horse's Prayer

To my master, I offer my prayer. Feed me, water me and care for me, and when the day's work is done provide me with shelter, clean, dry bed and a stall wide enough for me to lie down in comfort.

"Always be kind to me. Talk to me. Your voice often means as much to me as the reins. Pet me sometimes that I may serve you more gladly and learn to love you. Do not jerk the reins and do not whip me when going up a hill. Never strike, beat or kick me when I do not know what you want, but give me a chance to understand you. Watch me and I will fall to do your bidding, see if anything is not wrong with my harness or my feet."

Do not check me so that I cannot see the face of my head, you insist that I wear blinkers that I cannot see behind me as was intended that I should, I say you be careful that the blinkers stand out well from my eyes. Do not overload me, or hitch me where water will drip on me. Keep me well shod. Examine my feet when I do not eat—I may have an ulcerated tooth, and that you know is very painful. Do not put my head in an unnatural position, or take away my best defense against the flies and mosquitoes by cutting off my tail. Do not tell you when I am thirsty, so give me cool, clean water often. Save me, by all means your power, from that fatal disease, the glanders. I cannot tell you when I am sick, so watch me for signs you can tell my condition. Give me all possible shelter from the hot sun and put a blanket on me, not when I am working, but when I am standing in the cold. Never put a frosty blanket in my mouth, first warm it by holding it a moment in your hand. Do not try to carry your burdens without a murmur, and wait patiently for you long hours of the day. Without the power to choose my path, I sometimes

## SIDE-LIGHTS

### By Marvin Jones, Member of Congress from Texas

This is a time for people to think and to analyze. A few years ago some economic policies were adopted which have tended to destroy the purchasing power of agriculture. A lop-sided tariff was enacted which forced the farmer to sell in an open world market and to buy his supplies in a protected high-price market. The effect of these policies has been to bleed the agricultural sections white. The destroying of the purchasing power of agriculture has destroyed a large part of the home market for the industrial products. In the long run the two dove-tail together. The discrimination in tariff and freight rates, and other such policies have paralyzed agriculture; and when a part of a body becomes paralyzed, if it is neglected the paralysis will soon cover the body. Our whole financial system has been on the wrong basis. More and more the policy of economic favoritism has channeled the money to the centers. Promotion has come to be a business instead of a means of getting business started. The system has come under the control of a few men. These men not satisfied with harnessing our own country for their own peculiar whims, have been using American money to finance foreign enterprises, which compete with our own, and in order to save themselves and their industries they are now undertaking to get the debts due by foreign countries cancelled or materially reduced. In an effort to further their control, these men have materially contracted the currency of our country. This has increased the value of the dollar and very greatly decreased the value of products thus stifling business and making it much more difficult to pay debts. We have a third more gold than we had in 1920 and a fourth less money in circulation. I am as much opposed to fiat money as anyone, but there can be a reasonable expansion of the credit and currency of our country within perfectly safe limits. This would possibly do more than any other one thing to stimulate both industrial and agricultural activities. A method should be found of bringing the farmer into the tariff picture and restoring to him that which is now taken away from him under our one-sided system. Many of our industrial schedules are entirely too high. This tends to destroy the market for our products. The pyramiding of holding company upon holding company, the issuing of bonds, common and preferred stock, have placed us or financial stults, making our utility and other rates out of reason. In the re-adjustment, not only should the discrimination against agriculture be removed, but the fictitious values should be taken from our industrial organizations and excessive salaries and bonuses should be removed, and the whole structure placed on a solid foundation. The American people are thinking. I believe a program will be worked out that will correct many of these inequalities. Such a program will mean much to the future of our country.

### CARLSBAD CAVERN ELEVATOR DEDICATED LAST SATURDAY

The National Park Service through Thomas Boles, superintendent Carlsbad National Park has made the announcement that the recently completed electric passenger elevator, through the 750-foot shaft was placed in public operation on Sunday, January 24. At the same time the government's guide fee through the caverns was reduced from \$2 to \$1.50 each person, and a fee charged for elevator service at 50 cents for each one-way trip. There will be no change in the regulation that children under 12 years of age are admitted free when accompanied by parents or guardians. Children will be charged 25c elevator fee, however. The elevator was installed with the view of accessibility to persons that could not comfortably negotiate the trail system, and the National Park Service urges the visitor to enter and leave the cavern via trail. Each person thus would save 50 cents. Governor Arthur Seligman of New Mexico, on January 23, formally dedicated the elevator at the invitation of Secretary of the Interior Wilbur, and the director of the National Park Service.

### A. G. Durham visited friends in Amarillo Thursday.

### MERIT MERCHANTS save you money.

### Deward Roberson was in Amarillo on business Thursday.

### The Wicked Flea

A humanitarian from Hartford, who wished to insure his dog's comfort, sent a hurry-up message to the Meriden Journal. "Kindly tell me," he urged, "as soon as you can, what is good for fleas?" "That depends," stilled the editor. "What's the matter with the fleas?"

### Resin Industry Growing

In 1834 the copper kettle and condensing worm were first used for distilling crude resin. Practically the same form of still is in use today. By 1850 the world was finding new uses for both turpentine and resin, which constantly increased the demand, causing a steady growth of the industry. Today about two-thirds of the world's naval stores are produced in the southern United States, and approximately \$50,000,000 are invested in the business.

### Man of the Future

Following present tendencies into the future, Dr. Ales Hrdlicka of the Smithsonian institution, regarded as America's greatest anthropologist, finds that future man will have a longer and easier life than mankind of today; he will be somewhat taller and handsomer; his eyes will be deeper set, nose prominent and narrow, mouth smaller, teeth smaller and fewer, hair scantier, chin more prominent, head broader and larger, skull wall thinner, brain larger, face more expressive, feet more refined, fingers longer, chin thinner and squarer. Little toes, wisdom teeth and many internal vestiges, including the appendix, will be vanishing or gone.

### Had Know the Worst

Husband and wife sat munching fruit. Suddenly she stopped eating and a thoughtful look came over her face. "Say, Jim," she said, "what would you feel like if, just after you had taken a large bite of that apple, you saw a huge caterpillar in it?" Her husband went on eating happily. "Not half so bad as if I saw half a caterpillar left in it, my dear," he replied.

### Harmless Shark

The basking sharks sometimes attain a length of 30 feet or more, but they have very small teeth and their diet consists necessarily of small fishes that travel in shoals and other small soft sea creatures which they take into their huge mouths while lying lazily on the surface of the ocean. This species of shark is hunted for its oil, a large one yielding as much as a ton and a half.

### Ornithologist Honored

The Audubon society was named for John James Audubon, a famous American ornithologist, and painter of bird pictures. He was born on the island of Santo Domingo, in the part now known as Haiti, on April 26, 1785. He was taken to France to be educated and emigrated to America when he was eighteen years of age. Nearly his whole life was passed in the United States. He lived in Pennsylvania, Kentucky, Louisiana and New York. He died on January 27, 1851, in New York city.

### Long Welsh Name

Does it not seem curious that any place should be named "Llanfair-pwg-yll-gogoch-wydrandobwll-antysillogogoch"? but to a Welshman this is one of the most poetical names on his map. To the stranger who goes there and sees the place it is also a locality of charm and beauty. But the name itself is poetry. Llan is "church." Fair is "of Mary," pull gwynyll is "the pool of white hazels," goger is "rather near," while chwyrn drobwll is "the whirlpool" and Tysilio gogo goch is "of Tysilio of the red cave." Is it not, therefore, suggestive of romance and beauty enough to visit the village of the church of St. Mary by the pool of white hazels, near the whirlpool of St. Tysilio's church of the red cave?

### New You'll Remember

It was the ancient custom of English churches during Rogation week, a custom still followed in remote country parishes, to assemble the whole congregation, particularly the younger element, under the leadership of the head and church officers, and trace from bourn to bourn the limits of the parish.

### Walking "Cane" Had Its Origin in the Orient

The ferula or staff of fennel wood was one of the earliest supports used by elderly persons because it was long, tough, and light. The designation of "cane" so generally used in this country originated in the Orient, where hollow palms and bamboos were naturally used for walking sticks. Pope's Sir Pymon prided himself on the nice conduct of his clouded cane, while Gay celebrated in verse the strong cane and the amber tipped cane. Henry VIII had one cane "garnished with silver and gilt, with Astronomie upon it," and another "garnished with golde, having a perfume in the toppe." Ancient Egyptian walking sticks made of cherry wood, with carved knobs, have been discovered. Comedy canes having heads carved in the grinning likeness of Punch, Merry Andrew, and Toby Fillpot still can be found in the shops. It is said that a collector of canes in Madison, Neb., has more than 100 on display in his home.

### Lydia's Monarch Second to Solomon in Riches?

The wealthiest man in the history of the world was Croesus, last king of Lydia, who from his conquest, his mines, and the golden sands of the Paeonia, accumulated so much treasure that his wealth has become proverbial—"Rich as Croesus" now signifying rich beyond the dreams of avarice. He reigned from B. C. 560 to 546, but dissipated, and yielding himself up to sumptuous extravagance and the pleasures of life, declared that he was the unhappiest man in the world. Welcoming the Greeks to his court, he was visited by the great Athenian lawyer, Solon, of whom he asked the question: "Who was the happiest man in the world that he had seen?" to receive in reply, "No man should be called happy until his death." Coming into conflict with Cyrus, the Persian king, Croesus was defeated, his capital Sardis taken, and he was condemned to death by burning. As he stood awaiting the firing of the pyre, he recalled Solon's aphorism, and exclaiming "O Solon!" three times, aroused the curiosity of Cyrus who, inquiring into the reason for the ejaculations, was told the story of Solon's precept, and spared his life. But the First Book of Kings tells us that "King Solomon exceeded all the kings of the earth for riches and for wisdom." (10:23).—Literary Digest.

## Personal

Jack Anderson of Dallas visited Hereford friends Monday.

F. H. Oberthier was a business visitor in Amarillo Wednesday.

Donald Alexander was in Dimmitt on business Monday.

Dick Manson of Clovis visited friends in Hereford Saturday.

Mrs. C. O. Wilkins spent the week end in Adrian.

B. F. Egger was in Clovis and Portales Monday and Tuesday.

Robert Jarrett of Friona visited friends in Hereford Friday.

Miss Lucile Hicks spent last week end visiting friends in Pampa.

Mrs. Mont E. Baker visited in Amarillo Thursday.

Mrs. I. O. Crosthwaite was an Amarillo visitor Thursday.

Mrs. A. C. Thompson visited her cousin, Mrs. Wilfred Taylor, in Canyon Thursday.

Mrs. Clyde Honea was an Amarillo visitor Thursday.

Mr. and Mrs. J. E. Beyer visited friends in Canyon Thursday.

MERIT MERCHANTS invite your patronage. 3-1

Mrs. Jim Robinson was an Amarillo visitor Wednesday.

Mrs. J. B. Jones visited Mrs. L. N. George in Canyon Thursday.

Reaford West was an Amarillo visitor Saturday.

Mrs. Glenn Weir visited in Amarillo Thursday.

TRADE EXPANSION SPECIALS mean big values. 3-1

Paul Wilson of Vega visited friends and relatives in Hereford Tuesday.

John Aldridge of Farwell visited in Hereford Saturday and Sunday.

Seldon F. Warren of Friona was a business visitor in Hereford on Tuesday afternoon.

R. E. Kessie and family spent the week end visiting Mrs. Kessie's mother in Stratford.

Mr. and Mrs. E. A. Martin visited his parents in Amarillo Sunday.

Mrs. F. H. Oberthier and daughter, Miss Frances, visited in Amarillo Saturday.

MERIT MERCHANTS SPECIALS mean big values. 3-1

Mrs. Carrie Cunningham of Amarillo visited friends in Hereford Sunday.

Mrs. Seth B. Holman of Amarillo visited Mrs. Homer Fox Monday.

Miss Frances Oberthier left Sunday for Wichita, Kansas, to make a short visit with friends.

Misses Gwendolyn Spradley and Martha Duncan spent the week end with Canyon friends.

Mr. and Mrs. R. H. Womack visited relatives in Amarillo Sunday.

Clyde B. Farmer, passenger agent for the Fort Worth & Denver road, was in Hereford from Amarillo Monday visiting friends.

TRADE EXPANSION SPECIALS expand your buying power. 3-1

Misses Gladys Seigler and Martha Duncan, with Mrs. J. W. Witherspoon visited Miss Blanche McDonald in Borger Thursday.

Ed Johnson, Jr., who has been working in New Mexico the last few months, made a short visit in Hereford the first of the week.

Elton Jones, editor and owner of the Happy Herald, was a business caller in Hereford Wednesday.

Mrs. Dean Rice of Edmund, Oklahoma, arrived in Hereford Saturday for a short visit with relatives.

TRADE EXPANSION SPECIALS are a bid for good will. 3-1

Arthur Thompson represented the Magnolia Petroleum Company in a booster's meeting held at Clovis Saturday evening.

Rev. E. E. Robison, pastor of the First Methodist church, conducted a funeral service in Amarillo last Friday.

Ted Houston of Amarillo and brother, George Houston, of Wichita, Kansas, visited in Hereford Sunday.

Mr. and Mrs. J. W. Witherspoon and Miss Gladys Seigler spent Sunday in Bellevue with Mr. Witherspoon's relatives.

TRADE EXPANSION SPECIALS mean more for less. 3-1

Mr. and Mrs. J. C. Crump of Canyon visited her parents, Mr. and Mrs. S. L. Walser, in Hereford Sunday.

TRY A WANT AD IN THE BRAND.

# Carl's Cash and Grocery

Who pays taxes to keep our schools going? The home-town or the out-of-town merchant?

COMPOUND	Eight pounds	72c
PECANS	Shelled 1/2 lb box	28c
FLOUR	Ponca Best, 48 pounds	75c
OATS	Mother's, Package	27c
MACARONI	Four packages	17c
GRAPEFRUIT	Fair size dozen	33c
COFFEE	W. F., 1 lb pkg	21c
SALMON	Pink, Concho, each	11c
APPLES	Arkansas Black, dozen	18c
BEANS	Pinto, 6 1/2 lbs	22c
APPLES	Winesap, bushel	\$1.00

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

# - SUITS -

CLEANED AND PRESSED—CASH AND CARRY

75c

SUITS PRESSED	40c
DRESSES	75c and up
LADIES' PLAIN COATS	75c
FUR-TRIMMED COATS	\$1.00
OVERCOATS	75c
ONE DOZEN TIES	75c

The handling of charge accounts and delivering costs us 25 per cent of the cleaning and pressing charges. We have decided to eliminate this cost and pass the saving on to the customer. So beginning with February 1, 1932, we are going strictly

## Cash and Carry

All cleaning brought in by noon will be ready by six o'clock, if desired.

# Orr's Tailor Shop

308 Main Street.

# Carl's Cash and Grocery

Who pays taxes to keep our schools going? The home-town or the out-of-town merchant?

COMPOUND	Eight pounds	72c
PECANS	Shelled 1/2 lb box	28c
FLOUR	Ponca Best, 48 pounds	75c
OATS	Mother's, Package	27c
MACARONI	Four packages	17c
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308 Main Street.



### Ford Doings

MISS LA VERNE MANN

Eighty were at Sunday school. Rev. Godwin was unable to come. Dr. and Mrs. Fly and son, Mr. and Mrs. Thompson of Amarillo were here Sunday.

Ted Langley and wife visited the Hardy Benson home Monday night.

Miss Lucy Brunson of Dean spent the week end in the F. W. Brunson home, and was accompanied home Sunday night by her mother and sister who have been visiting Mr. Brunson.

Messrs. and Mmes. O. D. Frazier and son and J. D. Jenkins visited the J. Rempel home Sunday night. Clyde Mann was in Vega Monday.

D. S. Larson and family visited the Brunson home Monday.

Mrs. W. M. Stewart had as supper guests Sunday Mr. and Mrs. Ted Langley and daughters and the young people's Sunday school class, Misses Vineta Simpson, Pauline Frazier, Edith and LaVerne Mann; Messrs. Thos. and Floyd Simpson and F. W. Brunson, Jr. The evening was spent singing and playing games.

Mr. Hedrick and Denison Hill visited the Simpson home Saturday morning.

R. W. Stevens, Jr., spent Sunday afternoon visiting at Conways.

Mr. Roberts and family who have recently moved into this community, spent the week end at Channing.

Ford boys played their first matched game of basketball Tuesday evening in the Hereford gym against Summerfield. The Summerfield boys won. They played Wildorado Friday, losing again. We hope to see them do better next time.

#### Card of Thanks.

We wish to use this means of expressing our sincere gratitude for every kindness extended to us during the recent illness and death of our beloved wife, mother and sister, Mrs. P. A. Turnbow. We can truly appreciate the worth of true friendship in a time of sorrow.

P. A. Turnbow  
Willard Turnbow  
Mr. and Mrs. D. R. Grimes  
Mr. and Mrs. Lloyd Kearns  
Mrs. Louise Hollister  
Mrs. Bell Ballew  
John McWhirter

## FARM CLUB BOY MAKES HIS HOGS INTO SAUSAGE



### FARM CLUB BOY MAKES HIS HOGS INTO SAUSAGE

By grinding his pigs into sausage for which he found a ready sale, Harold Cockrell, Shackelford county 4-H club boy living six miles from Moran, has decidedly increased his income from two brood sows purchased last winter. Hog prices were so low in the fall that he butchered one of the sows valued at \$18 and ground the meat

into sausage which brought him \$50.86. He now plans to butcher all of the two litters fed out except two hogs which he is saving for brood sows. Valuing home grown feeds at market prices, he spent \$66.59 in feeding the two litters which added to the \$4 purchase price of the two sows brought the total expense to \$106.59. Hogs sold on hand are worth \$165.96, leaving a profit to pay for labor and equipment of \$59.27. He expects this to be much increased by the time all the hogs are butchered and sold.

Young Cockrell is 18 years old has been in club work four years conducting demonstrations with dairy cows, beef cattle, rabbits and poultry in addition to hogs. In cooperation with O. G. Tomlinson, county agent, he has shown in the last two years that there can be money in dairying by making eight cows pay \$441.49 in the drought year of 1930, and \$409.51 in 1931 when cream prices were low. He keeps careful records on each cow to find that they averaged 363.3 pounds of butterfat in 1930 with one cow reaching a high mark of 461.7 pounds. Because he has records he was recently able to sell a cow for \$100.

Rabbits paid him \$16.25 in 1930 and \$31.77 last year. From his poultry flock he made \$77.43 a year ago. He has an indicated profit to date of \$14.27 on two baby-beeves he is feeding out. Harold handles his own affairs by himself besides aiding his father to manage the farm.

#### TO THE VOTERS OF DEAF SMITH COUNTY

I am announcing for the office of County and District Clerk of Deaf Smith County, Texas, subject to the action of the Democratic Primary July 23.

I believe that I am well qualified to fill the office, having served in that capacity for Castro County from 1928 to 1932, and I respectfully solicit your consideration, vote and influence.

W. L. PICKETT.

#### TO THE VOTERS

I am placing my candidacy before the voters of Deaf Smith county for re-election to the office of County Attorney, subject to the action of the Democratic primary, July 2, 1932.

I have been your servant for but one term, and believe I have administered the office in a way that justifies my asking for re-election. I am making the race on the merits of my work since being county attorney and solicit your earnest consideration and vote.

JOHN COFFER.

#### TO THE VOTERS

I am announcing as a candidate for re-election as county and district clerk, subject to the action of the Democratic primary.

I believe my experience in the office qualifies me to give you the best service possible, and I know my efficiency increases by experience.

I solicit your consideration and vote.

L. H. FOSTER.

# WANTED Ads

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

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

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

#### For Sale or Trade

FOR SALE: Roosters, Rhode Island Reds and Barded Rocks, \$1 each. See R. J. Spencer at Furr Food Store. 3-1p

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

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

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

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

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

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

FOR SALE: White Leghorn cockerels. Slagle and Bowers, close to Joel Switch. 2-2j

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

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

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

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

Ask for FLAVO FLOUR at your Grocer's. PACKARD MILLING COMPANY Phone 29. 13-4fc

FOR SALE or exchange: I have several cash buyers for your land. Let me trade what you have for what you want. See or write Jas. B. Elliston, Canyon, Texas. 3-1p

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

FOR SALE: A piano at a bargain. Box 673, or call at the Hereford Brand. 1d

#### For Rent

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

FOR RENT: Furnished apartment. Nice warm rooms, bills paid. 312 East Sixth Street. 3-1p

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

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

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

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

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

#### Lodge Directory

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

#### Wanted

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

WANTED: General house work, sewing or caring for the sick. Inquire at Tourist Hotel. 3-1p

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

WORK WANTED: House work or care for children. Inquire at 211 West Fifth. 3-21h

FEEED GRINDING: Any kind of grain or roughage ground right at your home. A. M. Strate. 28-2p

#### POLITICAL ANNOUNCEMENTS DEAF SMITH COUNTY

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

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

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

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

For Tax Assessor: MACK BEACH (Re-election)

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

For County Attorney: JOHN COFFEE (Re-Election)

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

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

For Commissioner, Precinct No. 3: J. T. GUINN (Re-Election) E. M. JACK

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

#### TO THE VOTERS OF DEAF SMITH COUNTY

I hereby announce my candidacy for sheriff and tax collector for Deaf Smith County, subject to the action of the Democratic Primary to be held July 23, 1932.

I earnestly solicit your vote and support. If I am elected, I pledge myself to an honest endeavor to fill the office in a lawful and efficient way, showing partiality to no one in the official discharge of its duties.

My occupation at present is that of a farmer and day laborer. If elected I will devote my time exclusively and untiringly to a faithful and impartial discharge of the important duties of the office. Our laws were made by and for us, so let's adjourn politics for two years and see if we can't enforce them. I pledge myself to this end if you elect me your Sheriff and Tax Collector for the ensuing term. Respectfully, 3-1p ED CURTSINGER.

#### Seen On the Screen at the Star

Those who delight in the acting of Greta Garbo and Ramon Navarro will have an opportunity to see them Thursday and Friday of this week in one of the outstanding pictures of the year, "Mata Hari".

Buck Jones, a favorite with all who delight in thrilling westerns mixed with comedy, comes Saturday for a matinee and evening performance on the screen in "Ridin' for Justice".

Two real stars of first magnitude, Norma Shearer and Robert Montgomery, come with a new plan of picture for Monday and Tuesday's program in "Private Lives". It is fore-cast as one of the laughingest witty plays of the past year.

Charlie Ruggles, who has the habit of doing the best acting in any picture in which he plays no matter who the star is supposed to be, comes Wednesday and Thursday of next week with Vylene Osborne in a picture whose

and mid-week prayer service 7:30 Wednesday evening. Come and worship with us.

**Get the home town gossip**

Talking with relatives and friends back home is almost as good as a visit. Ask "long distance" to connect you now. Usually calls go through while you hold the line.

See and Drive **The New DODGE SIX**

- Double drop, bridge-type frame.
- All-steel safety body.
- Hydraulic, weather-proof brakes.
- Free wheeling and automatic clutch.
- Shatter-proof glass.
- Floating power.

Now On Display at **IRELAND-BEAVERS MOTOR COMPANY**

**HELP YOURSELF**

SPUDS, No. 1, 10 lbs ..... 15c  
 FLOUR, Hereford, 48 lbs ..... 70c  
 SOAP, White Laundry, 10 bars 25c

**M. J. B. COFFEE**  
 2 lbs 72c, one pound ..... 36c

COMPOUND, 8 lb pail ..... 65c  
 BACON, fancy sliced, lb .... 18c

**SKINNER'S** Macaroni Spaghetti Egg Noodles **3 for 19c**

ORANGES, medium, dozen .. 15c  
 Grapefruit Nice size, seedless each 3c  
 Crackers, Saltine Flake, 2 lb 25c  
 SUGAR, 10 lb cloth bag ..... 52c  
 PRUNES Italian, in syrup No. 2 1/2c

We have moved to the J. A. Fox residence in North Hereford, where additional space makes possible the proper care of convalescent patients.

**Drs. Perkins & Perkins**

**Six things a telephone will do for busy women**

If you haven't a telephone, we suggest that you learn first hand what an aid one can be.

It goes to the grocer for you. To the baker, the butcher. Even the children will use it in planning parties, hiking trips and the like. It orders . . . quickly . . . bandages and disinfectants for bruised fingers and toes. It brings the doctor hurrying to look after youthful ailments.

Try a telephone. See how it enables you to do more work in less time, to enjoy leisure more thoroughly, to meet emergencies promptly . . . all for a few cents a day.

Ask at the business office.

**SOUTHWESTERN BELL TELEPHONE COMPANY**



# THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL



## The Whiteface Roundup

**THE STAFF**  
Lueta Borden Editor-in-Chief  
Dorothy Fullwood Assistant  
J. Fellers Sports  
Helle Foster Societies  
B. Wilson Jokes

### Phenomenon In Wood Found.

A most peculiar piece of wood was brought to school a few days ago. It seems one of the science classes had been studying wood, and one boy happened to think that had a strange piece of wood home and brought it to school to show his fellow classmates. The piece is about two feet long with a diameter of about four or five inches. The specimen is split into two pieces and then inside of a smaller piece fits perfectly. The smaller one inside about one inch in diameter and shows indications of pruning. The student said he discovered when he was chopping wood one day. Miss Wrenn, science instructor, says that the only explanation she can give of the phenomenon is that the small tree when pruned died above the ground. The roots, however, lived and sent up another shoot which simply grew into a tree, but "swallowed" the first.

### Boys Win at Vega.

Last Friday night the local basketball teams went to Vega to play the Vega teams. Each game was good and was enjoyed by everyone who attended. The girls lost by a narrow score. The boys won by a 13-4 score. This was one of the closest games that they have played this season. At the end of the first quarter only one point had been scored, and that was by Hereford. The first half ending with Hereford scoring 3 to Vega's 0. This was a marked victory for the boys team, and, may we say, a victory for the girls in their good sportsmanship toward losing.

### Glee Club Operetta.

Work has begun and characters have been selected for an operetta of two acts, "Up In the Air". This is a story of a young man who loves the daughter of a big business man, but is disliked by her father because he has never attempted any thing of courage, and her father will tolerate no one but a young fellow of brawn and daring as candidate for the hand of his daughter. A plan is devised whereby this young man will make good, thereby winning the girl of his choice. Much comedy is involved, and the plot is well laid, making the final outcome a complete surprise. The characters that have been selected are Zeina Ruth Shore, Lueta Borden, La Verna Womble, Nora Alice Daniel, Wilma Jo Jones, Ardelia Foster, Murray Copeland, Loys Carmichael, James Cloyd, Liburn Ray, Milton Orr and Sherman Morgan, besides the different choruses.

### Common Table Salt Often Helps Stomach

Drink plenty of water with pinch of salt. If bloated with gas add a spoon of Adierika. This washes out BOTH stomach and bowels and ridges you of all gas. City Drug Store.

**Prices Reduced**

**25%**

on

**Cleaning and Pressing Work Guaranteed**

Clothes called for and delivered anywhere in the city limits

Phone 385

**WEST TAILORS**

### Honor Roll, Third Six Weeks.

**High Honor Roll.**  
Eleventh grade: Lueta Borden, Dorothy Fullwood, Martha White, Tenth: Billy Phillips, Louise Hamm.  
Ninth: Mary Kate Brotherton, Adeline and Marie Schumacher.  
Eighth: Bill McLean, Barbara Buckner.  
Seventh: George Conklin.  
Fifth: Viola Beryl Phillips.

**Honor Roll.**  
Eleventh grade: Leslie Culwell, Kellar Muse, Mildred Fullwood, Ruth Harding, Zelma Ruth Shore, LaVerna Womble.  
Tenth: Miriam Culwell, June Curtsinger, Maxie Hughes, Wilma Jo Jones, Ruby Keeler, Katherine Miller, Peggy Mitchell, Betty Ruth Pickett, Mary Posey, Bonnie Jean Smith, Wanda Osborne.  
Ninth: Loys Carmichael, George Smith, T. L. Sparkman, Lottie Allred, Wilma Arthur, Elizabeth Bowman, Nancy Conkwright, Sallie Gilbreath, Frances Higgins, Sallie Skelton, Wilma Smith.  
Eighth: Wayne Evans, Odella Flowers, Elizabeth Spradley.  
Seventh: Odessa Long, Palmer Norton, Vera Wederbrook.  
Sixth: C. L. Benge, Billie Beene, Donald Brotherton, Bettie Jean Ball, Imogene Roberson, Kent McIntosh, Earl Oldham, Ernest Scheibagen, Mary Lou Hamilton, Helen Ray Hamm, Willie Karr, Frances Luttmer.  
Fifth: Clifton Foster, Karl Wilson Shifrey, Dorothy Funderburg, Mary Jane Morgan, Elsie Mae Wilkins.  
Low Fifth: Jack Boydston, Jean Dunlap, Wilford Lambert, Katherine Lovelady, Nancy Millard, Melba Schultz, Helen Ann Snyder, Dorothy Thompson, Nancy Tiefert, Willie Mae Love.  
High Fourth: James Karr, Hertha Baer, Martha G. Culwell, Virginia Harman, Juanita Ray, Elizabeth Rice.  
High Honor Roll: Jack Nicks, Barbara Brotherton, Faye Crosthwaite, Edith Jackson.  
Fourth: Virginia Newell, E. B. Posey, Jr., Raymond Witherspoon, Merlin Conklin, Grant Fuller, Frank Vaughn, Inez Funderburg, Marjory Thurmond, Catherine Fullwood, Joy Wagley, Billy Ed Ball, Floyd Ross, Gayle Higgins.

### Girls Beat Tulla.

The Whitefaces played the Tulla Hornets January 23. The game was called at 7:30. Both teams fought hard and at the end of the first half Tulla was six points ahead. The game was even until the last quarter when the Whiteface forwards began to "sink the baskets". The final score was 33-36 in favor of Hereford. The following girls made the trip: Theda Lou Wilson, Billie Valentine, Maxie Hughes, Peggy Mitchell, Beatrice Buchanan, Estelle Gilliland, Robbie Jackson, Margaret Brown, Wilma Arthur and Mattie K. Sherman.

### Basketball.

Last Saturday night the local basketball teams went down to defeat at the hands of the Tulla Hornets, with a final score of 33 to 25. The game was played at Tulla, and the Whiteface five put up a hard battle from the first whistle until the last, but their defense did not seem to be working as well as it should have. The result was a victory for Tulla. Although the locals were defeated they are not down hearted. Next Friday they go to Dimmitt where they hope to get revenge for the Tulla game.

### DON'T CRY By Pu-Kuky

Question: Where did Seedy get stuck Sunday night, Askum?

Mr. Wilson says that Hale surely did have a good (note) book.

We hope Wilbur and Jimmie enjoyed their ride Friday morning.

When Jack Cartwright blushes he pauses and says, "Don't I look kiddy?"

We wonder why Kellar Muse went home so early Saturday night.

I'd like to know what Jimmie calls Wilbur.

The place was at the Cowhand party; the kids were going home. Climer couldn't find his hat. "Has anybody seen my kid's hat?"

We wonder how Miss Yeazey pronounces "distributed" and also another word, but I forgot it.

At the recent faculty picnic, Mrs. C. H. Dillehay won the ladies rolling pin throwing contest by hurling a pin 75 feet. Mr. C. H. Dillehay won the 100 yard dash.

Mrs. Coach: "I used to think you were so affectionate, Tom. Before we were married you used to hold my hands for hours."

Coach: "Well, that was to keep you away from the piano"

Why do they put so many holes in Swiss cheese when it's the hamburger that really needs the ventilation?

Grocery Merchant: Look here you've been owing me this bill for a year. I'll meet you half way. I'm ready to forget half what you all owe me.

Climer and Jack: Fine, we'll meet you. We'll forget the other half.

Closet—A place in which a girl keeps most of her clothes when she's dressed up.

Don't any one read the following note because it is a very, very personal note to Jack Cartwright's girl. I don't know which one it is, but this is the note just the same. I thought I would lose the note so I read it to keep the thought so I could give it to his girl. I hope she reads this for Jack told me the last thing to be sure and give it to her. Here it is:

"Won't you give me just one more chance? I love you so I'll do anything in the world for you, go anywhere, whip anybody. Can't you see just one more chance? I'll prove myself worthy of your love if you give me just one more chance. I'll take you to the show every night. I'll speak to your father every time I meet him if you'll give me one more chance. If I were angry at you, I'd give you one more chance."

"JACK XXXXXX"

"P. S.: Give me just one more chance."

The teachers were trying to get all the names of those exempted to put in this issue of the paper together, but I don't think they did. The parents are just dying to read the list of those exempted. So being as I have some inside dope on this I will give it to the parents. Here it is. This is a list of students exempted in all four subjects: Jack Russell, James Lusk, Jack Cartwright, Richard Baker, Pictus Ray, Cow West, Rex Tynes, Floyd Collins, Gaylord Newell, J. B. Noland, Johnnie Womble and Spaulding Bartley. I'm sorry, parents, but in my search for exempted students I found no girls.

Hereford high school is a sociable and friendly institution and all the student body is proud to add two new members, Buster and Perkins. Welcome, men!

### Junior Health Club.

On Monday, January 18, the sixth and seventh grade girls organized a Junior Health club. This club will hold weekly meetings and will be given a course of lectures by Miss Russell, the county health nurse. This course is given in cooperation with the state department of health and a certificate will be awarded to the girls who satisfactorily complete the course. The talk given by Miss Russell was on personal hygiene. The following officers were elected: president, Frances Borden; vice-president, Jean Millard; secretary, Jean Snyder; publicity chairman, Mary Lee Alexander; program chairman, Betty Jean Ball.

MARY LEE ALEXANDER.

### Inferiority Complex.

Doctor I. I. Nelson, a professor at the University of Texas, in a recent address at a teachers' meeting, made the following statement: "Use of sarcasm by the teacher destroys the receptiveness of a student's mind and results in his having a 'chip' on his shoulder." Continuing, he said teachers who use sarcasm took an unfair advantage of students. An inferiority complex often is caused by continual use of sarcasm.

We will admit all this, but Dr. Nelson does not say anything about the 1500 students who were compelled to leave the State University at Austin just prior to the holidays because of insufficient funds.

It is very probable that a teacher will create a feeling of inferiority complex in the mind of a student if that student knows "his stuff". A student who is up to par is above any sarcasm from the teacher. If every student were up to par, sarcasm would not be used; there would be no cause or need for it. A student may finish high school or college with a feeling of inferiority complex as regards one instructor or professor, but if this student has that feeling while under the direction of that teacher he will probably lose it altogether upon leaving school. He at least has an education and that is something.

It seems to us that Dr. Nelson has selected a subject rather esthetic. The question of today is not so much as how we shall get our educations, but shall we have one? While he speaks of a possible few cases of inferiority complex, 1500 students leave the state university within a week because of insufficient funds to carry on their educations. This, I presume, is inferiority financialism.

LUETA BORDEN.

### What Next?

Oh, those study hall desks! What on earth will happen next? It may mean good housekeeping, but it doesn't mean convenience.

In case you don't understand, it's simply this: those who have an eye for good housekeeping have removed the bottoms from all the desks in the study hall. The reason given is that it will diminish the amount of stray waste paper that mysteriously collects in the desks and then falls to the floor when such space as the desks afford has been completely utilized. Well, you can see what this means. So if you see a student carrying his books around it isn't because he is studious. No, it's because he can't find a place to park his books.

### Band and Orchestra Programs.

On Monday, January 18, the band of Hereford High entertained the student body at the regular activity period with a number of delightful and well-played pieces. Then the following Monday, or January 25, the orchestra played at that period. A special number consisting of Christine Fincher, flutist, and Mary Posey, violinist, was also enjoyed.

Well, we're glad these two organizations are back on the job, for we were beginning to think they were not going to play for us anymore.

### Rev. Johnson Speaks.

On Wednesday, January 20, Rev. M. J. Johnson, minister of the First Christian church of this city, delivered a fine message on the inspiration of the Bible. In his talk he pointed out the prophecy of the airplane, radio and automobile as found in the Old Testament. All must have enjoyed the message besides learning a great deal at the same time. It is hoped that Rev. Johnson will return to speak to us at a near date.

### How One Man Lost 22 Pounds

Mr. Herman Rankis of Detroit writes: "A few lines of thanks from a rheumatism sufferer—my first bottle of Kruschen Salts took all the aches and swellings out of my joints—with my first bottle I went on a diet and lost 22 pounds and now I feel like a new man." To lose fat SAFELY and quickly take one half teaspoonful of Kruschen Salts in a glass of hot water in the morning before breakfast. For your health's sake ask for and get Kruschen—the cost for a bottle that lasts 4 weeks is but a trifle at any drug store in the world and if after the first bottle you are not joyfully satisfied with results—Money back. City Drug Store and all good druggists will be glad to supply you.

### Help! Help!

It's about time that somebody was showing a little help around on this Whiteface page. Did you see that last issue? Hardly up to par, eh? Everybody, and that means every student in high school is invited to contribute to the Whiteface publication—not next week, but this week and every week. If the items you submit are not published, that's no excuse for quitting. Submit another one, just for spite. It might be in the next issue. Worse things have happened than publishing an article written by you. We have even had catastrophes, so come on!

### Edgar Pickett Entertains.

Edgar Pickett, an ex-student and graduate of Hereford high school, played at the Thursday morning assembly. All of his selections were compositions of Debussy, a contemporary French composer, and were quite a treat to the students. Before each number, Mr. Pickett explained the nature of the piece and the moods which is represented, thereby helping us to appreciate the fine music.

### Cultivate Friendliness.

Friendliness is a requisite of success, for no matter what career one pursues, his ability to make friends will always be a great asset. A friendly attitude can and should be cultivated in high school because friendships formed here are the most sincere. Everyone is human and likes to have friends, but most people are just visiting for the other person to meet them half way.

One should remember that "the way to make a friend is to be one."

### Further Explanation.

Because of the fact that we missed the algebra examinations in our last issue, we wish to announce them, or rather the exemption, now. Weldon Poff was the only person exempt in Mr. White's algebra class.

### To Attend Dimmitt Tournament.

The Whiteface basketball teams will go to Dimmitt Friday and Saturday to the tournament. This is for both the boys' and girls' teams. All the fans expect them to win and bring home the cup.

◆◆◆◆◆

Mimeographing and Typing

FLOYD WILSON

Ralph Barnett's Office

◆◆◆◆◆

**AT YOUR FINGER TIPS**

... is a storage house of power great enough to turn the largest motor in Hereford, yet convenient and safe to use on your curling iron or electric toaster . . . and this immense supply of power, fuel or heat requires no more storage space than a small wall-plug.

Tap this reserve of energy and enjoy its conveniences.

**Texas Utilities Company**

**-SUITS-**

**Cleaned and Pressed**

**Cash 75c Carry**

SUITS PRESSED	40c
DRESSES	75c and up
LADIES' PLAIN COATS	75c
FUR-TRIMMED COATS	\$1.00
OVERCOATS	75c
ONE DOZEN TIES	75c

The handling of charge accounts and delivering costs us 25 per cent of the cleaning and pressing charges. We have decided to eliminate this cost and pass the saving on to the customer. So beginning with February 1, 1932, we are going strictly

**Cash and Carry**

We have recently added several hundred dollars worth of new cleaning equipment and are in position to render you faster and better cleaning and pressing service. All cleaning brought in by noon will be ready by six o'clock. And for RUSH SERVICE cleaning brought in by three in the afternoon will be ready by six o'clock.

**CORBETT & CO.**

207 MAIN



### R. O. Dunkle Will Continue Agent Until Relieved

The agreement reached last December between the state extension department and the county commissioners concerning the work of the county agent in Deaf Smith county, specified that R. O. Dunkle, present agent, would be transferred to some other place, and a new county agent be brought here by the state department.

A letter recently received by Judge Earl W. Wilson from John R. Edmonds, district agent, says that he has not been able to secure as yet an agent to bring to this county and recommends that Mr. Dunkle be retained in the work here until a suitable agent be available for this county.

Judge Wilson expressed his opinion that it was Mr. Edmond's task to make the transfer, as the extension department had recommended it. Mr. Dunkle has been diligently working as county agent since the work was reinstated here January 1, and unless other action is taken, it was Mr. Wilson's opinion he would continue to do so until transferred by the extension department as it had promised.

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



### BURGLARS REFUSE ALL BUT CREAM O' PLAINS BUTTER

This story is reputed absolutely correct and pertains to a burglary perpetrated in Amarillo several weeks ago:

Burglars raided a grocery store and four different varieties of butter were found in the refrigerators; when the stock was checked the next morning it was found all of three of the kinds was still there, but the 6 1/2 pounds of Cream O' Plains butter, made by the Farmers Creamery of Hereford, had been taken!

Albert Bivins was in Hereford Monday enroute from the Bivins ranches in New Mexico to his home in Amarillo. He reports cattle in New Mexico in excellent conditions, and states he is encouraged by reason of the outlook for the present year.

Mr. and Mrs. W. F. Gillis left Sunday for Denton where they will visit her mother before going to market at Dallas. They expect to be gone two weeks.

### WANT ADD RECOVERS TEN DOLLAR BILL

Every week Brand wants ads could make interesting stories about the happy results these little mediums of exchange bring for their users.

Mrs. W. M. Megert despair-ed of ever seeing again a ten dollar bill that was lost in front of her home Saturday, January 16. With faint hopes of recovery, a want-ad was put in the Brand January 21. The next day a neighbor, Mrs. R. M. Allred, one block east of Mrs. Megert, found the bill under some tumbleweeds, phoned the Brand, the bill went back home, and everybody is happy again.

Read the Ads. Not a week goes by but there are many things of important interest in the classified columns of the Brand. Right now the baby chick business is foremost in the minds of the poultry fanciers. The want ads tell of extra select breeds and strains being raised right here at home that are better than the ones folks send away for.

The high school athletic and band organizations are wanting a more powerful truck than the one they now have, and want to pay cash for the difference in trade values.

### LIONS INITIATE ONE, REINSTATE ANOTHER

The first installment of the initiation of J. C. Parker into the Hereford Lions club was duly performed at the luncheon Wednesday noon. It is suspected that Josephus had been dodging his initiation, but he bravely defied the Lions in their den yesterday, so the last three new members were given the privilege to set upon him anew at the next meeting. Mr. Parker then tried to ingratiate himself with individual members by promising each one a free ticket to the show last night, which went over big until the Lions realized the whole picture was advertised free to everybody, so it is now hard to conjecture just what the consequences to him will be.

Vollie Downs, a former member, was reinstated into membership Wednesday, a touching little contrite speech making his return a joyful one to the den.

Mrs. S. P. Rosson, wife of the Boss Lion, sat at his left yesterday as guest of the club, and although repeatedly begged to divulge how the ladies of the Lions would entertain the members at her home Tuesday night, she steadfastly refused, so the whole roster will be there to see about it.

### FRESH DIRT WANTED FOR FOOTBALL FIELD

B. H. Hopkins, athletic manager at the high school, is beginning to get football conscious for next fall, and is looking around for things to further improve Whiteface Field. Present activities have to do with the location of rich soil that someone wants moved from his premises, to be placed on the football field to gradually build it up higher in the center to what is known as "turtle back". Any one who has this dirt and wanting to get rid of it, need only to call Mr. Hopkins at the high school and he will gladly have it hauled away. The soil will be distributed over the sod so the Bermuda grass will grow up through it to make the playing field in better all-weather condition that ever before.

Whiteface Field has for years been the pride of the school and the envy of visiting teams. Schools over the Panhandle are eager to match games to be played at Hereford, knowing they will have a fine field upon which to play and will meet the best sportsmanship to be found in the district.

Spring Athletic schedules include track work after the close of the basketball season next month, and preliminary football training just before the close of school for next fall's Whitefaces.

### COMES IN AIRPLANE TO MOTHER'S FUNERAL

Mrs. Lloyd Kearns of Los Angeles, California, flew to Amarillo last Saturday where she was met and brought to Hereford to attend the funeral of her mother, Mrs. P. A. Turnbow.

In commenting upon her ride, Mrs. Kearns said the air was very rough Saturday, and all the passengers who left Los Angeles gave up the trip along the way except herself. At Albuquerque the plane flew at an elevation of 15,000 feet to escape a snow storm raging below it.

Alton Miller, son of Mr. and Mrs. J. H. Miller, of Hereford, made the honor roll for the fall term at Texas Tech with an average grade of B on 18 term hours of work, according to the registrar's report.

### COUNTY COUNCIL RURAL CLUBS HOLDS SESSION

The council of rural clubs met at the court house January 16 in regular meeting, with representatives of six clubs present.

Plans for the new year books were completed and arrangements made to have them printed, ready for distribution for the February meetings of the respective clubs.

A vote of appreciation was given Buchanan & Rosson, Streu Hardware Company and the First State Bank, the three business firms who financed the canning campaign this past fall, for their interest and assistance.

The next council meeting will be held in the club rooms at the court house February 20, in a Washington memorial program.

### New Beauty Shop Opens

Mrs. Morene Honea, who has been with the Elite Beauty Salon, is opening a beauty shop in the rear of the Close Drug Company Friday. Miss Lyndell Brooks will replace Mrs. Honea at the Elite Beauty Salon.

### CENTRAL SCHOOL HEALTH DEPARTMENT IN PROGRAM

The health department of Central school will present an entertainment in the auditorium of the west side school tomorrow afternoon at 2:30. Parents, patrons and citizens are invited to attend.

A charge of 5 and 10 cents will be made, the proceeds, if any (as one of those interested expressed it), will be used by the school to purchase liquid soap containers and holders for paper towels. The children of the school have been collecting and saving soap scraps and these have been made into liquid soap to use for washing the children's hands before lunch time at the cafeteria.

### L. S. Winn Opens Produce House

L. S. Winn, who for the past six years has been associated with the Mistletoe Creamery at Plainview, has opened a cream station and produce business in the building formerly occupied by McLean & Pitman on West Second Street.

H. W. Pope and Felix Houser narrowly escaped injury last week when a team they were driving ran away, throwing the former from the wagon, painfully wrenching his right knee and spraining and bruising his right hand. Mr. Houser escaped injury by remaining with the wagon and finally stopping the horses.

### MRS. EGGER HAS BILLS OF 1854 AND 1857

Mrs. B. F. Egger brought to the Brand Tuesday two very old specimens of paper money that have been kept in her family from her grandfather's day. One is a one dollar bill issued by the city of Griffin, Georgia, dated 1857, and the other a three dollar bill issued by Nashville and Memphis, Tennessee, in 1854.

The bills were printed on but one side of the paper and were numbered and dated in ink, instead of being on paper of complicated manufacture with machine printed numerals, dates, etc.

### PARENT-TEACHERS GIVE PAGEANT NEXT TUESDAY

The regular meeting of the parent-teacher association will be held in the Central school auditorium at 3:30 Tuesday afternoon, February 2.

In commemoration of the founding of the parent-teacher association work, 24 of the children of Central school, under the leadership of Mrs. H. D. Reed, will present the pageant, "The Child Four-Square", written by Mrs. Amy Aldridge Peterson upon the theme of the aims of the parent-teacher work—the mental, moral, physical and social development of children.

All patrons and citizens are asked to be present.

### CITY TAXES SPLIT; LAST HALF DUE AUGUST 1

While not yet enacted into law, the city commissioners have decided to split the tax payments due the City of Hereford, making one-half due the last of this week and the remainder due before August 1, the last half to bear six per cent annual interest, but no penalty.

Should none of the tax be paid before February 1, the whole amount becomes delinquent and a ten per cent penalty is immediately assessed against it. A poll tax must be paid with the first half.

### COLD WEATHER HITS DURING PAST WEEK

While not severe, temperatures in Deaf Smith county during the past week have been lower than the average for the past month. The thermometer stood around 18 to 24 degrees from Saturday until Wednesday. Lowering skies Monday brought a flurry of sleet and snow that appeared dangerous for several hours, but soon passed away, and clear, pleasant weather has been the portion of this region since Wednesday noon.

### FACTS ABOUT MEAT EVERYONE SHOULD KNOW

By Theo. H. Lampe.

Lean beef is the most digestible of all foods except possibly milk.

Lean beef is the only food that gives strength and sinew without making fat. All athletes go on a meat diet when going in training for any contest or combat. Prize fighters are all great meat eaters and there are no vegetarians among the champions either in sports or athletics.

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

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

A large hunk of beef makes the best teething ring possible for a child—cutting teeth, and supplies digestible nourishment to undernourished children.

People of nations that eat red meat are from two to five inches taller than non-meat eating people.

Japan is educating her people to eat more meat and the Japanese government is spending a lot of money for publicity favorable to meat eating. Japanese scientists claim they will be able to increase the stature of the population two to three inches by getting the people to include meat in their diet.

Tuberculosis is almost unknown among meat eating animals and it is claimed that the hog is absolutely free from disease. Meat is included in the diet of tubercular hospital.

The best known authorities on dietetics state that the only way for a woman to reduce is to cut out starches and eat lean meat because meat is the only eatable that gives strength without adding fat. The General hospital at Boston that has gained a nation-wide reputation as a reducing plant for both men and women, and the leading masseurs in Hollywood who condition the leading stars, all claim that a lean meat diet is absolutely essential in any reducing diet.

Texas cattlemen, who as growing boys, followed the chuck wagon on the range and were reared on

a beef diet, average taller than American people from any other section of the country.

Bacon juice is excellent baby food. Physicians recommend bacon for under-nourished babies. A piece of bacon rind for a baby to cut his teeth on is an old and respected remedy.

### On Texas Farms

By W. H. Darrow, Extension Service Editor.

In Madison county 32 4-H club boys produced an average of 47 bushels of corn to the acre at a production cost of 22 cents per bushel.

An acre of alfalfa planted last February by J. D. Rippen of Lavaca county was worth \$75 to him for hog grazing, and the most valuable acre on his farm, he told the county agent.

More than two-thirds of the farm families in Hockley county were reached and helped by home demonstration work in 1931, with a total of \$68,422.53 worth of food put away on pantry shelves.

In Brazos county every home demonstration club is to have an orchard demonstrator in 1932 and every member is to work to raise at least three kinds of fruit for home use from plantings of 12 fruit trees, 24 berry vines and four grape vines.

Clothing values at \$7,340.65 was made by 132 4-H club girls and 127 home demonstration club wo-

men in Delta county in 1931 part of their contribution to farm income. The chief noted, however, was in- to dress well on small sums.

If it were equally divided, enough food has been put on pantry shelves in San Saba county in 1931 to furnish every man, woman and child in the county with \$7.50 worth, according to a report of Miss Lorena Dry, home demonstration agent. Following in the lead of 14 pantry demonstrators are 175 cooperators, farm families all ed \$75,008.18.

Planning to make over furniture with material on hand, 81 4-H club girls in Rusk county have tered the state-wide bedroom improvement contest.

Garden stuff worth \$34,890 was raised by 223 garden demonstrators, cooperators and 4-H club girls in Mason county in 1931. More than two-thirds of the vegetable raised were used fresh, a small amount sold and the rest canned.

Because she had a fall garden Mrs. H. C. Whitley, 4-H pantry demonstrator of Hodges community, Hockley county, was able to use canned stuff to feed cotter pickers last fall and to re-fill her pantry from the late vegetable

Mrs. C. C. Loving of Anrill visited her brothers, Joe L. Pope and J. W. Alexander and their families, over the week end and went for a brief visit Sunday with Mrs. R. W. Norwood, a sister and family at Dimmitt.

# STAR THEATRE

HEREFORD, TEXAS

Thursday - Friday Monday - Tuesday

JANUARY 28-29 FEBRUARY 1-2



RAMON NOVARRO MATA HARI

Metro-Goldwyn-Mayer have succeeded in producing another picture that will maintain the record that this pair of lovers made in "The Divorcee" and "Strangers May Kiss".



Private Lives

Wednesday and Thursday FEBRUARY 3-4 2 For 1 Sale

TWO PERSONS ADMITTED FOR ONE TICKET.

VIVIENNE OSBORNE and CHARLIE RUGGLES in

### "HUSBAND'S HOLIDAY"

COMING: FEBRUARY 8-9 WARNER BAXTER in "CISCO KID"

FEBRUARY 10-11 SETH PARKER in

### "WAY BACK HOME"

Saturday Only JANUARY 30

Matinee and Night

A Dashing Daredevil — A Daring Lover!

BUCK JONES "RIDIN' for JUSTICE" With Mary Doran And All-Star Cast



## PIGGLY WIGGLY

All Over the World

LETTUCE— Nice, firm heads	5c
BANANAS— Yellow, ripe, dozen	19c
CHERRIES— Red pitted, gallon can	61c
OATS— Gold Medal, 5-pound package	19c
BEANS— Mexican, three pounds	10c
SHOE POLISH— All colors, 1 1/2 size	5c
SOAP, Palm Olive— Three bars, one box Palm Olive Buds, Free	21c
COFFEE— (Not a Peaberry) Lady Alice, high grade, pound	19c
PINEAPPLE— Hill's Dale, No. 2 1/2 broken slices	19c
SOAP— Luna Laundry, ten bars	24c
PEANUT BUTTER— 16-ounce jar	14c
PRESERVES— Del Monte, 4 1/2 pounds net	59c
COMPOUND— Eight-pound pail	65c
SOUP— Van Camp's Tomato, can	6c
SAUSAGE, pure pork, pound	10c
HAMBURGER, pound	7 1-2c
BEEF ROAST, pound	7 1-2c
VEAL STEAK, pound	7 1-2c



OF A RANGE ROUSTABOUT

I ges yu all hev herd bout the city guy what bot a farm what hed to windmills on it an' when the wind kwit blowin' he tuk one of them thar windmills down so tuther one wud git mor wind. I dont kno whether tu call thet mismanagemen or not, coz I mite git in rong with the laides. Ges I'll hev to call it mister management. Wall, yu kno thets whuts rong with a hole lot of our farmin. Mister management. Take windmills fer instense. Whuts the use of spendin' yer gude muneey for a poor windmill when yu kin by a Star or a Eclipse windmill fer the same muneey. We hev them in stock all the time and kin fix yu up rite now. Theys both guaranteed an we are here tu take care of yu or the windmill if its goes haywire. By Gorry what du yu kno of thet. Tin sad ye kant farm in West texas without haywire an here I hed tu git sum in this here Ramblin' of mine. Wal now these here windmills are shure good an' of yu by the right size for the well yu shure get reel servis. This is a good time to fix yer towers, to, coz a rattlebarg loose jointed tower'll tare up a good windmill sooner yu kin say Skat. Hev yu looked yer windmill over? Better do it fore these here West Texas winds start, coz yu kno they dont kno yur name an will hit yu no matter how long yu hev lived here.

R. H. KEMP LUMBER COMPANY Phone Four-Four