

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 6.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, FEBRUARY 19, 1931.

FIVE CENTS PER COPY.

\$500.00 In Cash Will Be Given In Order to Get More Readers

C. C. Names Joe L. Pope As Manager

"Hereford is the biggest business in Hereford," declared Joe L. Pope, engaged Monday evening as secretary-manager of the Hereford chamber of commerce.

Continuing, the newly named officer of the chamber of commerce said: "I am delighted to be in Texas again, after an absence of approximately nine years. Especially am I concerned with what I believe to be Hereford's great opportunity, within the immediate few months, to take her place more prominently as a leader among centers of importance in the Panhandle-Plains country.

"Realizing that the chamber of commerce is the community's work shop in which every willing worker may find a work bench and tools, our first efforts are being directed to the task of bringing these workers into the work shop to be identified with the bench and tools best suited to their requirements, for community performance.

Work for Everyone.

"To this end we are sending out questionnaire attaching a suggestive tentative, projects program to the citizens of the city. We are asking that those receiving these questionnaires read, study and react with their suggestions, without loss of time so that the making of a program for the ensuing fiscal year may be formulated without delay.

"Every citizen of Hereford is a potential force for the development of the city and the surrounding trade areas. Every citizen should realize that it is a privilege to join hands with every other citizen and thus work unselfishly for the ongoing of Deaf Smith county with Hereford as its capital, its metropolis and its center. With these things in mind, we are losing no time in getting our machinery in perfect working order. We are not blind to the fact that a stupendous volume of work must be done, one requiring the efforts of all.

Citizenship Found Willing.

"So far I have found a genuine measure of self-sacrifice among citizens of Hereford. They are willing to use and to be used

(Continued On Last Page)

Light Rainfall And Snow Are Received Here

Another light shower of rain visited this section Tuesday morning. There was not much moisture, but the dirt roads were slippery for a few hours. A slow and intermittent fall was registered nearly all day last Thursday, accompanied by a drop in temperature, and Friday morning the ground was covered with an inch two of snow.

In the immediate vicinity the total precipitation has been short of what was needed, but it is reported that the rain and snow in the western part of the county have been much heavier. In most of the communities the new wheat crop is reported to be in first-class shape.

WILL PAY PREMIUM ON HOGS AT STOCK SHOW

Amarillo, Feb. 16.—A premium of one-fourth of a cent a pound above top market prices for pig club hogs will be paid by the Pinkney Packing company during the Fat Stock show here March 2-5, as announced. It is believed that this will be an incentive to the boys and girls to strive hard for more and better entries in this division of the big spring event.

Legion Meet Tonight.

A meeting of the American Legion post is announced by S. P. Rosson, commander, for Thursday night, February 19, at 7:30 o'clock. Members are requested to be present.

Santa Fe Gives Employment to 16 Home People

Sixteen men are reported to have been given employment Monday morning when the Santa Fe began work on rebuilding its rail line between here and Canyon.

A crew of men started the replacement program Monday by distributing supplies of spikes, bolts, and plates along the right-of-way. The force will be increased the first of March to about 100 men, it is said, and others of the locally unemployed will probably be given a chance to make the payroll.

The Santa Fe is paying 33 cents an hour on an eight-hour working day basis. It is indicated that several months employment will be afforded in completion of the work outlined. New rails of 110 pound steel will replace the present 90-pound rails. When finished it will be practically a new road, as only new ties and old sound ones re-trimmed will be used.

Old Lake Site Begins to Look Like City Park

Lake Park, which until recently has been little more than a park in name and about one step above the class of an ordinary plains lake, a water catchment in rainy seasons and a nuisance in the heart of the residential district, is taking on the aspects of a metropolitan common.

Beautification plans for the site, adopted last fall by the city commission, are gradually being worked out, and the engineer's ideas are assuming a pleasing reality in their transformation from blueprint to terrain.

Winding ditches have been installed to take the surplus water from the north and northwest sections of the park to the mouth of the concrete storm-sewer laid last December at a cost of several thousand dollars, and unessential and excessive trees from the grove in the south-side have been taken up and transplanted along the artificial stream-way.

When the trees were first set out in the southern strip of the park they were spaced in rows in orchard style, but the plans of the present commission call for a more natural forest touch, and it has been necessary to make a less uniform arrangement of the arboreal effect. Great care has been exercised in the shift in order not to lose any of the trees which already have several years' growth.

Mr. and Mrs. Ernest Handley, N. M., where they will make their home. Mr. Handley formerly had the Ford agency here.

Sweaters Are Given Eleven Football Boys

Monday was a red-letter day for eleven high school boys, members of the 1930 football team, when Superintendent C. H. Dillehay presented them with sweaters in recognition of their efforts on the gridiron and their acceptable work in the school room.

This is the third sweater for G. T. Higgins, ex-captain. Three boys, Homer Brumley, George Mitchell and Rogers Orr lettered for the second time. Sweaters went to the following seven for the first time: Robert Bell, W. B. Wilson, Brunell Cline, J. C. McCollough, Woodrow Ireland, Mack Noland and Jack Russell.

G. E. McCollum, coach, was presented with a bill-fold and key container set in honor of his painstaking supervision during the past football season.

Russell Whitehead, Andrew Habermacher and Richard Stone will be given sweaters at the end of the year if they are eligible with proper class grades.

Start Monday On Livestock Feeding Tour

A livestock feeding tour, under direction of the county farm extension service, will be carried out next Monday, in order to get first hand information on how the feeding industry is conducted here and what success is being met.

R. O. Dunkle will have charge of the tour and the group will be composed of members of the high school agriculture classes. It is desired also that farmers interested in livestock feeding join the entourage.

A request is made of the business men that they furnish cars with which to make the trip. Available cars should be reported to Mr. Dunkle by Saturday noon.

The motorcade will leave the court house Monday morning at 9:30 o'clock. Poultry feeding will be inspected at the Hillside Hatchery; dairy feeding at S. O. Wilson dairy farm; cattle feed on wheat at Carl Fry's; terracing at Ben Witherspoon's.

At noon there will be a free dinner served at Black, following which the enterprise of F. H. Oberthier and E. B. Black in feeding 150 head of cattle and 250 hogs on wheat will be inspected. Bud Barnett's calf feeding project will be visited, as a sample of the work done by club boys. A call will also be made at the G. B. Shelby place to see the 150 head of cattle that are being reared on wheat and sorghum roughage.

BARBER LEAVES TO HOLD SALES IN SOUTH TEXAS

Ray Barber, local auctioneer, leaves Saturday for Carrizo Springs in South Texas, to take part in a Hereford auction sale for that district on the 24th. He will be at Mason on the 28th for a similar sale and then to Amarillo on the 29th for another auction.

Mr. Barber will return to Hereford in time for the regular semi-monthly trades day and auction sale on the first Monday in March.

Draw Lot For Jobs; Men Paid Off Every Day

A plan of reconstructing the fire-damaged sales pavilion is unique from a labor standpoint, but it is proving satisfactory, states Earl W. Wilson, county judge. The pavilion is a county-owned building and the commissioners court has charge of it.

Hugh Witherspoon has been appointed foreman of the job and the work is being done by day-labor. Bids for furnishing material were submitted by the lumber yards of the city, and contract of purchase was made with the Panhandle Lumber Co., lowest bidder.

All home men wanting jobs were registered, and the names of single men cut from the list. Every morning at eight o'clock the foreman has as many names drawn as will meet demands of the day and only the lucky ones get on the payroll. Pay day is every evening. In this way period of employment is for only one day with cash coming when the required hours are up, and the drawing of names from those present gives all equal opportunity for employment.

Stork Specials.

Born to Mr. and Mrs. Albert Ross, January 25, 1931, a boy, named Joel David. Archie Dougherty, February 6, a boy, named Joel David. J. H. Lindsey, February 13, a girl, named Thelma Lee.

West Side Camp Changes.

W. P. Letherman, Fort Sumner, New Mexico, has bought the West Side camp grounds, across the Santa Fe tracks on the Clovis highway. He plans to improve the property and make the camp more attractive for tourists.

Wealthy Scribe



After trying his hand at newspaper publishing, Cornelius Vanorbill, Jr., above, scion of a wealthy New York family, and mentioned prominently as the man who supplied General Smedley Butler with the information on which he based his accusations against Mussolini, has decided to write a book. He is shown here pointing out the chapters at his new home in Phoenix, Ariz.

Three Banks of Hereford Close for Noon Hour

Beginning last Friday the First State, Western National and First National banks inaugurated a closing period for the noon hour, from 12 to one o'clock, and this will be effective until further notice, according to officials of the financial institutions.

The closing hour was decided upon as a protective measure for the employees usually left at the banks during the noon hour. There were more bank robberies last month than during the whole past two years, said G. A. F. Parker, and many of them have occurred at the noon hour when fewer people are in charge of the banks.

In many other towns locking up the banks at 12 o'clock has been in vogue for some time, and the bankers' association has recommended that all banks in small towns take a similar precaution. By closing the doors and all leaving at the same time and not reopening until the regular bank attaches have returned, it is hoped to curtail the number of robberies, Mr. Parker said.

Four Times As Many Eggs In Cull, New Feed

Four times as many eggs now than a short while ago from the same flock, is the experience of C. Creisinger, in the north part of the county, as result of a very thorough culling by R. O. Dunkle and the use of a different ration.

The county agent received a communication a few days ago from Mr. and Mrs. Creisinger, thanking him for coming out and culling their hens.

"We began feeding our hens the home-mixed feed as you advised us to do, and they began to pick up in egg production," they said. "So we are now getting four times as many eggs as we were."

Engineer Visits Here.

Julian Montgomery, a structural engineer of the Montgomery & Ward firm, Wichita Falls, was in Hereford Tuesday conferring with associates of the Panhandle Construction company. The Panhandle company has been handling the paving projects in Hereford, and it is understood that several other improvement districts are being lined up for brick paving.

Decision In Chas. Jones Case Awaited

It was indicated at three o'clock Wednesday afternoon that the question of life or liberty of Charlie Jones, on trial for an alleged capital crime, would rest with the jury before night. Most of the day was taken up with arguments by attorneys in the case.

John A. Coffee, county attorney, opened for the state, and was followed by James W. Witherspoon, special prosecutor, who made an impassioned plea for return of a guilty verdict. In the afternoon, W. H. Russell, counsel for defendant, reviewed the evidence and pointed out apparent contradictory testimony as given by the girl, the state's chief witness. The credibility of the girl was one of the main points of the defense. Ben Richards, district attorney, closed for the state.

During the argument before the jury, the auditorium and balcony were crowded, but there were only a few women present.

A special venire of 100 men had been summoned from which to pick a jury and all day Monday was used in selecting 12 jurors to hear the evidence.

Miss Etyle Joiner, against whom the offense is alleged to have been committed, was on the stand several hours Tuesday. She related with a firm voice her recollection of what occurred in the incidents upon which the state bases its charge, and was closely grilled by the defense attorney, W. H. Russell.

When the case was called the roll of defense witnesses was called and it was reported to Judge Reese Tatum that only one was present. The Judge ordered a fine of \$15 entered against each absentee, and proceeded with the case.

The jurymen in whose hands rests the fate of defendant are S. B. Fellers, Lester Galley, Lloyd B. Edwards, T. E. Baker, R. H. Gough, Ira Ott, F. Goodnow, Geo. LeGrand, Lee Conklin, Cliff Estes, E. H. Norton and R. L. Dowell.

Second Attempt For Liberty Is Failure Monday

The three Deaf Smith county prisoners made a serious but unsuccessful attempt to break jail Sunday night or Monday morning, and though they were able to liberate themselves from the cell they could not force the outside windows.

When Sheriff John B. Miller went up to the jail quarters early Monday morning to light the fire, he noted that the prisoners were out of the cell. A note attached to the door informed him that the former inmates had left for Old Mexico. The sheriff thought they were gone for good, but in looking the place over he found the three flattened out on the roof of the steel cages and covered up with blankets.

A few weeks ago a jail delivery was prevented by Mrs. Miller when she heard a saw at work on the bars. Two pieces of a saw were confiscated, and the only damage observed at the time was a bar of an outside window sawed through.

Freedom from the steel cage was made Sunday night by sawing the bars to permit access to the locking machinery which released the bolts on two doors. But from the fact that the men could not get away from the building, it is presumed that they no longer had the saw. The sheriff said the cell bars must have been sawed and soaped over in the first attempt.

In the attempted break were Roy Scott, indicted for car theft; Clarence Neely, indicted on two counts for selling intoxicants, and Pat Mahoney, held under indictment of cattle theft.

Dimmitt Opens \$60,000 Hotel With Banquet

Dimmitt, Feb. 18.—The citizenship formally opened its new hotel, built at a cost of \$60,000, here last night when the annual banquet of the chamber of commerce was held in the Witt hostelry, setting about 200 plates.

Hotel Witt is a two-story brick of 30 rooms, having the best of furnishings. The first floor has six store rooms and a lobby of 1500 square feet, with an east and south entrance.

The annual banquet was widely attended from adjacent towns. Hereford sent a delegation of community leaders to participate in the celebration of a civic project by its neighbor.

The Castro County News issued a 16-page edition the preceding Friday in anticipation of the event which will mean much to Dimmitt's growth.

Hereford people attending the banquet were Jim Hill, E. S. Ireland, E. B. Black, Jno. P. Stinton, Alex. Thompson and Joe L. Pope.

Four Club Boys Will Have Fat Stuff In Show

Four boys of the county are grooming their calves to show them in the first annual Fat Stock show at Amarillo the first of next month. These participants are 4-H club members who have been carrying on their beef projects under supervision of R. O. Dunkle.

Henry East will enter two steer calves in the junior yearling division. The Herefords were bred by Doyle Rose.

Addison Hunter has one junior and one senior calf for the show. These came from the herd of Geo. Muse.

Bud Barnett will have two junior calves ready for the competition March 2. They were bred by John Cunningham.

R. D. Lance has a junior calf from the L. L. Cannon fine stock which he expects to make a good showing in the approaching exhibition of fat stock.

It is desirable, according to Mr. Kunkle that every town represented by exhibitors have a bidder in Amarillo for the stock displayed by the home boys. In this way, the young exhibitors should receive a better price and be encouraged in their construction.

Each individual can help in getting a buyer to be present from Hereford, especially a representative of a meat market, by suggesting that some of the choice meat from these prizes is wanted for the table and, if necessary, a little more will be paid for the first class stuff.

Mayors Would Organize For Low Gas Rates

The called convention of mayors of towns served by the West Texas Gas company, which met in Lubbock last Friday, was preliminary to a more closely knit organization which will be formed next Tuesday in that city. General gas rates, and not protest over high bills, is the chief business of the mayors' sessions.

Machinery is to be put in motion by the group to bring about substantial reduction in prevailing rates. Sixty towns are concerned, reaching as far east as Tyler. Representatives from 42 of the points were at the first Lubbock meeting. E. S. Ireland, mayor, and C. H. Dyar, commissioner, attended from Hereford, and Mr. Ireland expects to participate in the Tuesday organization.

Wilson Becomes Manager.

John L. Wilson, Jr., son of John L. Wilson of Hereford, has taken over the management of the McCaskey Mercantile company at Vega. The change has been made in order to give Jim McCaskey more time to look after his ranch interests.

Brand Makes Ideal Offer For Workers

The Hereford Brand does not wholly reach every home in this immediate territory, though its percentage of coverage would be satisfactory to most publishers. However, it is desired to approach that ideal condition as nearly as possible.

To make the circulation more concentrated rather than extended, to make it closer to unanimous within the local trade belt, the Brand announces a Cash Prize distribution and subscription campaign to be carried on intensively for a period of six weeks, starting February 23 and ending April 4.

Contest Is Different.

This project for more readers is to be different from most circulation campaigns. First, all the prizes will be cash; in the second place, direction of the effort will be under the present Brand office force; and in the third instance, competitors for prizes will not be individuals but organizations within the local district.

Conducted along these lines, the campaign will keep money of the territory at home. Cash taken in will not be used to purchase some outside manufactured article, but will be given direct to the winners to be used as they see fit. Going to organizations it will, no doubt, be applied in some constructive manner in improving the life of the community, or in its social or economic development. With the Brand running its own campaign, no money is diverted to outside campaign managers.

This is not a drive for raising money—its purpose is to send the paper into more homes. In dispensing with a professional manager, a greater percentage of money will be left to go into prizes to award the workers.

Cash Prizes Only.

The prizes posted are:

\$100 Cash	First Prize
\$75.00 Cash	Second Prize
\$50.00 Cash	Third Prize
\$25.00 Cash	Fourth Prize

In addition to the four specific awards, non-prize winning participants, who remain active throughout the drive, will receive—

(Continued On Last Page)

Pitt Babcock Constructing a Tourist Camp

A new tourist camp, to be known at the Bright Side camp, consisting of 15 inviting cabins, is being built by Pitt K. Babcock at the curve of the highway a short distance from the city's eastern limits.

Mr. Babcock recently acquired the property from C. J. Smith. A modern drive-in filling station is to be operated in conjunction with the tourists' quarters. It is a Sinclair service station, and Travis Hill is manager.

Petit Jury, Fourth Week.

The following 36 men have been subpoenaed to answer the roll call in court Monday morning, February 23, and be ready to act as Jurymen on cases that may be up for trial in the fourth week of the February session:

M. D. Fincher	Ira Connell
A. C. Hales	Lee Lambert
Ezed Oberthier	J. W. Alexander
E. B. Posey	Paul Foster
H. B. Elliston	J. O. Miller
Blain Poff	B. I. Bullard
Alton Fraser	Leo Price
G. C. Hartman	Dow Mercer
L. A. Finch	Hal Bruner
Jeff Glibreath	W. R. Barber
B. R. Dixon	Henry Cloyd
R. L. Dowell	Dave Grimes
D. R. Grimes	Ralph Barnett
M. K. Kelsner	O. J. Beene
Pat Wederbrook	W. R. Arnold
T. E. Baker	S. C. Benson
Lee Conklin	Jeff Robertson
H. Whitechurch	Charley Burk

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

Some one has well said that it is hard to think; twice as hard to write, and three times as hard to get it read. Why did we ever take up newspaper work? We still live in hopes of being able to make all published information taste like ice cream soda.

You may have noticed it occasionally before but it is true that the lowest-paid salesman always talks prices. That is why he is lowest-paid. This is not foolish propaganda for maintaining high prices. Screw down your binoculars to the correct focus on the assertion and see if it has any holes in it, whether you are selling marbles or tractors.

Changing the name of anything that has stood the ravages of time for several decades is extremely unpopular, but this column would like to propose a better title for Tierra Blanca creek. Why not call the draw, rivulet or canyon that drains the immediate

Nineteen Years Ago In Hereford

Fleet of Late Models—Then



A scene at the railroad station here at some unidentified year of the good old days when meeting the Santa Fe passenger train was an event.
Hereford's most prosperous citizens

(From the Files of the Brand, February 23, 1912)

A Plainview concern was announcing that a new Hudson 33 motor car would be brought to Hereford for a demonstration. No one would be allowed to ride in it unless his or her name had been sent to the Plainview office.

Four Hereford couples visited in the Lawrence Johnson home at Summerfield to play forty-two and became snowbound when a blizzard blew up. Their cars were abandoned and the eight people had difficulty in reaching the depot, a box car, where the east bound train failed to stop the

Hereford territory by the more euphonious and more appropriate name of Cara Blanca? Cara Blanca is Spanish for "white face", and we need something that will forever stand as a memorial to the old cow that has made development of this section possible.

It was recently suggested by a man who has spent the greater part of his four-score years on the Plains that any monument to the opening of the West that showed only the rugged pioneers and the firm-faced wife, ready for any hardships, was not complete until the whiteface cow had been added to the marble or bronze group. Life, said he, could not have been sustained in the Panhandle in the early days had it not been for the humble cow that had no family tree record.

And today the registered whitefaces are one of the

were probably snapped in the photo as they sat at the wheels of the best motor vehicles the southwestern market afforded. The three boys shown in the foreground must be dignified business

men of the city at present. The two-story building seen in the background and to the left of the depot was a first class hotel. It has been torn down or removed.

Anderson Witherspoon and Geo. Turrentine had returned from a Salt River Valley, Arizona, trip. They witnessed the ceremonies which inducted the new state's first governor.

B. F. Fulkerson had some R. I. Red roosters for sale at 75 cents each.

Heavy snow storms were reported February 20 over the South Plains.

W. B. (Buck) Green was a candidate for tax assessor of Castro county.

next morning, a bitter disappointment. In the party were Mr. and Mrs. H. H. Hawkins, Mr. and Mrs. C. L. Sullivan, Mr. and Mrs. C. E. Smith and Mr. and Mrs. Emmett Cardwell.
Chris and Mike Imge, newly arrived, from Frankfort, Germany, had returned from California, liking this country better and settling nine miles northeast on six quarters of land.
Fallwell's grain store was selling alfalfa honey.
C. P. Arthur, county tax assessor, had begun his assessing work for 1912.

soundest industries of Deaf Smith county. Our Hereford breeders challenge the rest of the nation for fine stock and they are making the name of the county known far and wide. Tierra Blanca, "white land", has little significance and probably little sentiment attached to it. It certainly would be well to dedicate the stream to these fine herds which have grazed and are grazing in its valleys, and officially post up the new name of Cara Blanca.
To acquaint the pupils with the books of the Old Testament, Miss Carey Estes, Bible instructor in the school, wrote the titles on the blackboard. Amos was among the list, but it did not look complete to one young modernist and he wanted to know why she left out Andy. 'Sa fact, too.

Courthouse News

Warranty Deeds.
Frank E. Givan to W. D. Mitchell, 104 feet by 208 feet of block 14, Events addition; \$613.00.
J. H. Whitten to W. A. Harmon part of section 111, M-7; \$2200.

C. M. Brown to A. W. Brown, SW 1/4 section 31-3N-2E, \$3020.
H. S. Sanders to W. H. Harrah, SW 1/4 section 19, block 7; \$5000.
S. J. Rice to Ola F. Rice, lots 28, 29, 30, block 18, Events addition; \$500.

Ross Fuller to D. H. Alexander, NW 1/4 section 10-4N-3E; \$4400.

Geo. P. Turrentine to City of Hereford, 8.71 by 1043.55 feet, a strip off east half blk 10, Events addition; \$100.

Hubert Riggins to C. J. Paddock lots 1 and 2, block 2, Meacham sub-division of Mabry addition; \$100 etc.

R. E. Edwards to W. H. Van Shaw, W 1/4 of NW 1/4 section 80, K-3; \$10 etc.

Chas. H. Whitehead to H. M. Packard, lots 1 to 20, inclusive, block 21; \$500.

Lillian Gabbert to I. V. Flowers, lot 19, block 19; \$2800.

B. E. Brumley to G. W. Brumley, lot 5 and north 10 feet of lot 4, block 2, Whitehead addition; \$10 etc.

G. W. Brumley to B. E. Brum-

honorable body enact a law for the federal supervision of motion pictures establishing higher moral standards before production for films that are to be licensed for interstate and international commerce as provided in the Great Hudson motion picture bill."

ley, 83 acres of section 42, K-3; \$10 etc.
A. M. Gillis to C. A. Ross, 52 by 208 feet, part of block 14, Events addition; \$3000.
I. V. Flowers to Lillian Gabbert, NE 1/4 section 48, M-7; \$5600.
H. E. Toles to Lester L. Davis, W 1/2 section 20-4N-2E; \$10,800.
Ross Fuller to F. L. Bogle, SE 1/4 section 10-5E-3E; \$3600.
Ross Fuller to F. L. Bogle, SW 1/4 section 11-5N-3E; \$3000.

Contract.
Roy I. Underwood agreed to sell to Tom Carter, 8 1/2 section 7-5N-4E; \$8000.

Guardian's Deed.
Mrs. O. F. West to J. C. Carroll, lot 1, block 75; \$375.

Produce House Opened.
Opening of the Hereford Poultry & Egg company at the corner of Main and First Second streets has been announced by W. L. Davis, manager. The new produce house began business Saturday morning.

Mr. Davis stated that he was conducting one of the most modern and best equipped produce outlets in West Texas. The building was remodeled with installation of partitions and a screened room and arranged for convenience of customers and sanitary care of products handled.

The firm will buy poultry, eggs, hides and cream.

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

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The firm will buy poultry, eggs, hides and cream.

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

Backache Leg Pains

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to function of Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Tea Works fast, starts circulating through the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Ciss-tex) today, under the Iron-Clad Guarantee. Must quickly relieve these conditions, improve restful sleep and energy, or money back. Only 60c at

CORNER DRUG STORE

Wear Clean Clothes
PHONE 160
Corbett & Co.
MEMBER
National Association of Dryers and Cleaners

Women Want to Raise Standard Screen Industry

The following resolution on improvement of screen productions was recently adopted by the local W. C. T. U., furnished the Brand by the publicity editor, Mrs. E. J. Williams. It is published by request of readers interested in raising the standard of the picture show industry:

"Knowing that the Federal trade commission has pronounced the motion picture a greater influence in the habits, dress, customs character and general conduct of young America than the public school, and that a large proportion of the films today instruct children and youth in the methods of committing crime, establish false standards for authority, and

"Realizing that America produces over 80-per cent of the films shown abroad and these films often portray wanton waste of wealth, needless extravagance and carry to other nations a picture of the worst instead of the best in our national life and character, thereby creating international misunderstanding and undermining of good will for the United States in the world's markets, and;

"Realizing that the motion picture industry has failed to live up to its promises to improve the moral character of the films, and that there is no national legal regulations of motion pictures, such as is provided for other public utilities, to protect American interests at home and abroad;

"Therefore, be it resolved that we respectfully request that your

RUPTURE EXPERT HERE

C. F. Redlich, Minneapolis, Minn., will demonstrate without charge his unequalled method in Amarillo, Saturday, February 21, at the Her-ring Hotel, from 10 a. m. to 4 p. m.

Mr. C. F. Redlich says: The "Perfect Retention Shields" hold the rupture perfectly, no matter what position the body assumes or how heavy a weight you lift. They give instant relief and contract the opening in a remarkably short time.

The secret of their success is in their simplicity. An expertly adjusted device seals the opening without discomfort or detention from work. It is practically everlasting, sanitary, comfortable and actually holds ruptures which heretofore were considered uncontrollable.

Stomach troubles, backache and constipation nearly always a consequence of rupture, promptly disappear.

Bring your children. According to statistics 95 per cent recover by our method.

NOTICE: All whom we have treated during the past ten years are invited to come in for a free inspection.

HOME OFFICE: 535 Boston Block, Minneapolis, Minn.

M SYSTEM
Miss Lucy and H. D. Reed
Owners and Operators
Bargains for Friday and Saturday

SALMON, pink, tall	14c
BEANS, speckled, per pound	4 1/2c
POST TOASTIES, two for	25c
HOMINY GRITS, Quaker, package	10c
VINEGAR, Apple Cider, quart	22c
SOAP, Crystal White, five bars	18c
PEACHES, Dried, 2 lb pkg., Blue Ribbon	33c
BROOMS, Fancy	92c

WE DELIVER  PHONE 249

It's Time for VIGORO
ON YOUR
Flowers Garden Lawn



There is no safer, more convenient, or more easily applied plant food that VIGORO. In convenient, small sized packages, or in large sacks in proportion to the plot to be fertilized.

We've a new assortment of baby chick supplies—feeders, waterers, markers, etc., as we' as Buckeye incubators and brooders.

Streu Hardware Co.
Authorized Agents for Alladin Lamps and Supplies.

THE NEWER PIONEERS
BLAZING A TRAIL THROUGH THE WILDERNESS . . .

Hardy spirits of today are undismayed in the face of a wilderness of "collapsed" business structures. They know it is only those of "little faith" who fail to pull through; that now, if ever, opportunity beckons to men of men of energy and ideas. . . We believe in pioneers of 1931. We want the chance of talking to one, of exchanging opinions, of lending support. Won't you accord us the pleasure of an interview?

First State Bank

Black

By N. A. SMITH.

Feb. 14.—N. A. Smith in Bovina one night last week.

F. E. McMurry, who has dangerously ill, is slightly improved. Mr. McMurry has also ill.

and Mrs. A. B. Hinds have a new 11-pound baby boy, Billy.

Woodrow McCrate visited in Childers last week and reports a delightful time.

Scar Jay and family have moved to Summerfield.

and Denver Bennett spent day with Sidney McKinney.

Several families of Black community have been attending the library society at Lakeview.

Mr. and Mrs. Raleigh Fraalicks Tullis are guests of Mr. and Mrs. H. L. McLean this week.

Miss Lois Preesty spent Sunday afternoon in the Hays home.

Miss Dovie McKinney spent Saturday with Misses Lucille and Maie McLean.

Mr. and Mrs. Vernon Hinds and Mrs. Jesse Hinds spent Sunday in Clovis.

Essie Galloway visited Nadine Norine Vines Sunday.

Mr. and Mrs. Oren Bennett went to New Mexico last week for a visit.

Mr. and Mrs. Jake Mahlor and Mr. and Mrs. George Wiley visited the J. J. Crawford home Sunday.

The boys' basketball team played Texico Friday and Friona Friday evening in the Friona gym.

Ben Galloway and Doyle Vines spent Saturday in the Bennett home.

Mrs. H. L. McLean was a Hereford visitor Saturday.

Mr. and Mrs. Nonnie A. Smith and Pauline Hart were Friona visitors Friday night.

Mr. and Mrs. Clyde Hays visited Mr. and Mrs. A. B. Hinds Sunday.

Mr. and Mrs. D. R. Russ and family spent Sunday afternoon in McMurry home.

Essie Thompson was in Black Friday.

Bill Moke spent Sunday with Wilson Vines.

Horay Lookingbill was a Black visitor last week.

Mr. and Mrs. Vernon Hinds have been visiting Mr. and Mrs. G. B. Hinds.

The P. T. A. met Friday evening, February 13, when several speakers were heard.

Dawn Items

By Miss Lovie Mayfield

There were several at Sunday school last Sunday and we hope more will come next Sunday. Rev. Bryant of Hereford will preach after Sunday school.

The evening was spent with a singing in the W. F. Mayfield home last Sunday week.

Mrs. P. H. Barnes and children visited the Mayfield home last Saturday afternoon.

John McGowen visited the Mayfield home last Friday afternoon.

A large crowd of young folks attended a surprise birthday party given in the H. H. Miller home in honor of Miss Madeline Barnes last Thursday evening. Refreshments of angel food cake and two kinds of jello were served at a late hour.

Prof. A. J. Morris and family, Misses Iges and Alma Miller and Grand Barnes, Clifford Stewart and Doyle Christian attended a basketball game at Canyon last Friday evening.

Mr. and Mrs. A. T. Frye and little daughter were in Amarillo Friday.

A large number of young people enjoyed a party given in the

Goat home Friday evening. Refreshments of cake and cocoa were served at a late hour.

You are invited to be at our school program at the school house Friday evening, February 20. The program, directed by Mrs. Alma McGowen, will consist of songs, readings, drill, plays, musical numbers, etc.

Miss Mignon Greer spent last Thursday night in the P. H. Barnes home.

Miss Lois Anderson spent last Thursday night in the H. H. Miller home.

The club ladies met in the A. T. Frye home last Thursday and worked on their club rug. The ladies spent the whole day and all reported an enjoyable occasion.

Here and There

By Mrs. C. E. Tice

Here and There, February 14—Mr. and Mrs. Henry Allman, Mr. and Mrs. H. M. Mobley and J. B. Harlin were Sunday guests at the Erks Williams home.

Mr. and Mrs. Melvin Mitchell, Mr. and Mrs. Leo Williams and Mr. and Mrs. Oscar Campbell were Dimmitt visitors Friday evening.

Mr. and Mrs. Harry Gillispie spent the week end with relatives at Pampa.

Miss Ivy Ragdale spent Monday afternoon with Mrs. Roy Boyd.

Walter Tice and little son, Duane, spent Saturday night and Sunday at Umbarger.

Mrs. Roy Boyd's sister spent part of last week with her.

Mrs. J. B. Harlin took her Sunday school class to Flagg Sunday and spent the day. The following young people accompanied her: Misses Mattie, Elsie Andrews, Helen King, Gladys Jones, Georgia Sparkman, Messrs. Chas. King, Elmer Jones and Owen Andrews.

Mr. and Mrs. Clarence Dixon of Friona spent Sunday at the parental W. S. Dixon home.

Harry Gillispie and C. E. Tice have each built a dirt tank to irrigate their gardens.

Harry Lane and family of Melrose spent Saturday night and Sunday at the Leo Williams and Oscar Campbell homes.

Mrs. J. B. Harlin and Mrs. Jack Roberson helped Mrs. Jennie Thompson can beef Monday.

Ward News Notes

By Mrs. Wiley Roberson

Ward, February 14.—Mr. and Mrs. Arlie Dean and Jack and Mary Louise, Mr. and Mrs. Voth and family, Cap Coconaugher and Miss Brunson and Mr. and Mrs. Hubbard visited in the home of Mr. and Mrs. Bennie Fulkerson Sunday night.

Mr. and Mrs. Muts and son, Ralph, of Elizabethtown, New Mexico, spent a few days in the home of Mr. and Mrs. Arlie Dean the first of last week. Tuesday evening Mrs. Dean entertained the following friends in their honor: Messrs. and Meses. Buchanan, Hubbard, Mont Baker, Rossom, G. Weir, Richards; Miss Inez Jewell, Cecil Walker and Mrs. Walker all of Hereford; Bob Allison, Messrs. and Meses. Hubbard, Geo. Lewis, and the honorees.

Miss Hughes spent the week end with Miss Lillith Boyd in the Easter community.

Mr. and Mrs. W. V. Geahhart, Charles and Miss Eva Mae of Lamesa spent Saturday and Sunday in the Wiley Roberson home and were guests at a turkey dinner honoring B. C. Donald.

Miss Garret spent the week end with Miss Carroll Corbett at Hereford.

Mr. and Mrs. Tom Vaughn and family and Evelyn Van Swearingen

spent Sunday in the home of Mr. and Mrs. George Lewis.

W. R. Harrison two brothers of Oklahoma are visiting him this week.

Miss Brunson spent Saturday night with her brother, who is ill.

Frances and Viola Hutson spent Sunday with Omah Harrison.

Several ladies of the community attended the program Friday afternoon by teachers and pupils.

The school children enjoyed a Valentine party at the school house Friday afternoon.

Gladys Lewis spent Saturday evening with Evelyn Van Swearingen.

Mr. and Mrs. Jimmie Harrison and family spent Sunday in the parental Harrison home.

Mr. and Mrs. D. O. Williams and children visited in the home of Mr. and Mrs. Lish Malone Sunday afternoon.

Jumbo News

By Edna Hall

Miss Lella Thomas is visiting Mrs. Elmer Smith at Happy.

Mrs. Wayne Carthol called on Mrs. R. E. Beck Tuesday.

Mrs. Clem Maples of Dimmitt spent Saturday with Mrs. Andrews.

Mrs. Ovid Pinckert visited Mrs. B. M. Hines at Hereford Saturday.

Rev. Gaines spent Saturday night with Mr. and Mrs. Ullman Hunter.

Mr. and Mrs. Boone Whitaker and children and Mr. and Mrs. John Swaggerty of Hereford visit-

ed with Mr. and Mrs. John Hall Sunday afternoon.

Mr. and Mrs. W. L. Hall and daughter visited Mr. and Mrs. W. G. Means and Mr. and Mrs. Hines Sunday.

Mrs. Noel Andrews and children of Hereford visited her parents, Mr. and Mrs. F. L. Pinckert, Saturday night.

Mr. and Mrs. Finis Hunter took Mrs. Hunter's mother, Mrs. Norman, to Shamrock Saturday for medical treatment.

Mr. and Mrs. Clarence Burns and children of Dimmitt and Bro. Gaines took supper with Mr. and Mrs. M. L. Simpson Sunday.

Miss Larve Beck visited Lucille and Riley Dyer Sunday.

Mrs. M. L. and Pat Hardy visited Mrs. Hall Friday afternoon.

Mr. and Mrs. Ovid Pinckert and children and Mr. and Mrs. Noel Andrews and children were guests in the F. L. Pinckert home Sunday.

Misses Johnnie and Kathleen Hardy went to Pampa to the basketball game Saturday.

M. L. Hardy was a Lubbock visitor Saturday.

Mrs. B. F. Neeley of Amarillo visited Mrs. Frank Pinckert one day last week.

Mrs. Ullman Hunter and Mrs. L. E. Beck entertained the basketball girls and boys at a seven o'clock dinner Friday evening. Everyone reported a very enjoyable time.

Luther Lee Beck and Bill Kring took dinner with Mr. Butts Sunday.

Great Pianist Will Play Feb. 20 In Amarillo

Paderewski, the greatest pianist of all time, will arrive in Amarillo Friday, February 20, and will appear at the Amarillo auditorium that night at 8:15 o'clock under auspices of the College of Music.

Paderewski does not favor hotels. He not only travels in his private car as a matter of convenience but when he has played his last encore he prefers to return to his own fireside—his piano, his books, comfortable chairs and attractive hangings in the railroad car.

His private car is a de luxe Pullman and it is sometimes his home for six months at a stretch. It has its own lighting system and is connected by telephone with each city where stops are made for concerts. A special chef is engaged and there are accommodations for the pianist and eight other people.

Paderewski likes one big meal a day, and that is late at night after the concert in his traveling home. He practices every afternoon before leaving for the concert hall.

Traveling with him are Mme. Paderewski, her secretary, a tour manager, a valet masseur, two

porters and a special chef. Tickets for the concert are going rapidly, with about two-thirds sold. Emil F. Myers is in charge of the sales.

Hogs can be made to pay more than \$1.00 a bushel for corn, and more than the market price for wheat can be obtained in the same way.

SMIDLEY HOG FEEDERS



This is undoubtedly the greatest achievement ever produced in a hog feeder. It works perfectly. Set it out in your hog lot and let the hogs feed themselves. Other stock cannot get to the feed, the rain can't get in and the wind cannot blow the feed away.

See them at my hog pens, or a sample at the Chevrolet garage. I heartily recommend and endorse this feeder. It is practical and economical.

G. W. Brumley
AGENT.

9:30 a. m., Thursday, February 19

The Dawn of a New Era

In the Mercantile World Is Now a Settled Fact ...

Sprohls-Cronin & Co.

Hereford, Texas

Starts the season off with a rush by announcing A NEW SCHEDULE OF LOWER PRICES ON EVERYTHING!

This Big Busy Store---

Is launching a big store-wide merchandising event that will mean great savings to the buying public.

A Real Demonstration—

Of the great savings go into effect Thursday, 9:30 a. m., February 19th—Big preparations have been made and a real sale continues for several days. Come on, folks! Buy your new Spring merchandise at great savings!

Sprohls-Cronin & Co.

Hereford, Texas

(B. M. Doss of Dallas, making special arrangements and display for this big occasion.)

Big FREE Feature—Friday at 9:30 a. m. and Saturday at 10:30 a. m.

New Produce House

Is now open in Hereford, and we are ready at all times to buy your poultry, eggs, hides and cream at the

Best Market Prices

Our house is located on Main street across from the First State Bank, where you will find plenty of parking space at front, side and rear of building.

COME IN AND GET ACQUAINTED.

Hereford Poultry & Egg Company

"YOUR BEST MARKET"

W. L. DAVIS, Manager.

Phone 448

Hereford

Arithmetic Not Strong Point With Scientist

Another story about one of the world's great men, writes a correspondent to a columnist in the Manchester (England) Guardian, which is rather refreshing in that it puts us poor "mediocrities" on an almost equal footing with the shining light of the world, has come to my hearing. It concerns the late Lord Kelvin.

Rose in All Ages Has Lent Itself to Legend

Every language seems to have its legends of the rose. A Hindu myth says that Vishu discovered his wife in the heart of a rose. A Greek myth tells how Cupid exacted from the goddess of silence a promise that the loves of his mother, Venus, be not betrayed; the oath was taken "under the rose," and to this day we use the idiomatic phrase "sub rosa" to denote secrecy.

Beautiful Danish Girls

Every one is interested in the various types of girlhood found in the different countries of Europe from the light-hearted Parisian to the shy Swedish maiden. The girl you meet on her bicycle in the streets of Copenhagen and the lass you see in the country dressed in her colorful Hedebo costume, differ widely in temperament and looks.

Perfection in Acoustics

An even more delicate test than the dropping of a pin has been made on acoustic properties. When engineers were trying out the audibility of the sound reflector on the stage of the Hollywood bowl they dropped one No. 10 bird shot (weighing slightly more than one-thousandth of an ounce) 8 inches on a kettledrum. The sound was heard throughout the bowl.

Samson's "Jawbone"

By his statement that Samson's jawbone of an ass was really a reaping hook under a poetical name, S. R. K. Glanville of the British Museum has aroused one more discussion about the exactness of Bible stories. In a recent lecture Glanville said that the ancient Egyptian sickle was probably the jawbone of an animal, which accounted for the Samson story. He declared that Egyptian agriculture has preserved most of its ancient systems, and are using today some which were mentioned in the Bible. He added that the produce of a pharaoh's land had to be carefully checked against pilfering.—Boston Herald.

Timber in Commerce

Not so many hundred years ago each nation had to depend largely on its own timber to satisfy the ordinary needs of its population. Today, modern transportation permits timber to be marketed at greater distances from its source, says Forest and Mankind. China obtains large amounts of timber from North America, and South Africa gets much of hers from northern Europe. But in the long run it is best economy for a nation to grow timber on its own soil and to put to use these rough, less fertile sections where for one reason or another agriculture is either impossible or unprofitable.

The Dance in History

The origin of dancing may be traced to a universal desire of expressing emotion by action. As far into antiquity as history reaches, every dance, whether belonging to civilized or savage nations, was accompanied by music, or by rhythmic beats of drums, shells, rattles, sticks or by clapping the hands. Records show in a general way that the earliest times were danced and sang at the same time; afterward some danced while others sang an accompaniment, and finally musical instruments took the place of voice accompaniment.

Cougar, Hunted Without Mercy, Almost Extinct

The western "cougar," termed variously according to local practice in different parts of North America as "panther," "mountain lion," "catamount," etc., is our largest member of the cat family. It is considered a predatory animal and as such has been hunted so persistently that it is almost extinct in the United States except in a few remote mountains. Considerably smaller than the cougar, the true lynx is still quite a bit larger than the common bobcat or bay lynx. The real lynx is a very sly animal and rarely thrives where the land has been ranched or farmed to any extent. The bobcat, more like the coyote, often lives right under the nose of some harassed farmer, being especially adept at stealing chickens or other farmyard birds.

Reed Made Substitute for Absent Bridegroom

The strange ancient custom of marrying a bride to a reed was revived in a Sind village a few miles from Hyderabad, India, recently, when, for some unknown reason, the bridegroom failed to put in an appearance for the wedding ceremony. The wedding was between the son of a Bania merchant and a Bania merchant's daughter from another village. The bridegroom went with his relatives in the marriage procession to the bride's village, where the round of preliminary ceremonies and preparations for the forthcoming wedding were duly observed. When the hour arrived for the bridegroom to go to the bride's home for the wedding it was discovered that he was missing. After a fruitless search the waiting procession left for the bride's house. A reed was substituted to represent the missing bridegroom and the bride was then "married" to the reed and brought away to the bridegroom's home.

Statesman's Son Hanged

Philip Spencer, a midshipman in the American navy, was hanged at sea while his father, John C. Spencer of New York, was secretary of war in the cabinet of President Tyler. Young Spencer was convicted of attempting to organize a mutiny on the U. S. S. Somers with a view of converting her into a pirate ship. On December 1, 1842, Spencer, the boatswain's mate and a seaman were hanged at the yardarm of the brig-of-war while she was on her way from Liberia to New York via St. Thomas in the Virgin islands. The execution took place about 525 miles from St. Thomas and the Somers arrived at the Brooklyn navy yard 13 days later. A naval court inquiry and a court-martial decided that the commander of a vessel, Alexander Sidell Mackenzie, had simply performed his duty.—Pathfinder Magazine.

Perfect Safeguard

"Sandy, my son," said the fond father, "ye're getting marrier the morn, so I ha'e nocht ye a present ye'll find verra usefu'." "Thank ye, father," murmured Sandy. "But when the old man produced a mousetrap and laid it on the table Sandy almost fell backward with amazement. 'Whatever's that for?' he inquired. 'Well,' his father explained, 'if there's one thing a wumman hates waur a mousetrap, it's a mousetrap. Jist ye set it last thing at night, pit your loose money oot o' your pouch under the spring, and it's shair to be there in the mornin'.'—London Answers.

Fair Beauties

For centuries the ideal of feminine loveliness was the blond. The angels in the Christian calendar, as well as the goddesses of Roman and Greek mythology, were all depicted as blue-eyed and light-haired. So a beautiful woman was known as a "fair" woman. We find repeatedly in old books such expressions as "dark and ugly," "fair-haired and beautiful," and "plain in spite of her light complexion," showing quite clearly that once upon a time it was rather difficult for a brunette to be rated as of first-class beauty. Times have changed. To be beautiful women no longer need be fair.

Onion Is Fastidious

The lowly onion, popular as a food even back to the days when the pyramids were built, may be common, but it is, nevertheless, a highly particular vegetable, so far as growing conditions are concerned. It requires especially good soil of high fertility and well drained. It will not grow if weeds be present, and it needs cold, moist soil while growing, and warm, dry conditions at maturity.

First Canadian Post Office

A historic tablet in Halifax commemorates the following: "In 1755 a line of packets was placed on the route between Falmouth and New York. This was part of a general scheme for closer and more regular communication between the two countries. These packets called at Halifax. In that year and in Montreal was established the first post office in the Dominion of Canada as now constituted."

WOMEN'S PAGE

Characters Announced for "Patsy"

This summer the kiddies will have a place to frolic and play equipment for sports and exercise at Lake Park if the aims of the Lions club do not fall short in raising funds for that purpose in the staging of "Patsy," a production of the highest order, at the high school auditorium, February 27. The play selected is one of the best in Harley Sadler's repertoire. It has drawn capacity houses, and if the auditorium is not packed next Friday night week it will be because those who enjoy stage entertainments, a delightful plot presented with dramatic technique, did not know the ripping pleasure in store for them.

Tribute Paid To Hereford's Music Mothers

The musical work of two women of Hereford has been of such a nature that the musical atmosphere in the Hereford country has been substantially uplifted, and Hereford is recognized as a musical pier in the entire Panhandle-Plains region, says Mrs. Ardelle George, Canyon, in a communication to the Board. "The influence of these two women will be appreciated more and more through the years, but why not let them know that we do appreciate the results of their efforts?" asks this musical director, and pens the following tribute: "This evening as I sat in the twilight, viewing one of the most beautiful sunsets of life was my privilege; a regular galaxy of colors appeared before me—first soft blues, then pinks and a final burst of rose and red-tinted heavens. I mused upon the beauty about me and my mind went back thru the years to dwell for a moment here and there on the beauty and worth-whileness of many lives that have touched mine.

Home Makers' Goal Is 50 Members

Seventeen members of the Home Makers class of the First Baptist church met at the class room last Thursday for their monthly meeting. Reports of officers and group captains showed an increase in attendance during the past month. The entire Sunday school is now in the midst of an enlargement campaign, and the Home Makers plan on having an enrollment of 50 or more at the end of the four-week period. Ladies not in some

Book Reviews

Good news is contained in an announcement of the county library that the new and sensational book of the Southwest by a man of the Southwest, "Coronado's Children," by J. Frank Doble, has been received and is available for local readers. Everybody who has lived in Texas very many years is familiar with tales of buried treasure here or a lost gold mine there, and so convincing have the stories been that the impulse to pack up and go a-hunting has been almost irresistible. Reviewers are loud in their praise of this book, whose author, through painstaking work, has gathered up the tales and put them in the most fascinating style for reading. "Mines of silver and gold, the wealth of the universe floats before the eyes of the reader, as prospectors for the past 400 years, beginning with Coronado and extending to the present time, have searched for these mines of fabulous wealth," says on review. "These mines have been told of in every part of the United States formerly owned by Spain. The story is a cycle made up of a thousand cantos that have for hundreds of years been recited with cumulative effect in camps, households and offices of the Southwest." It has not been long since hardly

a year would pass without a wandering Mexican would show up in almost any part of Texas with a crude map that could have several different starting points. And with it there would be a wonderful tale. If the correct starting point could be found and directions followed there would be either an amazing buried treasure or the entrance to a gold mine. Coronado crossed Texas 400 years ago and his sole mission was to find the treasures of the mythical Cibola. What an adventure that was into an unknown country. And ever since men of all trades and all professions have heard the call and followed in this old Spaniard's footsteps—all children of Coronado, not by blood, but by lure of hidden gold. To say this book is a story of these lost mines would be far from correct. It is a narrative of the search for them—our own people cutting loose from their business and going forth to disembowel mountains, drain lakes and turn rivers from their courses. From a literary standpoint, Peter Molyneux, a Texas critic of the first water, says J. Frank Doble, with his "Children of Coronado," has at last opened up a distinctive southwestern literature; that in after years this book will rank with Irving's Sketch Book as the foundation of a new era in the writings of this part of America.

Valentine Party Given

Red hearts and paper streamers decorated the spacious living room of Mr. and Mrs. Roy Thompson, 1000 25-Mile avenue, last Friday evening when the members of the Lottie Moon circle of the Baptist church Woman's Missionary society entertained their husbands with a Valentine party. Clever games were played and refreshments of chicken sandwiches, ribbon jello, heart-shaped cookies and cocoa were served, with Valentine favors for all. Twenty guests enjoyed the fun of the evening. Sunday school are invited to join and help carry on the fine work which the class is doing. Mmes. Moseley, Alexander, Ben from and Ball were hostesses for the afternoon.

Auction Sales are Profitable Permit me to suggest that you book your auction sales at your earliest possible convenience in order to secure the date you prefer. I am booking sales over a large territory this season. The splendid results obtained in recent sales of live stock, farm equipment and real estate has convinced the owners to sell at auction, the well known method by which you can get your buyers in one group and convert your property into ready cash in a day, and receive full value. My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best reference. YOURS FOR A REAL SALE Ray Barber, Auctioneer Superior Sales Service Phone 241 Hereford, Texas Sales Dates and Literature May Be Arranged at THE HEREFORD BRAND

The Buying Guide for 34,000 Wideawake Readers "FARMERS' MARKET PLACE" If you have something to sell to the farmer or stockman—whether it be hogs, dairy cattle, fencing or a harvester, you will find a buyer among the readers of the Southwestern Stockman-Farmer. This serves as the buying guide for 27,000 prosperous farmers in the states of Texas, New Mexico, Arizona, Southern Colorado and Western Oklahoma. Make your wants known through the "Farmers' Market place." Rates are five cents per word for one insertion, or four cents per word per insertion when inserted in three or more consecutive issues. DISPLAY RATES Display Advertising Rates on Request. The Southwestern STOCKMAN-FARMER ROOM 14, NUNN BUILDING, AMARILLO, TEXAS

New Styles Emphasize Contrasts

DIFFERENT FABRIC, COLOR AND PATTERNED DESIGNS LEND DASH AND CHIC TO LATEST CREATIONS—FROCK AND JACKET SUIT AN EXAMPLE

BY HARRIET

CONTRAST plays one of the biggest parts in new styles. You can have contrast of fabric, contrast in color, contrast in patterned design. Moreover, it is quite smart now to have a colored hat to wear with a neutral toned coat or suit. Colored accessories brighten the picture that might be much less arresting without them. The new spring suit consists of two types of garments. One costume, which is newest, is the frock with coat topping it. The other, which consists of a skirt and coat and separate blouse, is often worn belted and on the outside. The frock and jacket suit this season is likely to heighten the contrast idea by using the same color but a different material for the waist, by trimming the waist with a still different material of a contrasting color. A crepe frock suit may have the wool crepe for the skirt and the upper part of the frock made of flat crepe or crepe Elizabeth of the same color, with either a different tone of silk or lace or embroidery for the yoke and upper sleeves. Of course you can make your separate suit blouses out of any material that strikes your mind right. But if you have a suit to fix over or if you are making a new suit or buying one, look carefully at the suit described today. GRAY wool fabric, one of the many lovely semi-sheer crepes, fashions a skirt with a very unusual cut. The bodice of the frock is composed of gray marocain, part matching light gray and part rose marocain. The wool material fashions the deep cuffs of the frock and gray marocain fashions just about half of the bodice portion excepting the yoke and upper part of the sleeves, which is all rose. There's a sweet bow-knot idea worked out in stitching the rose silk for a tie effect. There is a soft ash belt of gray marocain, tied on one side in slip-knot fashion, just like the tie at the rounding neck-line. The coat is specially smart, with the new three-quarters sleeves which are way and ahead of any one other single style feature in popularity. Gray fox bands this coat handsomely, around the rather tall col-



For contrasts consider this gray wool fabric frock, left. Part of the blouse matches marocain and part rose. The distinguishing feature of the coat, right, is its three-quarter sleeves. Gray fox bands the coat smartly. The coat is specially smart, with the new three-quarters sleeves which are way and ahead of any one other single style feature in popularity. Gray fox bands this coat handsomely, around the rather tall col-

The Hereford Brand

Announces

\$500.00 In Cash Awards

To the Civic and Community Clubs of Hereford and the Surrounding Territory Who Participate in its

CASH DISTRIBUTION PLAN

Beginning Monday, February 23 and Closing Saturday, March 4

Rules and Regulations

1. Any Civic or Community Organization in Hereford or its surrounding territory is eligible to enter as a unit in the Cash Distribution and compete for a Cash Award. Nominations may be made at any time during the first three periods of the Campaign.
2. No employee or relative or any employee of the Brand is eligible to solicit or assist in soliciting in this contest. The manager reserves the right to reject any nomination if in his opinion the organization nominated could operate to the exclusion of others, or in violation of fair competition.
3. The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the paper.
4. Clubs are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.
5. Cash must accompany all orders where credits are issued. There will be no exception to this rule. Clubs are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued on both.
6. Credits will be issued primarily on subscriptions, but may also be obtained as the result of any business transaction by which a purchase is made from the Hereford Brand. Each purchaser of advertising, printing, office supplies, or anything the Hereford Brand sells in its regular order of business will receive credits for each dollar involved, these credits to be secured from the purchaser by solicitation on the part of the contestants. No member of any participating club may in any way learn of these credits except by soliciting of possible purchasers or from divulgence of the credits by the purchaser. The manager reserves the right to dismiss any organization from the contest that obtains "business" credits in an unfair way or causes any patron of the Brand undue embarrassment in soliciting credits. The price of subscriptions will be the same as always, and all business transactions with the Brand will be at the same rate as heretofore. The credits are absolutely free, and are issued with the sole purpose of determining the winner of this contest.
7. Credits cannot be purchased. Every cent accepted through the Subscription Club must represent subscriptions, or Brand business activities.
8. Credits are not transferable. Club members cannot withdraw in favor of others. Should a club member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the manager.
9. Any collusion on the part of clubs to nullify competition, or any other combination, arrangement or effort to the detriment of clubs or this newspaper will not be tolerated. Any club entering into or taking part in such an agreement, arrangement or effort, will forfeit all right to an award or commission.
10. Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the clubs. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the date printed thereon.
11. In the event of a tie for any of the awards, awards identically alike will be made to members.
12. In case of typographical or other errors, it is understood that neither the publisher, nor clubs shall be held responsible, except for the necessary correction of same.
13. No statement, assertion, or promise, either written or verbal, made by any solicitor, agent, or club will be recognized by the publishers, other than these printed rules.
14. Every Club is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.
15. Extension of subscriptions will receive credits according to the schedule in effect when the first subscription was paid, except that no extension credits will be given in the final period.
16. It is distinctly understood and agreed that clubs will be responsible for all money collected, and that they will remit such amount in full at frequent intervals or on demand of the manager.
17. There will be a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY club becomes INACTIVE, failing to make a weekly cash report, it will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or commission.
18. The publishers guarantee fair and impartial treatment of all clubs, but should any question arise the decision of the manager will be absolute and final.
19. Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement.
20. The Campaign opens Monday, February 23—Closing on Saturday, April 4.
21. All extra ballots will be issued at the close of each period.
22. All matter contained in this issue pertaining to the contest hereby becomes a part of the rules and regulations. The right is herewith reserved by the management and the publishers to amend, revise or add to these rules and regulations, and also to offer extra or additional awards to club members for their efforts.

IN ACCEPTING NOMINATIONS, CLUBS AGREE TO ABIDE BY THE ABOVE RULES.

CASH!

All Prizes Will be Cash and Not Merchandise

Buy What You Wish

First Prize

\$150.00

In Cash to the Winning Club

Second Prize

\$75.00

In Cash

Third Prize \$50.00

In Cash

Fourth Prize \$25.00

In Cash

20% COMMISSION--To All Non-prize Winners who remain active through the contest, for all Subscriptions Secured.

How Awards Will Be Made

The grand capital award, \$150.00 CASH, will be awarded to the Club that totals the greatest number of credits for the entire campaign.

After the above winner has been decided, \$75.00 IN CASH will be awarded to the club having the second highest total of credits.

\$50.00 IN CASH will be awarded to the club having the third highest total of credits.

After the winners of the first three prizes have been decided, \$25.00 will be awarded to the club having the fourth highest total of credits.

TWENTY PER CENT COMMISSION

Every Club that remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time it starts to work, and who fails to win one of the regular awards will receive 20 per cent in cash for the gross amount of its new subscription sales.

HOW CREDITS ARE SECURED.

Credits cannot be purchased and they cannot be transferred. Once issued to a club's credit they cannot be given to another. This rule is imperative.

There are four ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits.

Another method is through securing new and renewal paid in advance subscriptions to The Hereford Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions.

A third method is securing the credits issued for each sale in the amount of one dollar or more made by the Brand during the term of the campaign. This may be for advertising, job printing, office supplies or any other transaction performed by the Brand in its regular order of business. Credits for business transacted will be issued only when work is paid for and not at the time of its completion. Contestants are liable to be dismissed from participation for seeking to learn through Brand sources of any work being done. No credits will be issued for less than one dollar.

The fourth way by which credits may be earned is for the payment of past due accounts to the Brand. The existence of such accounts and their payment may be learned ONLY from the customer owing them, and in no other manner.

How Subscriptions Count In Credits In the Campaign.

The following scale shows the subscription rates, and the number of credits given according to the amount paid. Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randall, Castro, Bailey, Farmer and Oldham Counties Texas and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.50 per year to all other counties and states with the same schedule of credits as above.

In addition to the scale above, a bonus of 150,000 EXTRA CREDITS will be given for each \$20.00 turned in between now and 6:00 p. m., Saturday, March 14th.

From March 16 to March 26, a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From March 26 until March 31st, a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From March 31st until April 4, a bonus of 50,000 extra credits will be issued for each \$20.00 turned in.

HOW BUSINESS TRANSACTIONS COUNT IN CREDITS EARNED

Each dollar's worth of business earns 1,000 credits. No credits will be issued for less than one dollar, but each fractional part beyond one dollar more than fifty cents will receive credit for 1000 credits as if it were a full dollar.

HOW PAST DUE PAYMENTS COUNT IN CREDITS EARNED

Any customer or patron of the Brand whose account is sixty or more days in arrears is entitled to 10,000 credits for each dollar due, should the account be paid during this campaign. The credits will be issued to the customer upon payment of the account and he may give them to the club of his choice or vote them as he sees fit.

FIRST SUBSCRIPTION NOMINATING BLANK

Good for 10,000 Extra Credits

This nomination blank and first subscription, will start you in the race for those cash prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber _____

Address _____

Club Name _____

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a club. If so requested, the nominator's name will not be divulged.

Social and Society

MRS. SALTZMAN WAS HOSTESS TO CLUB

The Ward Home Demonstration club met with Mrs. Fred Saltzman

as hostess Wednesday, February 11. What piece of furniture each would like to refinish during the year was given in answer to roll call.

FASHION DRESS SHOPPE

Big 10 Day Removal Sale

We are making a sacrifice on every item in the house, getting ready to move into our new location at 218, Main Street, Hereford.

Beautiful Spring Dresses and Coats

Ladies who want good-looking Spring clothes will certainly purchase at these 1931 prices. Never before have you bought such quality at such marvelously low prices as are now offered. Lovely prints and plain crepe dresses—

- \$10.75 Values... \$ 5.00
 - \$14.75 Values... \$ 8.75
 - \$16.75 Values... \$10.75
 - \$19.75 Values... \$15.00
- Every Dress Must Move!

Beautiful Lochmore Coats

Very Reasonably Priced.

Special Prices On All Hosiery from \$1.00 to \$1.95

Also Sale On Lingerie 79c and Up.

A few numbers left in small house dresses, guaranteed fast colors, regular price \$1.95—

Now 75c

Come While They Last



Miss Emma Gunter gave an interesting talk on furniture coverings and finishing. Miss Grubbs, district agent, also made a talk. Visitors at the session were Mmes. Kibbe, Carroll, Cox; Misses Gunter and Grubbs. Members were Mmes. Jack Hutson, John Hutson, Maroon, Rogers, Malone, Will Caraway, St. A. Edwards, Stivers, Suggs, Williams, Selner and the hostess.

Refreshments of cake, fruit salad with whipped cream and coffee were served during the social hour. The next meeting will be with Mrs. Boyer. Family training in citizenship will be the subject.

Birthday Party.

Honoring her little daughter, Faye, on her ninth birthday, Mrs. I. O. Crosthwait entertained with a birthday party at her home Tuesday afternoon.

Many lovely gifts were given the little honoree by the little guests. A series of novelty games were enjoyed, this being followed by refreshments consisting of sandwiches, olives, potato chips, nut jello and whipped cream and cake.

Guests were Misses Barbara Jane Brotherton, Henrietta and Nina Lee Fritz, Vivian Olson, Hertha Baer, Elsie—Mae Wilkins, Pearl Marie Smith, Frances Buchanan, Juanita Bell Ray, Mrs. Nelson McWright and Miss Ruth Dozier.

A. J. MAY HAS FRIENDS PRESENT ON 73rd BIRTHDAY

A group of friends and relatives gathered at the home of Mr. and Mrs. A. J. May, 310 Whitler street, last Sunday to celebrate the 73rd birthday of Mr. May.

Guests of the May family for the occasion were Messrs. and Mmes. Louie Olson and children, Earle Joiner, G. R. Conklin, W. H. Rhodes and daughter, Tulsa, Oklahoma; George Robinson and daughter, G. W. Brumley and sons, Edgar Sowell and Ernest May.

FOR JOB WORK, TRY THE BRAND



We're Just As Careful Of Your Problems



As We Would Be In Caring for Our Own

City Drug Store



We Give

"J. & N."

Green Trading Stamps Phone 300

Master Masons Regard Birthday of Washington

The Hereford Masonic lodge is preparing for a Washington birthday celebration next Tuesday evening, February 24, in the local lodge room. Out-of-town speakers, versed in Masonry and its rich past, will appear on the program which begins at eight o'clock.

All Master Masons are given a special invitation to attend this observance, and a pleasant and profitable evening is assured.

CLOVIS YOUNG PEOPLE GAVE PROGRAM IN BAPTIST CHURCH HERE

A good program of music and talks was given at the First Baptist church here last Sunday evening when the Clovis B. Y. P. U. took full charge of the service at the regular preaching hour.

The Clovis young people who assisted in the special program were John Monzino, Thelma Lee, Ambra Lewis, Marla Herron, Lucille Hutchins, Everette Cox, Robert Ritchie, Jewell Hamilton, Jno. Lockhart, Stewart Campbell, Elsie Nelson, Juanita Fagan, Gladys Black, Edward Kelly, J. C. Berry, Ruby Black, Ernest Dial, Thomas H. Newell, Milton Campbell, Lucille Nix, Ruby Lee McMiller, Jno. H. Nix, Miles Abernathy, Hilda Wey, Orville Nunn, Christian Christa, Billy Brummell, Opal Sisson, T. L. Vorheis, Herbert Thomas, Travis Page, Malcolm Prince and Mr. and Mrs. Campbell.

BAYVIEW CLUB HAS SPECIAL GUEST SESSION

Prof. Batchelder, of West Texas State Teachers College, gave a pleasing course of readings at the special guest meeting of the Bayview club in the home of Mrs. A. M. Jones, 504 West Fifth street, last Thursday afternoon.

There was a large attendance of both members and visitors. Each member had the privilege of inviting three guests for this special session.

Seen On the Screen at the Star

"Tolable David" is an all-talking film adapted from the celebrated novel, and it is vivid and unforgettable. This is a drama of the West Virginia mountaineers. It is at the Star theatre Friday and Saturday of this week.

What is probably the cleverest display of brilliant acting that film audiences have been privileged to see in many months is on parade at the Star next Monday and Tuesday when the "Royal Family of Broadway" shows in Hereford. It is a sophisticated comedy, bristling with wit, and it is a human story.

For Wednesday and Thursday of next week, February 25 and 26, the bill changes to the "Man Who Came Back", a youthful romance with the most popular pair of sweethearts in filmdom, Janet Gaynor and Charles Farrell. There is personality in this production.

Road Situation

Gone Into At C. C. Luncheon

That Hereford is on the most important route at present in the United States and that steps ought to be taken soon for its improvement as well as establishing an improved north and south highway, together with strategic lateral roads, was told the chamber of commerce Monday noon by W. W. Chilton, chairman of the Amarillo highway committee.

There were 40 members and visitors present, the largest for several months, at the session, which was presided over by Jno. P. Slaton, president.

Good Roads Demanded. "Prospective farmers looking for new locations in this wonderful region of yours with its wonderful opportunities, are demanding first-class highways to give them convenient outlets," Mr. Chilton said in reference to his subject of good roads as applied to Deaf Smith county.

The speaker emphasized the importance of the new designation, highway 60, which runs from Norfolk on the Atlantic to Los Angeles on the Pacific, passing thru Hereford, and he stressed the value of good roads for those who live in rural districts.

State Bonds Expected. He stated that he expected Texas would resort to a state bond issue, based on gasoline taxes, to pave highways. If Deaf Smith county voted bonds now and the new method were adopted, local tax payers would be relieved of the bond redemption through special

sections of the state bond plan.

Might Be Left Out. Judge Slaton said it was probable that gas taxes will be used to pay off state bonds in relief of counties of the direct burden. "Deaf Smith county gas taxes would be applied in taking up bonds of other counties, so why not have some bonds of our own to be relieved of, for we are going to pay gas taxes, bonds or no bonds?" observed the Judge.

P. S. Bailey, division engineer in charge of the new highway construction in the Panhandle, said it was not the policy of the highway department to promote highways but to build them wherever wanted. Plans, specifications and costs would be furnished by the department.

Special Guests.

Special guests at the luncheon were W. W. Chilton, P. S. Bailey, and F. W. Zeigler, construction foreman on highways of this district. Henry Wilkinson, former president of the First State Bank here, all of Amarillo; Joe Pope, of Oklahoma, and Miss Mattie Swisher, of Canyon.

"OLD FASHIONED MOTHER" TO BE STAGED AT BLACK

A play, "An Old-Fashioned Mother", will be staged at Black school house Friday night, February 27, beginning promptly at 8:00 o'clock.

The play is a story of mother-love and of a wayward son, who lives his life and learns his lesson, and finally saves his mother from the poor house.

A laugh or a tear is guaranteed to all who see this play. Jerry Gosling and Jonah Quackenbush will drive your sorrows away, and Aunt and her son, Charlie, will make you think of more serious things.

All-Church Service Friday.

The International World Day of Prayer will be observed by the women of the various local churches with a service at the First Christian church tomorrow afternoon, February 20, at two o'clock. A big attendance is expected.

Gas Company Notices.

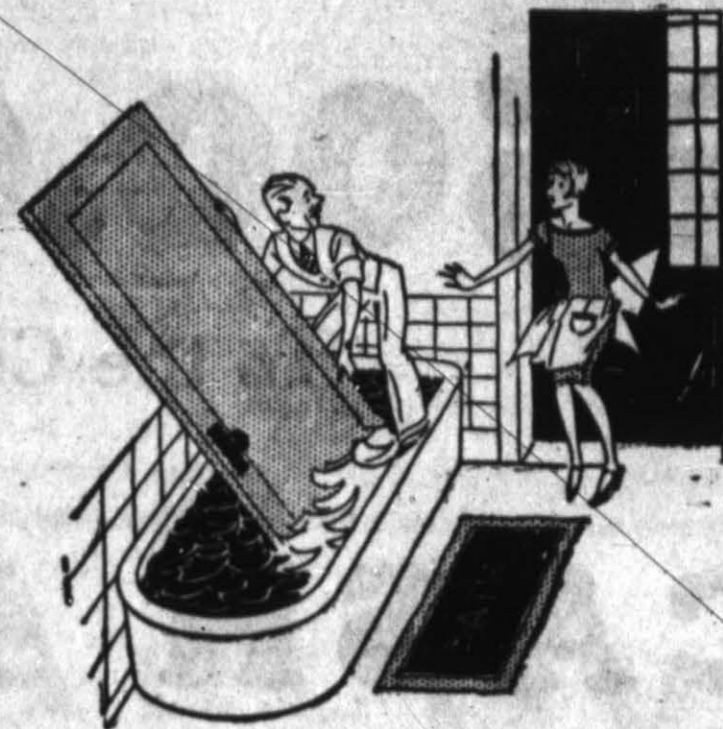
Consumers who have become delinquent on payment of gas bills as a form of protest against the amount charged for the preceding month were notified Tuesday by the West Texas Gas company that service might be discontinued if payment was not made by Saturday, February 21.

Old British Watchword

The origin of the famous British acclamation "God Save the King" seems to be traceable to the "State Papers" Volume I, Page 184, where, under the heading "Flots taken by the Lord Admiral the 10th day of August, 1545," is the following: "The watch words in the night shall be thus, 'God save King Henry'; thither shall answer, 'And long to reign over us.'"

Nature's Protection

The bureau of fisheries says the shrimps do not throw off a secretion which discolors the water, but that this fluid is discharged by the squids, which frequently travel in schools of shrimps. This discharge is a thin black fluid which occurs in sacs in the body of all octopods, and is used as a protection to enable the animal to escape when being pursued.



Every Saturday night... whether they need it or not

LAMINEX doors aren't afraid of water. The secret of these trouble-proof doors is in their scientific construction and waterproof cement. They just won't shrink, swell or warp.

Each Laminex door bears a guarantee label. Insure yourself against the annoyance of doors that will not shut or open properly. Select LAMINEX doors from our complete stock, when you build or remodel.

R.H. Kemp Lumber Company
LAMINEX DOORS
Will not shrink, swell or warp

Field Demonstrations

OLIVER-HART PARR

Row Crop Tractor

—WITH LISTER EQUIPMENT

Monday
February 23rd

2:00 P. M. AT THE

J. A. Nolan

PLACE IN SOUTH SUMMERFIELD

WEDNESDAY

February 25th

2:00 P. M. AT THE

B. O. Sanders

Place, two miles east and half mile South of Jumbo.

ATTEND EITHER OR BOTH OF THESE PERFORMANCES

The Oliver-Hart Parr ROW CROP Tractor

—Is designed to do the largest number of general farm tractor jobs, and you will see that it does that very thing.

M. D. WOMBLE,
Implements

Want Ads

Wanted

INCOME TAX reports compiled; reasonable charges; experienced. W. L. Alexander, City Drug Store. 6-1p

WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Farmer, phone 436. 4-1p

BEAUTY PARLOR WORK: Finger waving, 25c. Other prices in proportion until further notice. Mrs. Carl Jennings, 507 McKinley, phone 459. 6-1c

WE WILL BUY your Jersey calves and half breeds, and pay all the market will stand per pound. Bring them on Thursday and Friday. Brumley & Son. 6-1c

FOR RENT: Modern furnished apartment, reasonable, with garage. Phone 354-W. Mrs. J. P. McMahon. 6-1c

FOR RENT: Four room unfurnished modern apartment, \$22.50. Water and lights furnished. L. Baskin. 5-2c

FOR RENT: Five room house on 25-Mile Avenue. Onias Carroll, phone 42 or 172-J. 6-1p

"DRIVE IT YOURSELF" service car; always ready, new tires, puncture proof tubes, Prestone in radiator. FIVE CENTS a mile, plus small hourly charge. Phone 216 or 430—it's ready to go. W. F. Bell. 4-1c

FOR RENT: Comfortable apartments, downtown, two unfurnished. F. H. Oberthier. 2-1c

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 5-1c

Lost and Found

LOST: Small tan coin purse containing some money. Reward for return. Mrs. B. M. Wiltshire. Phone 470 or 272. 6-1c

CASH SPECIALS

FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

SUGAR	17 pounds	\$1.00
COFFEE	Morning Joy, large can, cup and saucer	\$1.16
PEACHES	Libby's De Lux, No. 2 1/2 size	23c
Pineapple	Libby's No. 2 1/2 size, Sliced or grated	27c
Dill Pickles	Quart glass jar	26c
MILK	Small size, six cans	26c
HAMS	Supreme skinned, half or whole, per lb.	21c
WAPCO	Blackeyed peas, pork & beans, red beans, 5 cans	38c
Cut Beans	Wapco brand, No. 2 size, three cans	35c
ORANGES	Sweet and juicy, nice size, per dozen	18c

Or two for 35c

Bakers Cash Grocery
MONT E. BAKER, Proprietor.

Are You All Tied Down?

Does your household equipment contain an old-time wash tub, a broom, a mop, an old-fashioned refrigerator, a slow-motion, antiquated sewing machine, and other articles that your mother and grandmother had to use because they were the best that they could get?

These articles have gone out of style just the same as has the style for women to take a back seat and consider themselves old at thirty or forty years of age.

Electricity is severing the fetters that have tied women down in home drudgery for centuries.

Texas Utilities Co.

FARM SCIENTIST MET WITH HOME ECONOMISTS

A high class program was given Tuesday evening at the First Christian church when the students of A. & M. colleges and home economics departments enjoyed a dinner together. There were 35 members and guests from Deaf Smith and adjoining counties present.

The Parent-Teacher association, in charge of Mrs. H. C. Van Biber, served the dinner. For the first time Oldham county representatives took part in the scientific organization, which covers four other immediate counties. Dr. Loyd, Editor Boyles and Mr. Shields came down from Vega upon special invitation.

Vick Has Good Seed.

Farmers who can use some extra good kafir and maize seed may have their demands supplied by calling on J. W. VICK, two miles north of the dump-grounds, east of Hereford.

Mr. Vick has some dwarf kafir and maize seed which have been specially selected. Seed was obtained from J. P. Roberson's high grade production the previous year, and the grain selected for sale by Mr. Vick at \$2 a hundred was hand-picked from the field and every care used in threshing to prevent mixing with inferior stuff. The grower gives assurance of having some fine planting seed.

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F., meets Monday, 7:30 p. m. Visiting Brothers welcome. R. L. DOWELL, N. G. L. H. Foster, Secretary.

HEREFORD POST NO. 192 AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

For Sale or Trade

FOR TRADE: Well improved half section, New Mexico farm, for land in Deaf Smith county, 225 acres in cultivation; immediate possession given; has no encumbrances. A. A. OTT. 6-2c

BULLS FOR SALE: Six pure bred Shorthorn bulls, one year old. J. N. Brown, Belview, New Mexico. 5-3p

FOR SALE or trade: 100 acres of good wheat land 25 miles northwest of Hereford, 1/2 mile from school. Price \$25.00 per acre, or will trade for good young stock cows or heifers. Write J. A. Wilmet, Route 3, Lincoln, Illinois. 6-3p

FOR SALE: Dwarf kafir and maize seed, straight neck. Two miles north of dump ground. \$2.00 per hundred. J. W. Vick. 5-2p

FOR SALE: Bundle feed, 2 1/2 cts. a bundle, or will trade for cattle or hogs. J. W. Marnell, Route Four. 6-2p

FOR SALE: Choice Jersey cow, fresh February 15. Also 32-volt Delco electric washer in perfect condition. W. A. Harmon, at Cottage Camp, on Clovis highway. 5-2p

FOR SALE: Sixty tons of kafir and maize, highly graded. Frank Zinsler, Box 33, Hereford, Texas. 6-3p

FOR SALE: Three nice residence lots north of my home; anyone interested enquire at my residence. Mrs. J. D. Bourn. 5-1c

FOR SALE: Some good rust-proof oats for planting. J. H. Reinart, one mile south and one mile east of Wyche school house. 6-3p

FOR SALE: Stack of extra well graded kafir corn bundles, seven miles southeast of Hereford on old George Smith place; inquire there. J. B. Holland, Hart, Texas. 5-2p

FOR SALE: Some good red seed oats. J. W. Ward, Phone 250. 6-1p

FOR SALE: Watkins products. Ask for my special. Geo. W. Smith, phone 9025-F2. 44-1c

FOR SALE: Thoroughbred Rhode Island Red cockerels. Chas. C. Ferguson, Jr., phone 194. 52-1c

FOR SALE: Chinese Elm trees, home grown, six to ten feet tall, from 75c to \$1.50. At my place one mile north of Wyche school, N. G. Elliston. 52-3p

FOR SALE: Pure bred Buff Orpington cockerels, extra good. J. L. Ramsey, Hereford, located mile southwest of Summerfield. 5-1p

FOR SALE: One 1000-chick Sol Hot brooder, one 500-chick Buckeye brooder, a 12 x 20 brooder house, 600-egg Buckeye incubator, one 4-cap Bachelor stove and one No. 10 Barler oil heater. Phone 326 or 64. 5-2p

FOR SALE: Complete 10-foot Eclipse windmill, 6 x 3, 30 ft. tower and pipe, rods, etc. Inquire at post office. 4-2p

FOR SALE: Setting eggs from the Oscar Hunt strain of Buff Orpingtons, \$1.00 for 15. Mrs. Troy Wombles, 600-25-Mile Ave. 44-1p

Crack Town Team of Hereford, the Federals, Meet Quintet of Amarillo Here Saturday Night



In the picture, left to right, back row are Onias Carroll, Artis Russell, Clifford Kester, Pearl Singleterry; front row, left to right: Lewis Sherman, Hal Kester, Clayton Barrows and Henry Sherman, captain.

This Hereford town team of snappy players will meet the Amarillo Presbyterians here at the high school gym Saturday evening, beginning at eight o'clock.

Irrigation Is Returning, Due to Lower Cost

A group of Hereford people attended the irrigation meeting held in Plainview February 3 under auspices of Texas Tech. The Plainview district is fast turning back to irrigation, and the gathering was for the purpose of disseminating information on irrigation for the Plains.

The old barrier of high cost of installation and equipping wells has been successfully hurdled and the man of moderate means is able to tap the shallow water source and go in for diversification. One man there has put in a 750-gallon well at a cost of only \$1200. It is said that irrigation has now become practicable since the initial cost is low and operation expense has been proportionately decreased. Interest on investment is

no longer a retarding factor. O. L. Rutherford, N. C. Vogele and R. O. Dunkle returned from the meeting full of enthusiasm for the possibilities of revival of this farming system.

HEREFORD INSTALLING OFFICERS AIDED DIMMITT

Dimmitt, Feb. 10.—C. O. Lee and John Patton of Hereford were here February 10 as installing officers for the new officers of the Odd Fellows. The staff is composed of Homer Norwood, N. G.; E. C. Fulmer, C.; Louie Allen, secretary; Roy Lanham, treasurer; Joe Hastings, post grand; Claud Duran, vice-grand.

The Hereford Whitefaces will open the basketball tournament of district one at Canyon Friday morning against the Quitaque Panthers, who have made an enviable record in the eastern part of the territory. The game will start at nine o'clock.

Bernard Seed Stars Again. Fireman's Ball Invitational.

In a recent clash between Simmons University and the Howard Payne basketball team, five straight wins were marked up for the Abilene Cowboys, and Bernard Seed, former Hereford star, was high man in the scoring, tallying 16 points for Simmons. Seed is a freshman in the Baptist university.

The dance held at the fireman's hall last Thursday night was an invitational affair and not open to the public in general, as indicated in the press announcement. Only members of the volunteer fire department and friends upon invitation took part in the event.

Announcement

GEORGE S. McCONNELL

Local Electrical Contractor

Has dissolved partnership with Alred-McConnell Electric Company, and will be located at 104 East Third Street, in the same building with the Rountree Plumbing and Heating.

Phone 340

HELP YOURSELF

Special, Friday and Saturday

Crackers, 2 lb Saltine	28c
TOMATOES, No. 2	09c
Compound, 8-lb bucket	98c
SUGAR, 10 pounds	62c
Oranges, 252 size, dozen	21c
Blackeyed Peas, No. 2 can	08c
PRUNES, 2-lb pkg	21c
BROOM, 75c value	49c
APRICOTS, gallon	57c
COFFEE, 3 lb	Sam Houston 1/2 lb Free! \$1.09

Happy Page

Charles Hoy, above, of Nogales, Ariz., page boy in the Senate for three years, is happy because he's just received a presidential appointment to West Point as a cadet. He is the first Senate boy so honored.

CHICK PRICES SMASHED

Now you can buy home-hatched chicks as low as 9c each on White Leghorns and 10c each on Barred Rocks, Rhode Island Reds and Buff Orpingtons in hundred lots. One-half cent less in 500 lots; 1c less in 1000 lots. Best grade blood-tested chicks higher.

CUSTOM HATCHING A SPECIALTY

Bring us your eggs on Saturdays and Tuesdays. \$5.00 per 156 egg trays; \$2.75 per half tray. Turkey eggs \$6.00 per 110 egg trays. Satisfaction guaranteed; insurance carried. Complete line of poultry supplies at money-saving prices.

ADKISSON HATCHERY

413 W. 4th Ave. Phone 5170
AMARILLO

THE HEREFORD LIONS CLUB

Announces its Charity Play

"PATSY"

With a Full Cast of Local Talent

This is a comedy-drama of every-day American home-life, with its tragic points overdrawn to make the play one of the funniest comedies ever staged. Outside of its small expense, every cent of its proceeds will go to buy play-ground equipment for the new Lake Park. No one was hired to put on the play—every character and responsibility has been assumed by Hereford people and all the money stays at home.

HIGH SCHOOL AUDITORIUM

One Night Only

Friday, February 27

Admission 25c and 35c

Seats may be reserved at no extra cost at the Corner Drug Store. Those buying tickets from children may take them to the Corner Drug Store and pick out the best seat to be had, for no extra cost.

Save Friday Night, Next Week, for "PATSY"

International Sunday School

Lesson

BY DR. J. E. NUNN

February 22, 1931.

JESUS BEARING THE GOOD TIDINGS

Luke 8:1-15

1. And it came to pass soon afterwards, that he went about through cities and villages, preaching and bringing the good tidings of the kingdom of God, and with him the twelve.

2. And certain women who had been healed of evil spirits and infirmities: Mary that was called Magdalene, from whom seven demons had gone out.

3. And Joanna the wife of Chuzas Herod's steward, and Susanna, and many others, who ministered unto them of their substance.

4. And when a great multitude came together, and they of every city resorted unto him, he spake by a parable:

5. The sower went forth to sow his seed; and as he sowed, some fell by the wayside; and it was trodden under foot, and the birds

of the heaven devoured it.

6. And other fell on the rock; and as soon as it grew, it withered away, because it had no moisture.

7. And other fell amidst the thorns; and the thorns grew with it, and choked it.

8. And other fell into the good ground, and grew, and brought forth fruit a hundredfold. As he said these things, he cried, He that hath ears to hear, let him hear.

9. And his disciples asked him what this parable might be.

10. And he said, Unto you it is given to know the mysteries of the kingdom of God; but to the rest in parables; that seeing they may not see, and hearing they may not understand.

Now the parable is this: The seed is the word of God.

12. And those by the wayside are they that have heard; then cometh the devil, and taketh away the word from their heart, that they may not believe and be saved.

13. And those on the rock are they who, when they heard, receive the word with joy; and these have no root, who for a while believe, and in time of temptation fall away.

14. And that which fell among the thorns, these are they that have heard, and as they go on their way they are choked with cares and riches and pleasures of this life, and bring no fruit to perfection.

15. And that in the good ground, these are such as in an honest and good heart, having heard the word, hold it fast, and bring forth fruit with patience.

Golden Text: He went about through cities and villages, preaching and bringing the good tidings of the kingdom of God.—Luke 8:1.

Time: Autumn A. D. 28, in the second year of Christ's ministry. Place: By the Sea of Galilee.

Introduction.

Last week our lesson contained one of the parables of Jesus, the Two Debtors. Now we have the parable of the Sower, and others are to follow. Let us notice at this time some facts concerning our Lord's use of parables. First, what is a parable? A brief definition is "an earthly story with a heavenly meaning", the purpose of the story being to illustrate and inculcate some higher spiritual truth. It is to be distinguished from a fable which is attributing speech to animals, while a parable is in the realm of ordinary and natural events. It differs also from allegory in which every detail has a definite spiritual meaning, while a parable usually has one lesson to teach, the details of the story being of a secondar importance.

Jesus a Preacher.

Jesus was preeminently a preacher of the Kingdom of God. The term teacher is used many times in the New Testament showing the didactic aim and content of his message. He was a teacher as every preacher ought to be. Two other terms describing his public speech occur in our lesson, proclaim, or herald, and evangelize. All three terms, each with its peculiar emphasis, mean the public presentation of his gospel—the work of a preacher. That was the passion of his soul as he moved about Galilee. And from his day until now, by his spirit and example, preaching has been central in the Christian enterprise. When preaching has been discounted by the ministry and the church, Christianity has tended to empty formalism and the advance of truth has been retarded. There has been no greater factor, humanly speaking, in the perpetuation and growth of a church than such preaching, and no greater influence for righteousness in society, from the local community to the affairs of nations, than that which proceeds from the pulpits of the world.

First Woman's Missionary Society. Verses 2 and 3 contain a beautiful story of the fruits of the gospel among some women. Through the compassion of Jesus they had been healed of evil spirits and infirmities, and their hearts true to the normal Christian experience, overflowing with gratitude and the desire to serve their Saviour and to see others redeemed from their sins and sicknesses. What could they do? Here was an opportunity and the women were not slow to see it. Accordingly we find them ministering of their substance. They could not preach and heal, but they could free the Saviour from hunger and make it easier by their sacrifice for him to do his work. And who can tell what value the Lord placed upon their service? There are thousands of noble men and devout women who serve bountifully as did this "First Woman's Missionary Society". But

how many lack the spirit! One wonders if it is not a case of what our Lord said in last week's lesson: "to whom little is forgiven the same loveth little".

The Parable of the Sower.

The parable of the sower of the gospel would not be easy or speedy and in this simple story of the sower and the soils he explained why. It is not due to the weakness of the gospel, nor to the failure of preachers and other workers to do their best, but to the condition of the souls of men, which he described in the parable in terms of hard pathways, shallow soil, thorn infested fields. This tragic fact is enough to cure everyone of over-optimism; but another fact remains to cure over-pessimism—some seed fell into good ground, honest and good hearts, and brought forth a hundredfold. After all the discouragements of Christian service are mentioned, there always remains another and brighter fact to encourage. Christ's last word is always a word of hope and victory.

The Wayside Hearers.

First, there is the hard surfaced heart, which like the beaten path gives no entrance to God's Word. What is heard lies on the surface and the devil quickly comes and takes it away. It is forgotten and the result is that such hearers remain unsaved. David Smith says: "Their fault may be stupidity, or it may be levity of mind, a fatal lack of seriousness." Another says: "They had made their souls a thoroughfare. Everything had gone over them—weddings, funerals, pleasures, trade; but nothing had stirred them to the depths. Finally they were impervious, a roadway for whatever procession of interests and happenings might choose to pass that way."

The Rocky Ground Hearers.

This is the superficial heart that responds quickly, the emotional soul who readily realizes the fact of sin and the need of Christ and says "I believe," but tomorrow the zeal wanes and the first temptation bowls him over. One recalls an old woman who used to shout during every revival meeting, but between times gave little evidence of religion. One reason there are so many church members "unaccounted for" is that they have not much earth. They did not believe deeply. We sometimes hear men say, "I was once a Christian." Not so in the true sense. They played with Christianity for awhile, they had religion on the surface, but its vital germ was never planted deep in the heart.

The Thorny Ground Hearers.

The third kind of hearers is represented by the thorny ground whose soil is deep and receptive, but which also holds the roots or seeds of thorns whose growth rivals and chokes the good grain. The man represented has not made clean work of his religion. He has received the good seed but has forgotten that something must be grubbed up and cast out, as well as something must be taken in, if he would grow the fair fruits of Christian character. Our Lord does not say that such a one is not a Christian, but he "brings no fruit to perfection". His life is marred and dissipated, because he is trying to do the impossible in running "with both the hounds and the hare". In serving both God and mammon. Three examples of this divided heart are mentioned by Jesus. (1) Cares. People are anxious about food, raiment, and shelter, fearful of tomorrow, lamenting their misfortunes; and these with a hundred other cares throttle faith in God. (2) Riches. If wealth was a rival of religion 1900 years ago, what is it today? There is no greater danger to American Christians today than the money-mad spirit of the age, the worship of mammon. (3) Pleasures of life. The amusement, entertainment craze is almost if not wholly rivaling as the money craze. They are twin evils. Let every Christian examine his heart for the thorns that weaken his religion.

The Honest and Good Heart.

Thus Jesus describes the ideal hearer, whose heart is like rich, deep, clean soil. Two results of hearing distinguish this hearer from the others. (1) Having received the word, he holds it just. Criticism or temptation has no power to take it from him. "The devil cannot destroy it. Like the pearl merchant, he sells all he has for it, counting it his richest possible possession. (2) He brings forth fruit with steadfastness. No rival loves or habits choke his growth in Christlikeness. No shallowness of conviction weakens him. With steadfastness faith grows, hope grows, love grows, service increases. And he brings forth fruit in Christian character, presenting to the world full proof of the vitality of the word of God when received fully into the hearts of men.

"Take Heed How Ye Hear."

In these earnest words our Lord impresses the vital lesson of the parable. And the final reason why we are to give heed to our hearing is because if we do not go forward in the spiritual life, we go backward; if we do not gain, we lose; if we do not bear fruit to eternal life we bear fruit—awful thought!—to eternal death.

Jesus Stills the Tempest. Christ's stilling with a word that sudden, fierce storm on the

Arney News Items

BY MRS. F. W. FORTNER

Lawrence Taylor visited in Clovis Tuesday.
Ray Cole is improving from his accident of last Monday.
Several here have been on the sick list.
Bill Ward has returned to Austin after visiting here.
Lynn Bratcher returned to his home in Halls last week.
A light shower of rain fell here Saturday night.
Mr. and Mrs. Roy Reed and his sister of Plainview spent the week end here with home folks.
A number of the club ladies met

with Mrs. Kimmons and quilted a quilt for her Wednesday afternoon. Mrs. Kimmons has been very sick.
Our boys won second place in the Dimmitt basketball tournament.
There was a party at the Ben Fortner home Saturday night.
Mr. Tipton spent Sunday with his brother at Muleshoe.
The Floyl Fortner home was the scene of a forty-two party Wednesday night.
Rev. Lindley preached at Arney Sunday.
John Hammond was in Tulla on business Tuesday.
The girls and boys played ball at Happy Tuesday, the girls winning, the boys losing.



Have Money FOR HER

WHEN a man takes a wife he takes an obligation. His duty is to have money to protect her. No one else will do that duty for him. Money is HER best protection and YOUR best friend. START SAVING REGULARLY NOW. We Welcome YOUR Banking Business

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Registered Optometrist, in Charge.
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Eyes examined by the most modern methods. Glasses ground in our own shop to meet your individual requirements.
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Residence Phone 500
DR. R. E. ADAMS
Residence Phone 369-J
Doctors Robison and Adams
PHYSICIANS AND SURGEONS
Office Phone 282
Office in Clark Building Over Riee Drug Store
Hereford, Texas

BUSINESS AND PROFESSIONAL DIRECTORY

<p>PHILLIPS "66" and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble W. J. SMITH, Phillips Stations No. 1 and No. 2</p>	<p>DR. J. W. HICKS Upstairs in Buckner Lambert Building Office Phone 400 Residence Phone 217</p>	<p>DR. G. F. LEGRAND Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 400 Residence 244</p>
<p>Nunn Transfer HAULING OF ALL KINDS Day phone 65, Night 420-J</p>	<p>BE WISE! Buy Real Estate NOW for Quick Profits. See Us for Bargains. Dunlap & Cox PHONE 128 Room 10 Dunlap Bldg.</p>	<p>INSURANCE Loans--Bonds HEREFORD INSURANCE AGENCY JOHN McLEAN, Manager</p>
<p>Fix-It Shop All kinds of Furniture Re- pairs. J. J. BUCKNER Phone 313</p>	<p>Dr. B. M. Wiltshire, Dentist Over Sprows-Cronin & Company Room 3, Buckner-Lambert Building. Residence Phone 272 Office Phone 470</p>	
<p>PLUMBING THAT IS GOOD Prices that are RIGHT. ROUNTREE PLUMBING AND HEATING</p>	<p>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</p>	
<p>MORRISON'S WRECKING SHOP A. I. Morrison, Proprietor Parts for All Cars East First Street</p>		
<p>LANHAM'S FILLING STATION Phillips Gas and Oils. Phone 206 when you run out of gas or have a punctured tire on the road.</p>		

A. C. THOMPSON
DEPENDABLE LUMBER
McKindley & Third Phone 456

an Open letter to Buick owners

February 7, 1931

Dear Buick Owner:

Because of its importance, we decided to inform you now that the present line of 1931 Buick Straight Eights will not be replaced by new models this summer.

Buick, as you know, has introduced its new cars on August 1st, year after year. But inasmuch as these new Straight Eight models have met with such spontaneous approval by thousands everywhere, Buick has decided to continue manufacturing the present Eights throughout the summer and coming fall.

This is mighty good news to thousands of Buick owners because they will buy new Buicks now with the knowledge that there will be no model change next summer.

They will find in these new Buicks a degree of performance that is certain to give them a genuine thrill. All have the safe, silent-shift Syncro-Mesh transmission. All have Valve-in-Head Straight Eight engines. And all have the famous insulated Bodies by Fisher.

So well has the 1931 line been received that, out of every 100 eights sold in Buick's price class, 56 are Buicks.

May we suggest that you drive the Eight as Buick Builds It? Your Buick dealer will be glad to have you take the wheel and learn at first hand how much Buick Straight Eight performance adds to the joy of motoring.

Very truly yours,
BUICK MOTOR COMPANY, FLINT, MICH.

WHEN BETTER AUTOMOBILES ARE BUILT • BUICK • WILL BUILD THEM
A GENERAL MOTORS VALUE

SPECIALS FOR FRIDAY AND SATURDAY

COFFEE, 3 lbs, Santos, with pitcher	98c	SUGAR, pure cane, 10 pounds	59c
JELLO, any flavor, 3 boxes	24c	BEETS, Libby's No. 2, two cans	25c
ORANGES, 288-size, dozen	18c	BEANS, cut, string, two No. 2 cans	25c
HONEY, pure Texas, 10-lb bucket	\$1.12	MATCHES, Diamond brand, carton	19c
COOKIES, ginger snaps, 2 lb bag	25c	CHEESE, print, in bulk, per lb	23c

WE ARE AGENTS FOR MINUTE-MAID PRODUCTS—TRY THEM.

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Specials
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Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Legionnaires Are Solid On Cash Payment

American legionnaires are solid for immediate cash payment of veterans' adjusted compensation certificates. It is indicated in the vote taken in the meeting at Amarillo last Thursday night when only one negation was recorded.

Delegates from practically every point in the Panhandle were present to discuss support of the Wright Patman bill now pending in congress which would vote funds toward settling the government's obligation at once with cash. There were 556 legion men in attendance. C. W. Humble, service officer for Post No. 102, was delegate from this district.

It was urged that all veterans of the World War join the American legion so as to present a united front to get what they wanted in the way of fair dealing.

GOOD ROADS MOVEMENT GROWING IN PANHANDLE

A branch of the state highway department is being established in Amarillo, with a construction engineer in charge, according to an announcement of W. E. Ely, chairman of the commission. This is done in order that road work may be expedited in the Panhandle, since nine counties contiguous to Amarillo have already voted \$3,000,000 in road bonds and the federal and state funds will match it.

The branch department will have supervision over a wide territory and handle matters that previously have been referred to Austin. West Texas counties are begging for federal and state funds to match their local money in a desire to proceed with the good roads movement.

Trucks Divert Business from Towns, Claim

Diversion of business from the small town merchant and banker at the expense of the entire town, without a corresponding increase in the revenue of the farmer, is only one of the many angles from which legislative guns are being trained upon the unregulated truck.

Legislators say they have been besieged with demands from farmers and city dwellers alike to devise strict regulations. Chief objections to present laws seems to lie in the fact the heavy trucks are tearing up public highways at a rapid and alarming rate.

Aside from the four-cent gasoline tax, which is shared by all kinds of motor vehicles, these trucks are contributing little to the maintenance of the roads, it is claimed. Much objection has also been raised because of the way huge freight vehicles menace life and property on the highways.

ESTRAY NOTICE

Taken up by B. F. Fulkerson, of the undersigned, living about 22 miles northwest from the town of Hereford, in the County of Deaf Smith, the following described animals, known to be estray, viz: One brown mare, about 3 years old, about 15 hands high. Also smooth mouth brown mare about 16 hands high, 3 white feet and white spot on forehead, both unbranded.

If not legally proven by the owner thereof within twenty days from the date hereof I will proceed to Estray the same in accordance with law.

B. F. FULKERSON,
Taker Up.
Hereford, Texas, this 9th day of February, 1931. 5-3p

600 Hear Lecturer.

The Christian Scientist lecture in the Olympic theatre, Canyon, last Sunday evening by Dr. Hedrik Jan de Lange, O. S., was a splendid discourse, according to the Hereford people who heard the noted lecturer from The Hague, Holland. It was estimated that about 600 people were present.

SEE A WANT AD IN THE BRAND.

Maybe Washington Did Swing Hatchet On His Dad's Cherry Tree, After All!

THOUGH writers and historians by the score have constantly attacked the authenticity of the Washington hatchet and cherry tree story, few persons are aware that no evidence has been produced to disprove the incident.

The story was originally told in print by Rev. Mason L. Weems, an itinerant preacher, writer and book agent, who was one of Washington's first biographers. The original edition of Weems' book, merely a thin pamphlet, was published in February, 1800, about only two months after Washington's death.



Young George Washington didn't cut down the cherry tree with his little hatchet... he merely barked it.

Washington's Youth Revealed

The cherry tree incident did not appear until the sixth edition, published in 1808. Unlike the former editions, this one gave an account of Washington's youth, including the following passage:

"The following anecdote is a case in point. It is too valuable to be lost and too true to be doubted; for it was communicated to me by the same excellent lady to whom I am indebted for the last. (Weems refers here to an earlier passage in the book; some idea of Mr. Washington's plan of education... may be collected from the following anecdote, related to me 20 years ago by an aged lady, who was a distant relative, and when a girl spent much of her time in the family.)

"When George," said she, "was about six years old, he was made the wealthy master of a hatchet of which, like most little boys, he was immoderately fond, and was constantly going about chopping everything that came in his way. One day, in the garden, where he

warmth asked for the mischievous author, declaring at the same time that he would not have taken five guineas for his tree. Nobody could tell him anything about it. Presently, George and his hatchet made their appearance. 'George,' said his father, 'do you know who killed that beautiful little cherry tree yonder in the garden?' This was a tough question; and George staggered under it, for a moment; but quickly recovered himself; and looking at his father... he bravely cried out, 'I can't tell a lie, Pa; you know I can't tell a lie. I did it with my hatchet.'

"Run to my arms, you dearest boy!" cried his father... Such an act of heroism in my son is worth more than a thousand trees, though blossomed with silver, and their fruit of purest gold."

Support for Story

This is the original cherry tree story. Weems gave it on the authority of the aged lady and he thought it "too true to be doubted." Though there is just as much reason for disbelieving the incident as there is for believing it, three facts stand in favor of Weems' account.

First, there was no contemporary statement on the subject of the cherry tree. If the incident was false a refutation should have been made then.

Second, the original story does not say that George actually cut down the cherry tree; he merely hacked and barked it so the tree probably never "got the better of it."

Third, the anecdote was related to Weems by a woman who had spent much of her time in the Washington household.

often amused himself hacking his mother's pea-sticks, he unluckily tried the edge of his hatchet on the body of a beautiful young English cherry tree, which he barked so terribly, that I don't believe the tree ever got the better of it. The next morning, the old gentleman, finding out what had befallen his tree, which, by the by, was a great favorite, came into the house, and with much

Sidelight On Livestock and Farming

Blanche Reeves, four-year club girl of Hale Center, specializing in gardening, won a \$300 scholarship for a college course awarded annually by the State Fair of Texas. Blanche showed a profit of \$1238 from her work and her canning during the four years.

Mrs. I. V. Fent, in the sand-hills of Lamb county, has her family well provided for the winter days with her canning budget, balanced ration, taken from her garden. In her pantry there is \$217 worth of food that will not have to be paid for.

Farmers apparently must operate under conditions of low prices for products for the coming year but with the general wage level about the same. This makes it urgent for producers to reduce their labor costs by using good land, improved equipment, good stock and seed and careful planning.

It is possible for increasing in the Panhandle to double the yield of crops. Experiments are proving it.

Feeding farm beef cattle home-grown feeds makes a better market than is offered in any other manner. Demonstrations show it.

How to plan meals for health was discussed at the home-makers short course in Lubbock this week. Most of the ills of the human body arise from improper eating, unbalanced diets. The road to health lies along the pathway of properly balanced foods.

ORDINANCE NO. 245.

An ordinance by the City Commission of the City of Hereford, Texas, creating the Water Department of the City of Hereford; creating the office of Water Superintendent of the Water Department and defining his duties; creating the office of Cashier of the Water Department and defining his duties; fixing connection and service charge; providing Rules and Regulations controlling the distribution and sale of water to consumers; and providing penalties for a violation of any such rules and regulations.

BE IT ORDAINED by the City Commission of the City of Hereford, Texas:

Section 1. That there be and

is hereby created the Water Department of the City of Hereford, which department shall embrace the entire Water Works system of the City of Hereford.

Section 2. That there be and is hereby created the office of Water Superintendent, who shall be appointed by the Mayor and City Commission, who shall hold office at the will and pleasure of the Mayor and City Commission. The City Commission may designate the City Marshall or other regular employee of the City as Superintendent of the Water Works System.

Section 3. The Water Superintendent, under the direction of the Mayor and City Commission, shall have charge of the supply and distribution of water in the City. He shall have under his charge and be responsible for the wells, reservoirs, pumps, conduits, tools, supplies and all physical property as may from time to time be placed in his charge, and shall keep a record of all tools and supplies on hand. He shall be his duty to see that the public is furnished prompt, adequate and efficient service at all times, and to protect the interest of the City.

Section 4. That there be and is hereby created the office of Cashier of the Water Department, which shall be filled by some suitable person who shall be appointed by the Mayor and City Commission, and shall hold office at the will of the Mayor and City Commission. The Mayor and City Commission may designate the City Clerk or City Treasurer as Cashier of the Water Department.

Section 5. The Cashier of the Water Department shall give bond in some Surety Company, acceptable to the City in such sum as shall be required by the City Commission, conditioned for the faithful discharge of the duties of the office and for strict accounting of all money coming into his hands, the premium on such bond to be paid by the City.

Section 6. It shall be the duty of the Cashier of the Water Department to collect all water bills due the City and issue receipts therefor, and to turn over to the City Treasurer each day all monies collected. Such Cashier shall make out and file with the City Commission at its regular monthly meeting, a report of all collections made for the preceding month. He shall also file with the City Commission a list of all delinquent water customers, showing the amount due by each. A similar list shall also be placed in the hands of the Water Superintendent.

Section 7. When a list of delin-

quent water customers has been furnished the water superintendent by the Cashier, it shall be the duty of the Water Superintendent to notify such delinquents that unless such bills are paid by the 20th of the month following delinquency, service will be discontinued to them.

Section 8. When service has been discontinued under Section 7, above, service shall not be again furnished to the premises where discontinued, or to the customer who is delinquent at any other premises until the full amount delinquent has been paid, plus a fee of \$1.00 for cutting off and turning on water service.

Section 9. CONNECTIONS AND TAPPING CHARGE: Before a connection is made and water furnished to any customer, such customer will be required to make application for service to the Water Superintendent and pay a tapping charge of \$15.00 for a 3-4 inch connection; \$20.00 for a 1 1/2 inch connection; \$30.00 for a 2 inch connection; and \$40.00 for a 2 1/2 inch connection.

Section 10. METERS. All meters under 2 inch will be furnished by the city. Larger meters will be paid for by the customer. The City shall keep all meters furnished by it in repair. Meters furnished by the customer shall be kept in repair by such customer. The City shall have the right to inspect and test all meters furnished by a customer, and when any such meter is found in bad repair or not registering properly, the customer shall be notified and in case of his failure or refusal to put such meter in good condition, the Water Superintendent shall discontinue service to such customer and service shall not be resumed until such meter has been put in good order, and a fee of \$1.00 paid for discontinuing and re-establishing service. Meters furnished by a customer shall be of standard make and type approved by the City.

Section 11. All water furnished by the City to its customers shall be measured by meter. When water is furnished for special occasions, or to a contractor or other user of water, and it is impracticable to meter such consumption, all water used will be charged for on an estimated consumption upon written permit issued by Water Superintendent.

Section 12. Should any meter fail to register correctly, the water used by any customer during the month shall be estimated, such estimate to be based on the average consumption of such customer for any previous three months.

Section 13. Should any customer feel that his meter is not registering properly, he shall have the right to make application in writing to have his meter tested. If, when tested, such meter is found to be registering to within 2 per cent of correct, then such customer shall pay a fee of 50 cents for said test. If meter is found registering more than 2 per cent of correct, same shall be replaced.

Section 14. It shall be unlawful for any person, except a member of the fire department or employee of the City to open or use water from a fire hydrant.

Section 15. The City of Hereford shall be authorized to furnish water to consumers outside the City limits upon such terms, conditions and rates as may from time to time be determined by the City Commission, but nothing herein is to be construed as binding the City to furnish any consumer outside the City limits, or to continue such service after established.

Section 16. The City owns and controls all pipe from its water mains or lines to the meter and shall be responsible only for leakage in pipe to the meter. All property owners, their agents and tenants shall be held responsible for all leakage in lines from the meter to and on their premises, and shall pay for such leakage at the usual rate in force at the time.

Section 17. No plumber or any other person not in the employ of the City shall turn on or off water from the meter stop-cock without a written permit from the Water Superintendent.

Section 18. No plumber or any other person shall tap or make a water connection with any main or water line of the City, but all taps and connections shall be made by employees of the City under the direction of the Water Superintendent.

Section 19. No consumer shall supply water to other persons or to other families without the permission of the City.

Section 20. After water has been furnished to any building or upon any premises, the same shall not be extended by any plumber or other person to any other building or premises without the written permission of the City.

Section 21. Every person being furnished with water by the City shall at all reasonable times permit the Water Superintendent or his agent, to enter the premises and building for the purpose of examining pipes and fixtures and the manner in which water is used, and refusal of any customer to permit such examination shall result in such customer being disconnected from the water supply of the city until such permission is granted.

Section 22. It shall be unlawful for any plumber or other person to repair or renew or to attempt to repair or renew service pipe from the mains to the meter, but all such repairs and renewals shall be made by the City.

Section 23. The owner of all buildings used as flats or apartment houses shall have the right to supply all water used in the various flats or apartments through one meter, such water to be paid for in accordance with rates now in force or that may hereafter be put in force by the City.

Section 24. The City reserves the right to temporarily discontinue and to re-connect without notice water supply to all consumers for the purpose of making repairs, connections, extensions and cleaning of mains, reservoirs, or for repairs to machinery, pumps or any part of the water system.

Section 25. It shall be unlawful for any person to individually or in association with others, to willfully break, injure or tamper with any part of the water works system of the City for any purpose whatsoever, or in any manner maliciously interfere with or prevent the operation of such system and the water supply of said City.

Section 26. It shall be unlawful for any person to tamper with a meter belonging to the City or to do anything to prevent any meter from properly registering the water passing through such meter, and it shall be unlawful for any person to divert any water from pipe or pipes of the city, or otherwise use or cause to be used, without the consent of the city, any

water produced or distributed by the city.

Section 27. A violation of any of the above rules and regulations, or a doing or causing to be done by any person or persons of any of the things or acts forbidden or made unlawful in this Ordinance, shall be deemed and constitute a violation of this Ordinance, and for each and every violation of the terms of this ordinance, the person, firm or association of persons shall, upon conviction thereof, be punished by a fine of not less than Five Dollars nor more than One Hundred Dollars, and each day any violation shall continue shall constitute a separate offense.

Section 28. If any section or portion of this Ordinance be declared invalid it shall not affect the validity of any other section, but same shall remain in full force and effect.

Section 29. This Ordinance shall repeal prior ordinances in conflict herewith, but only insofar as the portions or such prior ordinances shall be in conflict herewith. This Ordinance is and shall be cumulative.

Section 30. All the provisions of this ordinance shall be deemed to be incorporated in every con-

tract between the city and its consumers, and each consumer shall be charged with knowledge of the provisions hereof.

Section 31. The City Commission of the City of Hereford shall at all times and from time to time have the right to prescribe rules and regulations pertaining to and providing for the manner and method of extending its mains, and change, take from or add to the rules and regulations contained in this ordinance, and to fix from time to time, rates to be charged consumers for water supplied by the City.

The fact that the City of Hereford is without adequate Ordinances and lawful regulations for the distribution of water in said city creates an urgent public necessity, rendering it necessary that the rule requiring ordinances to be read at more than one meeting be suspended, and this ordinance is passed as an emergency measure, and shall be in full force and effect from and after its passage.

Introduced, passed and approved, this the 4th day of August, 1930.

E. S. IRELAND,
Mayor, City of Hereford, Texas.

ATTEST:
EVA SKELTON,
City Secretary.

Concentrated Sunshine

Many of the elements in Sunshine which give health and vigor are present in the product of the dairy cow. Butter has been called "concentrated sunshine." Butter is a natural food. It provides the substances which build up and replenish bones and tissues. And Nature has given Butter a charming, elusive flavor that imitative Man has never been able to duplicate.

CREAM O' PLAINS BUTTER,
Produced, Made and Sold Here

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Hereford Phone 3

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- Waste Paper Baskets
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- Seal Island Twine
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- 3 x 5 A-Z Index
- Adding Machines
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- Waste Baskets
- Letter Baskets
- Second Sheets
- Record Books
- Rubber Bands
- Invoice Files
- Blank Books
- Sticker Files
- Price Books
- Board Clips
- Steel Boxes
- Brief Cases
- Cleo Paste
- Index Sets
- Bank Pin
- Ink Well
- Mutrage Journals
- Daters
- Desk Pins
- Pen Racks
- Day Book
- Paper Clips
- Cash Book
- Time Book
- Blotter Sets
- Clip Boards
- Order Books
- Eternal Inks
- Stamp Pads
- Postal Scales
- Thumb Tacks
- Carbon Paper
- Cloth Patches
- Receipt Books
- Ledger Leaves
- Wood Cabinets
- Colored Pencils
- Ticket Punches
- Collection Books
- Indelible Pencils
- 4 x 6 A-Z Index
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Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mr. and Mrs. C. O. Phillips were in Hereford Monday. Messrs. R. L. Campbell and O. J. Grable spent Tuesday with Mrs. Ben Ogee. Mr. and Mrs. Cecil Allred visited her parents, Mr. and Mrs. Neal, and his sister, Mrs. D. W. Henry, all of Plainview, last week. Messrs. Jim LeGrand and Ola McBrook were in Amarillo Saturday. Mrs. C. Cretzinger visited Mrs. O. J. Grable Wednesday. Mrs. Gracie Allred and Alma spent Thursday with Mrs. Sam Griggs. Jim LeGrand and children spent Saturday in the Tom McClain home. Messrs. and Mrs. O. J. Grable and C. Cretzinger and Wilbur Brann ate Sunday dinner in the John Boling home. A number from here attended preaching services at Daniel last Sunday afternoon. Sam Griggs and Dick Allred are hauling feed from near Adrian. Mr. and Mrs. Tom McClain called in the Coy Phillips home Wednesday night. We had 56 at Sunday school, which was pretty good for a bad day. Friday afternoon at 2 o'clock there will be a meeting for the

ladies of the community at the Fairview school house. Miss Gunter will explain the work of a community club directed by a county home agent. Let's come and make this a go.

Summerfield

By MRS. L. JOHNSON

W. M. S. met at the church Sunday afternoon when they carried out a program led by Mrs. G. P. Owens on the subject of tithing and using our talent for the Lord. She was assisted by Mrs. Davis, Mrs. Lawrence, Mrs. Huntley and Mrs. B. C. Roberson. The next book to be studied is on how and why of the W. M. U. Mrs. J. H. Murdock was a visitor. The Frio B. Y. P. U. put on a fine program here last Sunday evening. Rev. Clous of Amarillo preached here Sunday morning and night. Mr. and Mrs. Walter Hawkins returned last week from a visit with relatives at Lamesa. Mrs. Beulah Roberson visited the past week end with her son, Charley, and family at Hereford. A. J. Blakemore and family have been enjoying a visit with his brother, Lee Blakemore, of Spokane, Washington. Miss Ruth Lookingbill entertained several friends at her home Saturday night. The Coker family returned from Oklahoma Saturday where they had taken the body of Grandma Coker for burial.

Pauline Hart, Black teacher, spent the week end with Mr. and Mrs. B. E. Roberson. Mr. and Mrs. B. A. Atchley entertained their daughters and families at dinner last Sunday. The many friends of Miss Alma Walker were pleased to learn of her recent marriage to Nat Lunsford of Pampa. Gerald Morgan, Lewis Jay and W. L. Huntley were business visitors in Vega last Wednesday. The primary grades held a big Valentine party at the school house under supervision of their teacher, Mrs. Walker. Mrs. Ray Johnson attended a recital by Mr. Batchelder at Canyon under auspices of the Bayview club of Hereford, given in the home of Mrs. A. M. Jones, last Thursday afternoon, being the special guest of Mrs. Geo. Garrison. Mrs. J. C. Lance of Hereford is staying with her daughter, Mrs. Chas. Walser, this week. Their son, Hollis Walser, is reported much improved of his recent illness.

Ford Doings

By MISS EDITH MANN

There were 92 at Sunday school Sunday. Rev. V. M. Cloyd delivered a fine sermon. The community welfare club will meet with Mrs. Geo. Benson Friday afternoon, February 20. Young people Sunday school class enjoyed a party at the school house Friday night when several guests were present. The E. H. Simpson home has had the scarlet fever quarantine lifted. F. W. Brunson who has been suffering trench throat is able to be up and will have his tonsils removed soon. Little Bessie Lee Casey is ill with bronchial pneumonia. Messrs. and Mrs. T. E. Majors, Donald and Messrs. Earl Wilson and Sprigle all of Hereford were Ford visitors Sunday afternoon. The girls' basketball team played a game with outsiders Wednesday afternoon, the outsiders winning 26-16. The boys will play Progressive team a matched game Friday. Mrs. Fly of Amarillo visited the H. Climer home Saturday. Mr. and Mrs. W. T. Leavell and son, Mr. Starks and Misses Dorothy and Marine Norton took supper in the D. B. Mann home Sunday. Mr. and Mrs. Alford of Amarillo were Ford visitors Sunday. Chester Norton spent Saturday night with Clyde Mann. Mr. and Mrs. T. R. Langley spent Sunday in the H. W. Wilson home. H. Climer left Thursday for Chillicothe, Iowa, where his father recently passed away.

Wyche Items

Mrs. L. P. PERKINS

Mrs. Coker, mother of Mrs. C. V. Burgess, died at her home in the Summerfield community Tuesday morning at 3:15. Mrs. Coker

had been suffering with a cancer on her neck for some time. Sisters of Mrs. Burgess who live in Oklahoma have been visiting the Burgess home the past week. P. G. Perkins visited in the Loerwald home Monday evening. The club met February 10 with Mrs. H. Earl Smith. Miss Gunter made a talk on refinishing furniture. There were several visitors, Mrs. Lee Ott, Gilliam and Roberson, one new member, Mrs. Walker. The club will meet February 24, with Mrs. N. G. Elliston, with Mrs. Perkins as hostess. Judging of articles made by club women will be at the home of Mrs. N. G. Elliston, March 10. Otto Coffman and family of New Mexico visited Mr. Coffman's sister, Mrs. Estes, recently. Louie Kuper, a brother of Mrs. Hoffman of Missouri is visiting the Hoffman home, also a brother of Mr. Kuper and is at the Hoffman home at present. Mr. and Mrs. Ira Ott visited relatives in Amarillo Sunday. Mrs. Alma Hoffman visited Mrs. Kuper, who has been confined in an Amarillo hospital, Monday. Pete Lueb and family and Mr. Rhinehart and family visited in the Thiele home Sunday. The Otts and Thieles canned beef last week. Mr. and Mrs. N. G. Elliston canned beef Monday. Mrs. Tommie Lee visited Mrs. Ira Ott Friday. Mr. and Mrs. Paul Smith visited in the paternal home Tuesday. E. J. Smith of Amarillo has been visiting the past week in the home of his son, H. Earl Smith. Mrs. A. H. Lory of Amarillo, and daughter, Mrs. Ross McDonald of Altus, Oklahoma, spent last Tuesday in the H. Earl Smith home. Mr. and Mrs. E. J. Smith and daughter, Oleta, spent Saturday night and Sunday in the H. Earl Smith home. Mrs. John Gold had several bad days last week but is much better this week. Mr. and Mrs. Dubois Walker spent several days with relatives at Chillicothe last week.

Westway Items

Mrs. PINK GILLILAND

Westway Community club met Friday with Mrs. P. H. Gilliland. Ten members answered roll call with a piece of furniture. I have that I would like to refinish. Mrs. Bess Turrentine gave an interesting and illustrative talk on What to shop for in furniture. Mrs. Gordon Ridgeway gave an interesting paper on Furniture coverings. Miss Gunter in her usual manner of pleasing instruction told how to finish or refinish old furniture. Next meeting will be with Mrs. Joe Landers February 27. Mr. and Mrs. J. H. Landers and Mrs. Luther Gore spent Sunday with the S. B. Campbell family. G. C. Hartman, Grady Wilson and P. M. Houser attended a wheat growers meeting at Vega Friday. Mr. and Mrs. Ben Howton spent Saturday with the daughter, Mrs. P. H. Gilliland. Miss Odessa Campbell spent the week end in the Luther Gore home. Mrs. Grady Wilson and children spent Sunday with Mrs. Ellis Wilson of Hereford. Dan T. Smith of Stratford visited with home folks over the week-end. Misses Estelle and Pauline Wilson spent the week end with their aunt, Mrs. Ellis Wilson of Hereford. Mr. and Mrs. Ira Cocheil and family were dinner guests in the Ed East home Sunday.

Mr. and Mrs. N. P. Sikes and family spent Sunday with friends at Hereford. Miss Bessie Gunn visited with friends at Hereford Saturday and Sunday. Miss Gunter met with the 4-H girls Friday morning at the school house.

Daniel News

By MRS. JOE THURMOND

The light rain and snow of last Thursday will help wheat. The many friends of Etylee Jacobs and Herman Denkil were surprised last week when they announced their marriage, which took place in Clovis December 19. Mrs. Denkil was a senior in the training school at W. T. S. T. C., and he is a prosperous young farmer. They will make their home near Texline. Their friends wish them much prosperity and happiness. Mrs. E. W. Womble of Fairview called on Mrs. Joe Thurmond Monday afternoon. Mrs. Floyd Tomlinson spent Friday with Mrs. W. R. Moore. Rev. Hubert Thomson filled his regular appointment here Sunday and delivered an interesting sermon on "When Jesus comes." Several from Fairview attended and we invite them to come again. Miss Lois Park of Progressive visited Daniel school Monday. The Denkil family have moved to Texline. Irene will be missed at school. Misses Angie Jacobs and Katherine Hershey called in the W. R. Moore home Tuesday night. Pauline Moore was ill last week and had to go to a doctor. Mr. and Mrs. Joe Moore and children ate supper with Mr. and Mrs. Joe Thurmond Sunday. The Daniel school had a Valentine box Friday afternoon which was enjoyed very much by the children. Visitors were Mrs. Hubert Thomson and daughter, Mrs. Joe Thurmond and daughter. Misses Katherine Hershey and Angie Jacobs spent Thursday night with Miss Hershey's parents at Progressive. Mr. and Mrs. Floyd Tomlinson and daughter went to Plainview Saturday to visit her parents. Mr. and Mrs. Durwood Vernon and Mr. and Mrs. Herman Denkil visited Mr. Denkil's sister, Mrs. Ed Ballew, at Umbarger Tuesday, and motored to Amarillo in the afternoon.

Progressive News

By MISS OLIVE PERKINS

Lois and Lucille Park stayed Saturday night with Leatrice Benson. Miss Ruth Botts entertained the young people at the home of her parents Saturday night. Mr. and Mrs. Ray Hershey and Mr. and Mrs. Horace Hershey motored to Lubbock Wednesday to attend a farmers short course. John F. Taylor, president of the Plateau singing convention, and Bob Stratton were visitors at our singing Sunday night. Mrs. Higgins called on Mrs. W. C. Russell Friday afternoon. Mrs. Blakemore was called to Crowley last week by the serious illness of her father, who had pneumonia. Rev. Tompson will preach at Progressive Sunday. Mr. and Mrs. C. P. Caldwell and Eunice visited in the Jeff Roberson home Sunday afternoon. Miss Olive Perkins called on Mrs. Jake Tiefel at Hereford last Tuesday. Mr. and Mrs. Rufus Benson of Shamrock are visiting his father.

Mr. and Mrs. Jim Park and Ruth visited in the Ira Ricketts home Sunday afternoon. Mr. and Mrs. Jim Ricketts spent Sunday at his home. The following people called in the Ricketts home the past week to pay their respects to the new grandson: Mmes. Clyde Klitte, O. Neel, Ray and Horace Hershey, Elwyn Hutsonson, W. C. Russell, Clyde Russell, Orin Russell, and Mr. and Mrs. W. H. Russell.

Mrs. Parks is the first person in the neighborhood to report new crop baby chicks. Mr. and Mrs. Andrews and children of Friona community spent last Sunday with the Bensons. W. L. Davis and family moved to Hereford last week from Lubbock and are living on 25-Mile avenue in Mrs. Ella Burch's residence. Mr. Davis has opened a produce house here.

Nursery Specials for Friday and Saturday

SPIREA	Van Houti, 2 to 3 feet, 5 for	\$1.00
ARBOR VITAE, Baker's	2 1/2 to 3 feet	\$1.90
ARBOR VITAE, Excelsior	3 to 3 1/2 feet	\$2.10
CEDARS, Rosedale	18 to 24 inches	\$1.50
ROSES	Everblooming, large plants, 5 for	\$1.00
CHINESE ELMS, 5 to 6 feet		35c
CHINESE ELMS, 7 to 9 feet		68c
Chinese Elms	Six to Eight Feet	48c
CONCORD GRAPEVINES, 2 years old		09c
PEACH, Cherry, Compass Cherry Trees, 3 to 4 Feet		35c

A GOOD LINE OF HARDY SHRUBS. With a \$10 order will give you free an Althea bush, four to five feet.

J. F. WARD

Phone 250. Hereford

FRIDAY and SATURDAY SPECIALS

COMPOUND, 8 lbs Swift's Jewel	94c
SALMON, Concho, two cans	25c
PRUNES, gallon	41c
OLEOMARGARINE, Golden Troco, lb	13c
PORK & BEANS, Wapco, 3 for	22c
PEACHES, White Swan, in syrup, 2 No. 2 1/2 cans	41c
TOMATOES, No. 2 can	9c
SOAP, Lighthouse, 8 bars	26c
PEACHES, dried, pound	14c
MACARONI, four packages	26c
FOUR POUNDS PECANS FREE with each \$5 purchase	

WE GIVE SILVERWARE COUPONS.

Carl's Cash and Carry Grocery

Phone 324

One Thimbleful -

a Day's

Feed

for One

Chick

Think of it! One tiny thimbleful . . . all the feed a chick can put in its little crop in one day. On this tiny bit it must live . . . grow . . . build bones . . . build muscles . . . start feathers. Think of the job feed has to do!

They must depend on feed for so many things! They get them all in Purina Chick Startena (mash) or Purina All-Mash Startena Chow. 12 different ingredients in every thimbleful. Cod-liver oil, dried buttermilk, alfalfa flour, granulated meat—these and eight others are there!

These 12 ingredients—think how carefully they must be mixed to make every thimbleful alike. Purina Startena and All-Mash Startena Chow are mixed over and over again . . . 960 times just to be thorough! You will find the same care taken with Baby Chick Chow (scratch) . . . to be fed with Startena until your chicks are six weeks old . . . and with Purina Growena (mash) and Purina Intermediate Hen Chow (scratch) . . . to be fed from then on until the pullets are laying at 16 weeks.

How little feed a chick eats . . . just one thimbleful a day . . . yet how important it is . . . how much depends on it . . . the chick's very life . . . its growth . . . what the pullets will do for you next fall and winter when eggs are sure to be worth good money. You can afford to feed only the best . . . Purina Poultry Chows.



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They have no substitute

PANHANDLE LUMBER CO.

1931 completes a quarter of a century in the Panhandle

Our Aim - To Help Improve the Panhandle

You Know It's Good!

There can be no question concerning the quality of the pen-fattened, home-slaughtered meats you get here. If there were ways to furnish meats more sanitary, palatable and pleasing to you, we would use them for your protection. You are risking much if you do not avail yourself of sanitary modern market advantages.

Texas Meat Market



HOW TO SAVE MONEY on LONG DISTANCE CALLS

NEARLY twenty thousand persons have requested FREE copies of a personal out-of-town telephone directory in the last six months. You, too, may find this book helpful because:

1. It tells you how to get the fastest long distance service at the lowest cost.
2. It lists the names, addresses, telephone numbers, and the exact cost of a three-minute visit with your out-of-town relatives, friends, and business associates.
3. It is a handy reference . . . if there is an emergency . . . if you want to tell the folks you're driving up for the week-end . . . if a slight touch of homesickness seems to require a distant voice.

List on a sheet of paper the names of people in other cities you have occasion to call. Mail it with the coupon. We'll send an out-of-town telephone directory, prepared especially for you, without cost or obligation.

Manager Southeastern Bell Telephone Company City

Please send me an "out-of-town number book" containing telephone numbers, etc., of the persons listed on the attached sheet.

Your Name _____

Street _____

City _____ Tel. No. _____

THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



The Whiteface Roundup

Pauline Smart, Editor-in-Chief
 THE STAFF:
 Lois Sowell, class reporter; Maurine Spradley, club reporter; Della Weeden, Society Reporter; Clyde McMahon, Sports Editor; Opal McMahon, Feature and Joke Editor.

The HI-Y Club.

The HI-Y club met in the high school gymnasium on Tuesday night, February 10. So many of the old members were absent that the regular discussion period was omitted. The meeting before the club divided into two teams, working for new members and the losing team is to entertain the winning team in March. The new members present were David Bartley, Dennis Raker, Morris Sowell, Nell Jones, Wilbur Womble, George Smith, Allen Plummer, Clifton Rutherford, Robert Hamilton and Ralph Layne. In the next few meetings we hope to build the club to 30 members, including the old members there are now 22 club members.

Band Schedule.

The band is planning to make several trips soon. The first of these will be to Dalhart next Wednesday, February 25. Other trips are being planned to Dimmitt, Canyon and Plainview.

Mr. Dillehay: It might save someone some embarrassment—
 Jack Russell: Not to paint any more signs on the sidewalks.

Stunt Night to Be Something Extra March 6th

A stunt night is to be held in the auditorium of the high school building Friday night, March 6, and proceeds are to go to help pay for the pep squad girls' suits. These girls still owe a large sum of money on their suits and it is up to you to show them how sincerely you appreciate their work by being present at the high school building on this night.

Every club in town is expected to enter a stunt of not more than ten minutes in length. Valuable prizes are to be awarded to the three clubs that have the best stunts.

The following clubs and classes are to participate in the event. Senior, junior, sophomores and freshman classes, dramatic club, music club, Lions club, American legion, Bayview club, HI-Y club, Cowhands, Girl's Reserves, Home Economics, Glee club, band, and the Junior Music club.

Your time will not be spent unprofitably if you are present, for the program promises to be interesting as well as amusing. Here is your chance to repay the Pep squad for its willing and untiring efforts to better Hereford high school. So come on people! Don't forget the big stunt night, Friday, March 6.

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

The Junior Class Meets.

The Junior class met Wednesday morning, February 4, at the regular time. The meeting was called to order and a member of the newspaper staff, Lois Sowell, gave us a talk on doing our part to make the school page what it should be. We elected a class reporter and hope the Juniors will see how much they can add to the Whiteface Roundup.

It was decided that we would call a meeting of all of the Junior mothers and see if they would help us give the Seniors a banquet. It is customary for the Juniors to give a banquet and if the other Juniors could give one, we can too, but, listen, Juniors, we shall all have to work together and each one do his part.

Hereford Girls Win Over Friona

By a score of 21 to 42 the girls of Hereford high school basketball team defeated Friona, Tuesday, February 10, in the Friona gym.

The maroon and white took the lead at the end of the first quarter by a score of 3 to 5, but in the second quarter they did some outstanding playing and ran the score up to 28-10. The red and white fought gamely and twice made a good showing against Hereford.

Victory was due to superior guarding and team work. Seldom were the Friona players able to penetrate the strong defense of the Hereford guards. The Friona team showed occasional flashes of fast team work, but the consistent play of the maroon and white could not be upset.

The lineup:
 Hereford Friona
 Hartman f Routh
 Smart f Thompson
 Hughes c Calloway
 Mitchell rc Milton
 Sherman g Cogdell
 Weeden g Routh, L.
 Substitutes for Hereford: Marie Seed forward; Lois Sowell, running center; Anita Jowell, guard.

Sophomore Class Meeting.

A sophomore class meeting was called on February 11 for the purpose of appointing a committee to prepare a stunt for stunt night. The committee was appointed by President Russell and told their duties. The ones on the committee were Violet Marrs, Peggy Mitchell and Libburn Ray. When these things had been discussed, the plans for a party are discussed.

A refreshment, decorative and entertainment committee were appointed and it was decided to have the party in the high school gym.

Amarillo last Saturday.

The following people were absent one or more days this week on account of illness: Dora McCord, Caroline Rice, Dorothy Smith and Clyde McMahon.

Violet Marrs Entertains.

Miss Violet Marrs asked a few of her friends to her home for dinner Sunday, February 15. The following guests were served a delicious dinner: Opal McMahon, J. C. McCollough, Ardelle Foster, Sherman Morgan, Virginia Barnett, Hal Kester and Burel Alexander.

Sunday School Dinner.

Mrs. Ward entertained the Winners her Sunday school class with a dinner at her home February 8. Each girl invited a boy and all enjoyed a delicious dinner which was served in cafeteria style. Those present were Pauline Smart, Liston Wilson, La Verna Womble, W. B. Wilson, Martha White, Robert Bell, Opal McMahon, J. C. McCollough, Marie Seed, Woodrow Ireland, Maurine Spradley, Clyde McMahon, Virginia Cox, W. B. Schelhaugen, Pauline Fincher, Hawthorn Bryant, Margaret Brown, Elmer Matthews, Roy Ward, Mr. White and Alberta Davis.

Do You Write?

The staff of the Whiteface Roundup would appreciate any help from members of the student body. They do not possess the thousand-and-one ears and eyes necessary to get all the happenings around the high school.

Try out your gift of recording what you see and hear and what you think will be of interest to the student body. This will help you as well as the entire school. Contribute and let's see what an interesting school page we can have.

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

Out SMART-ing 'Em

Smile and Hello.

The young people and students of H. H. S. have long had the reputation of being found in groups that are extremely hard, if not practically impossible to penetrate. New students who move here to go to school in Hereford usually find it rather uncomfortable for the first week or two. Students, are we to feel that this is a compliment to our dear of H. H. S? No, it is a thing we all must be ashamed of, and we must change. We must show to the world this is, not a characteristic of our school.

To prove that the above is not true, we must be friendly and smile. A person always has more friends when he smiles than the fellow who goes by with his nose in the air or the other type who wears a perpetual frown. A grouchy person and a stuck-up is always casts a shadow on those with whom they come in contact.

A smile will make more real friends than even great deeds. Lindbergh made himself many friends by his daring flight across the ocean, but he has made thousands of friends by his cheerful smile and the fact that he has never at any time become a victim of stuck-up-iveness. Some are athletically popular; some are not. Some are unusually smart in their school work, and some are not. Yes, we are all equal when it comes to human behaviour. Is there any reason why the one who is athletically popular should not give the one that is not a smile, together with a cordial "hello"?

Come on, students, snap out of it and meet everyone with a real friendly smile and a cordial "hello".

Hereford Defeats Friona.

Friona lost to the Hereford team by a score of 8 to 9 Tuesday night in the Friona gymnasium.

The game was bitterly contested and the better team won. Neither Friona or Hereford was able to score more than three points over their opponents at any time during the game. Friona stayed three points ahead of the maroon and white during the last half until one minute before the final whistle blew. Gregory made one free throw and Carroll made a free throw and a short two point shot. This made the score 8 to 9 in Hereford's favor.

The lineup:
 Hereford Friona
 Wilson f Lacy
 Carroll f A. Drake
 Curtlinger c Johnson
 Higgins rg W. Crane
 Ireland lg C. Crane

Four new students have entered high school since mid-term. They are Edwin Holland, Robert Holland, Littlefield, Joe Garrett and James Garrett, who have been attending the Price Memorial College at Amarillo; and George Greer, Dawn. We wish to extend a hearty welcome to you and we hope you find it pleasant here.

Reavis: What is an amateur, Miss Veeney?

Miss Veeney: Don't you know? Reavis: Yes'm, but I just wanted to see if you knew.

Canyon Boy (at the Hereford-Canyon game): He's walking with the ball.
 Milton Orr: Oh, you wouldn't know the difference in this speedy age.

What would you do to a chemistry student who, after four months of study, still thought steam was merely water that was crazy with the heat?

Found: One heart in good condition. Milton Orr.

For Sale or Trade: one civics note book to next year students. I can attest as to the value of the work if you will see me personally. Addine Hastings.

We wonder why we haven't seen any girls wearing Cowhand sweaters.

Miss Crawford: We are supposed to open our mouths wide enough to get three fingers in.

Travis C.: But, Miss Crawford, look how large my fingers are.
 Miss Crawford: Yes, and look how large your mouth is.

56 Pupils Are Admitted As Good Writers

Fifty six children in the sixth and seventh grades of the Hereford schools were admitted to the Good Writers club during February, according to a letter received by Miss Jeanette Rogers, teacher of penmanship. The club is sponsored by the American Penman, and membership is based on good writing. This makes a total of 81 members in four, sixth and seventh grade sections. All except four in one room of forty children are now members of the club. This is a splendid record and it is hoped that others may reach the standards set for membership before the close of the year.

Science Pupils See News Reels

The science classes of Hereford high school have been treated to a series of news reels during the past week.

The apparatus was set up and operated by Mr. Hudson. The first story to be shown was of two reels and showed the process of making bakelite by mixing two familiar liquids, formaldehyde and carbolic acid. It was very interesting to note the thousands of uses of this substance made by two liquids and to know that it is used in each home many times every day.

The next story was a one reel explanation of the Serval Machine shops. In this story the making of an air compressor was traced from its molding to its finishing, also the various occupations that one may acquire in Serval Machine shops were showed.

These films are sent to high schools by the bureau of education at Austin, practically free of cost, the only expense being the postage.

Personal

Mary Inez Hough spent the week end with her parents in Hereford. She is an ex-H. H. S. student who is attending school at W. T. S. T. C., Canyon.

Erle Marie Foster spent the week end with home folks. She is attending school at Canyon.

Miss Ruth Marie Mountz and Miss Mary Elizabeth Stanford attended the opera, The Flying Dutchman, in Amarillo Saturday.

Miss Virginia Barnett and Miss Wilma Jo Jones motored to Amarillo Saturday.

NOTICE TO CREDITORS

STATE OF TEXAS, County of Deaf Smith, TO THE CREDITORS OF E. B. HANDLEY:

You are hereby notified that E. B. Handley, of the County of Deaf Smith and State of Texas, whose trade names are, Hereford Motor Company and Hereford Finance Company, on the 30th day of January, 1931, executed a deed of assignment, conveying to the undersigned all of the property belonging to the said E. B. Handley, for the benefit of his creditors, and that the undersigned has accepted said trust and has duly qualified as required by law. All creditors consenting to said assignment must, within four months after this notice, make known to the assignee their consent in writing and within six months from the time of the first publication of this notice, file their claims against the said E. B. Handley, the Hereford Motor Company, or the Hereford Finance Company, with the undersigned, who resides in Hereford, Texas, which is also his post office address.

Witness my hand on this the 31st day of January, 1931.
 CRISS RENFRO, Assignee.

Victory Over Canyon Closed Girls' Season

That exciting game with the Canyon Eagles Saturday evening closed the 1931 season for the girls. The final score was 26 to 35 in Hereford's favor.

The scores were nearly the same throughout the game until the last two minutes of play, when the locals bounced the score nine points to the final count.

This has been a successful season for the girls, having won nine out of sixteen games.

There is a brilliant outlook for a better team next year, as several of the first team will not graduate and there is also more good material that can be used next year.

At Dimmitt hogs are paying \$1.30 a bushel for ground wheat. J. G. Davis, Castro county farmer, has found that he can produce one pound of pork with four pounds of ground wheat.

Home - Cooked MEALS

HOME - BAKED PASTRY

CLUB CAFE

Phone 498

Worth Your While

You have to pay for the gas you burn, but you do not need to burn any more than JUST ENOUGH to get the results you want.

IT IS A UNIQUE VIRTUE of natural gas that RESULTS ARE BETTER when you burn just enough than when you burn more than is necessary. Economy and satisfaction make a happy combination that comes from burning gas in the RIGHT WAY.

THESE RIGHT WAYS of burning gas are worth your while. The recommendations and suggestions which our experts offer you mean money and satisfaction to you if you will but use them.

You may be satisfied, and, yet, we can show you how to get still better results. It's very simple and easily done. The great rub of the matter is that the better you burn gas, the less gas you need to burn. It is an actual fact that improving the results you get from the gas also cuts gas bills. We want you satisfied.

West Texas Gas Co.

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



The New Chevrolet Sport Coupe—Product of General Motors

72% of all Chevrolets are still in use

During the past 20 years the American public has purchased 4,883,865 Chevrolet cars. Seventy-two per cent of these—3,511,651—are still in active service! Such a record demonstrates the soundness of Chevrolet's policy of building the very best car possible for the price. This policy has brought many important benefits to the buyers of low-priced cars,

and these benefits end even fuller and finer expression in the Chevrolet Six of today.

"New low prices"

Roadster, \$475; Sport Roadster with rumble seat, \$495; Coach or Standard Five-Window Coupe, \$545; Phaeton, \$510; Standard Coupe, \$535; Sport Coupe (rumble seat), \$575; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650. Prices f.o.b. Flint, Mich. Special equipment extra.

NEW CHEVROLET SIX

The Great American Value

See Your Dealer Below

Brumley Chevrolet Company, Inc

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, \$388 TO \$666, F. O. B. Flint, Michigan

Locals

Mrs. Grace Edwards and daughter, Alice, and son, Donald, and Richard Wright and Hy Shafer, all of Gage, Oklahoma, were week end guests of Mr. and Mrs. L. J. Bennett and Mr. and Mrs. E. E. Fridley. Mrs. Edwards is a daughter of Mrs. Bennett.

Why is it that RICE'S Instant Tire Service is constantly increasing? The secret is SERVICE.

Brunswick Super-Service tires and Air-Fast (puncture-proof) tubes. Oh, boy, what a combination. RICE sells them. Accent on SELLS.

If your hogs or poultry are not doing well, it's nine to one chances they are wormy. Our worm capsules are guaranteed. Corner Drug Store.

No, sir, the radio season is far from being over. Tubes and batteries at RICE'S.

Mrs. O. T. Behrends, who was formerly Miss Dollie Ward, is enjoying a visit here from her brother, Ted Clancy, of Cleburne. This is the first time the brother and sister have been together within 18 years.

Black Leg Vaccines. Corner Drug Store.

Dr. Stuart Browning, dentist of Amarillo, was a dinner guest Sunday of Dr. and Mrs. B. M. Wiltshire in their new home on East Third street. Dr. Browning and Dr. Wiltshire were school mates in their college training.

The chains are just as essential to your tool kit as a jack, RICE sells Weed's best.

Post Cards, Many Local Views, Corner Drug Store.

Close to a million acres were terraced in Texas last year. This work is the growth of science's counter attack against soil loss and moisture loss.

4.50 x 21 Brunswick tires, \$5.95. Insured? Of course. At RICE'S.

Mr. and Mrs. J. B. McMinn of Canyon visited in the home of his sister, Mrs. J. F. Ward, Monday.

Mrs. L. H. Shore is improving this week from an infection in her foot. She was seriously ill last week.

Why worry with that old car jack? Throw it away and get a good one at RICE'S.

J. E. Beyer visited his daughter, Mrs. Harold Hicks, in Fort Worth Sunday, where Mr. Hicks is attending the Baptist seminary. Mr. Beyer stated he learned that Rev. L. N. Lipscomb, Methodist presiding elder of this district, was on the train which barely escaped being derailed recently when someone removed rails from the track.

Mrs. W. J. Gilliland and son, Mat Gilliland, spent Thursday night in Elk City, Oklahoma, with a brother of Mrs. Gilliland.

Mr. and Mrs. J. C. Parker, of Portales, were in Hereford Sunday and Monday.

20 x 4.40 Brunswick tires \$5.25, and insured. RICE sells them.

Mr. and Mrs. Mark Hanna arrived home Sunday from a three-weeks trip to Hot Springs and other points in New Mexico.

Artis Russell is at home from the University of Texas for a visit with his parents, Mr. and Mrs. W. H. Russell.

Mr. and Mrs. N. C. Vogele were in Canyon Sunday evening to attend the Christian Scientist lecture.

Mrs. Geo. L. Muse and Mrs. G. W. Brumley recently left for Mineral Wells where they expect to remain until spring.

Mrs. Leland Smith of Dimmitt and Mrs. Rankin Reynolds of Amarillo are visiting their parents, Mr. and Mrs. R. M. Dunn. Mr. Dunn has been on the sick list the past week.

Mr. and Mrs. W. F. Gillis were in Amarillo and Canyon Sunday.

Dr. and Mrs. G. W. Heard visited their son, George, in Canyon Sunday, where he is in college.

John Renfro and family returned home last week from Temple where Mr. Renfro underwent an operation.

Dr. Kenneth L. Miller, nephew of A. H. Phillip and Mrs. J. C. Rogers, who has visited in Hereford several times in the past, has recently been appointed chief of the dental hospital of New York City. Dr. Miller is a graduate of Nebraska dental college and has done post graduate work in Forsythe dental clinic in Boston and served as interne as Crestman dental clinic in Rochester, New York. The dental hospital of which Dr. Miller will be in charge, is a part of the Grassland hospital of New York City, under the direction of the State Welfare Board.

Mr. and Mrs. W. E. Hicks left Monday for a two weeks visit with relatives near Wichita Falls and Fort Worth.

A communication from Temple to relatives here states that Mrs. L. W. Caryle is recovering from an operation performed last week.

FOR JOB WORK, TRY THE BRAND

Speaker Gives Inspiration To Lion Members

A short address on Hereford's future attainments if all worked together, if all extended themselves just a little bit, was made by Joe L. Pope, newly-elected chamber of commerce manager, at the Lions club luncheon Wednesday.

Indifference of the citizenship to moral uplift and civic growth was called the sin of the age by the speaker. He said that he had found in his work that only three per cent of the people of any community ever made any special effort for its improvement and that psychologists claimed that the intellectual class never utilized more than three per cent of its mental powers.

The program was in charge of Roy Arnold, and one feature was an introductory solo by Gaston Baer, merchant of the city. There were 15 in attendance. Visitors were Gaston Baer, A. H. Streu, H. K. Whaley and Joe L. Pope. R. O. Dunkle was appointed to prepare a program for next Wednesday and Volney Downs for Wednesday week.

CHAMBER OF COMMERCE

(Continued from Page One)

For the general weal. These men have said to me, 'We are with you with thought, time, efforts and money to the fullest measure of our ability, because we have faith in Hereford's future, because Hereford is our home, because we love Hereford, Dear Smith county and the great Panhandle-Plains areas of our incomparably wonderful state.' These expressions account for my determination to become a resident of Hereford. I know that we shall unitedly succeed, actually to the amazement of the most optimistic and expectant citizens among us.

Even if these statements are interesting; I am not unmindful of the fact that Brand readers will be more concerned with some of the projects suggested as possible items in the program of activities in which every devoted man and woman will be asked to engage, during the incoming fiscal year.

Several Projects Named.

Following are suggestions worked out by a special committee of the chamber of commerce at a meeting Tuesday morning, and sent out for the consideration, criticism and approval of the hundreds of citizen in Wednesday's mail:

Railroad extension, highways, farm cooperation, industrial development, trade extension, county fair, parks, play grounds, paving extension, hotel, gas rates, public city, schools, city beautiful, trades day.

In connection with the questionnaire, request is made that each recipient supplement the suggested list by such matters as may appear to him or her as being worthy of inclusion in the program of the chamber of commerce.

It is stated that the committee anticipates an immediate response to the questionnaires. If this expectancy is fulfilled it is stated that a complete working program may be announced within a week.

Outlook Is Splendid.

Judge Slaton, president of the chamber of commerce, states unreservedly that he considers the outlook for Hereford and Deaf Smith county the best known. Activities in which he and associates have engaged in connection with the Texas & Pacific Northern railroad have borne, and are bearing the results desired. They are now giving a major measure of attention to highway improvement within the county.

Membership Campaign.

It is stated by officials of the chamber of commerce that the membership campaign is now under way in preliminary form, and will be the basis for increased activities of the organization during the spring and summer months. The hope is expressed that every citizen who loves Hereford may enter immediately and wholeheartedly into the program. It is pointed out that to become more 'Hereford-Minded' is the privilege as well as the duty of every man and woman living in Hereford.

CIRCULATION

(Continued from Page One)

This is a business proposition worthy of consideration by any organization. Smartness will not be the test of a winner, but energy and salesmanship ability will put any group in the winning class.

Organizations Will Compete. While the work will be done through individuals, no person will be allowed to compete for himself. Leaders of organizations are requested to call at the Brand office at once and discuss the opportunities offered for accumulating some club funds within a short time. Practically every club and organization in Hereford and Brand has designed the drive to enable several clubs to capitalize on subscription-getting.

Every organization candidate must be acceptable to the Brand, be properly authorized to solicit subscribers and furnished with necessary blank forms for keeping correct records.

AGRICULTURE CLASS IS ENTERTAINED AT DIMMITT

Dimmitt, Feb. 17.—The agriculture class of about 16 boys and instructor, B. H. Hopkins, of Hereford were entertained here on the night of February 10 by Prof. T. V. Weaver and his vocational agricultural boys. Each of the boys reported on his major projects for the year, and then Prof. Frank Phillips, of Canyon, made an address. Refreshments were served at the end of the program.

Home Demonstration News

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

The county home demonstration Council meets Saturday, February 21, at 2:30 in the club room in the court house in monthly business session. Every club is supposed to have delegates present.

Miss Minnie Mae Grubbs, district home demonstration agent, visited the Ward girls' club and Ward home demonstration club last Wednesday, and made the remark that she enjoyed the day spent in that community very much. She encouraged the women and praised the way they were taking hold of the work. We trust she can visit other clubs in the future and give the same report.

Women in rural clubs are working on living room projects to be exhibited at the first meeting of their clubs in March. The foot stools seem to be the most popular article from the list. Magazine holders and braided rugs seem second and pillows and book shelves third. These articles will be judged by the agent and the best articles from each club will be brought to Hereford for a general display from all over the county the last of March.

Miss Gunter will give a demonstration on making American cheese at Mrs. Walter London's Wednesday. The following recipe will be used and for those who are interested in making cheese in the home, further information may be had for the asking at the agent's office on Saturdays:

American Cheese. Use fresh sweet milk, 3 1/2 gallons. Night's milk may be used if cream is well stirred. Put milk in big dish pan or tub and heat to 88 degrees, using a dairy thermometer in the pan all the time. Add cheese coloring, 1/4 tablet that has been dissolved in 1 tablespoon of cold water. Then add the rennet tablet 1/2 of a tablet that has been dissolved in 1 tablespoon of cold water. Stir milk slowly until rennet has been thoroughly dissolved.

Allow to stay covered 30 to 40 minutes without being disturbed. Now cut the curd with a long butcher knife both crosswise and lengthwise. Place on stove and heat gradually until temperature reach 100 degrees. Be careful not to heat too fast, about 2 degrees to 5 minutes. Drain off whey and when curd has thoroughly drained add 1 tablespoon salt and pack into press that has one of the flour sacks in it.

Put weight on top of press and let set 24 hours, then remove from press and cover with fresh melted butter that has no salt in it. Let set two weeks, turning every day before covering it with a coat of paraffin. Then store in a place that has a regular temperature of 50 to 60 degrees. Let set for one month.

Equipment: 1 large dishpan, a dairy thermometer, home made press, 2 clean flour sacks. Materials: 3 1/2 gallons of whole sweet milk, 1/4 cheese coloring tablet, 1/2 rennet tablet, 1 tablespoon salt.

Resolutions of Respect.

"Whereas, God in his infinite wisdom has seen fit to call unto himself the mother of our dearly beloved Brother and Sister, N. E. Brother and Sister Gass have

been for years faithful and loyal members of Hereford Rebekah Lodge No. 236, and, whereas, we are especially sad on this occasion when they will miss her presence in their home. Remembering that any good we may do should be done now, for we pass this way but once. Resolved, that we humbly submit to the will of Him who doeth all things well, and that we extend to our brother and sister and families our sincere sympathy and love in this, their great loss. Second, that a copy of this resolution be spread on the minutes and a copy mailed to Brother and Sister Gass. ALLIE ELLISTON EDNAH PARK ETHEL FRIDLEY.

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

STAR THEATRE

TODAY Thursday, February 19th Ramon Novarro Renee Adoree and Ernest Torrence in "Call of the Flesh" Matinee and Night



Wednesday and Thursday of Next Week, February 25-26 Charles Farrell and Jaynet Gaynor Two favorites, in "The Man Who Came Back"

Friday and Saturday February 20 and 21 Richard Cromwell, Joan Peers and Noah Beery in an old, well-loved story— "Tol'able David"



Monday - Tuesday February 23 and 24 INA CLAIRE FREDRIC MARCH "The Royal Family of Broadway" A Paramount Picture

HOUSE FURNISHINGS

Every department of our store is full of fresh and up-to-date home furnishings. All of our goods are being offered at SPECIAL ADJUSTED PRICES Four-piece Walnut bedroom suite, \$185.00 value, at a low adjusted price \$129.75

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American Poultry Association Certified Baby Chicks Hillside Hatchery, Hereford

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CHEVROLET USED CARS Brumley Chevrolet Co. "A Reliable Institution"