

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 7.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, FEBRUARY 26, 1931.

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Counties to Talk South-North Route

Conference is being planned at Dimmitt at 2:00 o'clock Friday afternoon, in which judges and commissioners from Hale, Castro, Oldham and Deaf Smith counties and representatives from county seat commercial organizations are expected to participate, as an essential preliminary of the program seeking designation as a state highway on the road leading northward from Plainview, through Dimmitt and Hereford to Vega.

Jim E. Hill, T. E. Seigler and A. O. Thompson, special committee, and perhaps other representatives of the Hereford Chamber of Commerce, will attend the meeting at Dimmitt. The hope has been expressed that this program may be advanced with sufficient expedition to assure some measure of work for the unemployment in this portion of the state.

Attention has been called to the fact that in order for counties to share in the emergency appropriations from the Federal highway department, definite action must have been taken on preliminaries and contracts before the first of September this year. If action is delayed beyond the time indicated, the emergency portion of the Federal appropriation will be withdrawn.

It has been learned by officials of the chamber of commerce that numerous counties in this portion of the state are hurrying up their programs in order to become eligible to share in this emergency fund.

Sub-Committee Will Ascertain Use of Caliche

Determined not to be lagging in the matter of highway improvement, the Hereford chamber of commerce has supplemented its regular highway committee, composed of John McLean, chairman; L. Baskin, S. P. Rosson and J. A. Pitman, the appointment of what is called sub-committee "A", made up of Jim Hill, chairman; T. E. Seigler and A. O. Thompson.

Letters sent out in connection with the appointment of the sub-committee, to the regular committee of the chamber of commerce, are as follows:

"The chamber of commerce recognizes the highway development of Deaf Smith county as being the paramount issue, claiming the attention of our organization during the oncoming spring and summer months. We are also conscious of the fact that the duties are going to be so many and so varied that it will not be fair to ask the personnel of our highway committee.

(Continued On Last Page)

Two Years for Roy Scott On Car Theft Bill

Punishment of two years in the a jury to Roy Scott for theft of an automobile in Hereford last month.

When Scott was called before the bar of justice Friday afternoon, he arose and entered a plea of guilt to stealing R. J. Kibbe's car, but in accordance with criminal procedure, a jury was empaneled and evidence was presented through the witnesses.

The state submitted proof that the car had been stolen by defendant, and defense counsel, W. H. Russell, quizzed most of the witnesses as to peculiar actions of Scott which might indicate that defendant was not of sound mind.

It was shown that Scott had made no effort to conceal the car, though he could easily have placed it behind the Owen house or behind the barn, and Owen, his brother-in-law, testified that he saw his wife had noted the young man was given consciousness and often relapsed into apparent stupor, from childhood up to the present. Sheriff John B. Miller

(Continued On Last Page)

Gas Inspector Puts 'OK' On Local Meters

Laten Stanberry, state inspector of the gas utility division of the Texas railroad commission, spent Tuesday in Hereford, inspecting and testing meters of the West Texas Gas company for correctness of registration of gas passing through the instruments.

Meters of consumers who had large bills in January were tested and found to be normal, according to Mr. Stanberry. While there was a variation of around one per cent, as many slow as were fast, the inspector said it was a normal condition as long as the meters remained within a fluctuation of three per cent either way.

Mr. Stanberry was sent to Hereford by the railroad commissioners upon invitation and request of the local city commission who believed the citizenship should be furnished an official report with respect to meters.

Would Promote Better Urban-Rural Spirit

As the result of a conference held recently by Judge John P. Slaton, other officials and members of the chamber of commerce with Miss Emma Gunter, Deaf Smith county home demonstration agent, the conclusion was reached that there shall be a number of programs provided for the citizens living on farms in this territory during the spring and summer months.

Judge Slaton assures Miss Gunter, on behalf of the chamber of commerce that his organization will be most happy to cooperate in the task of furnishing music, speakers and other features as may be desired. Miss Gunter expressed deep appreciation by reason of this showing of friendly interest on the part of the chamber of commerce, in the friends with whom and for whom she is engaged throughout Deaf Smith county. She made the statement that she will make requisition upon the chamber of commerce under authority of statements made by the president.

Speaking about the conference and his ideas as to cooperation with Miss Gunter, Judge Slaton said: "In helping Miss Gunter with her program of work and entertainment in behalf of the people on the farms, we are merely doing that which we have all along desired to do. Miss Gunter is opening the way through which we may be of assistance to our friends and neighbors living outside of the city of Hereford. We are glad to have this part in such a constructive work. It is really a credit for those of us who have not given the matter thought, to properly evaluate the services being rendered by our home demonstration agent to the ladies and the girls on the farms in Deaf Smith county.

"When Miss Gunter calls on us for help, she is going to find us not only willing, but ready to render every assistance of which we are capable. This is Hereford's business, and we appreciate the leadership of Miss Gunter in bringing about happier and more prosperous conditions in the rural homes of this territory."

(Continued On Last Page)

Will Build Home.

James V. Hatcher has let a contract for construction of a residence on the corner of East Fifth and Lawton avenue. Work will begin soon on the structure.

CITY OFFICIALS EFFECT UNIT TO LOWER GAS RATES

A permanent organization of city authorities was effected Tuesday in Lubbock for the purpose of working together to get a better deal with the gas company on rates. E. S. Ireland, mayor of Hereford, was elected one of the vice presidents.

(Continued On Last Page)

FIVE ENTRIES FOR FAT STOCK SHOW



In the picture, left to right: First two calves are those of Addison Hunter, who is shown in charge of one of his 1000-pound yearlings. The next two belong to Bud Barnett, who lives near Black. One of these baby beeves was one year old on Washington's anniversary. This project, as well as that of Addison Hunter, was highly complimented by members of the livestock feeding tour.

Wheat Feeding Tour Attracted Over 200 People

Starting out with 128 and passing 200 at luncheon time, a crowd of men and women traveled over 100 miles Monday on a livestock feeding tour, getting first hand information on what individuals are doing in the feeding of dairy cows, beef cattle, baby beeves and hogs. Among the trippers were farmers, ranchmen, bankers, merchants and 30 vocational agriculture students from high school. Delegations from Vega and Dawn also joined the educational tour.

(Continued On Page Seven)

Independence Day Program at Central School

A Texas Independence program will be held at the Central school next Tuesday, March 3, at 3:30 o'clock in charge of the Parent-Teacher association. The following program has been announced: Assembly song, The Eyes of Texas; prayer and remarks Mrs. H. C. Van Bibber; song, Our Texas; by chorus; announcement of characters of Texas history period for 1519-1836; piano solo by Viola Bery Phillips; Texas characters, 1837-1845; reading, Laska, Mrs. D. W. Hawkins; Texas characters 1846-1931; song by chorus. Mrs. H. R. Fritts will have charge of the school age group in the study course which begins at 2:45 o'clock Tuesday. As speakers she will have Mrs. Charles Donald, Miss Mary Bradley, Mrs. Jerome Buchanan and Mrs. Dooler.

Operate Garage.

Huckert & Pinkert are announcing a partnership for operation of a garage in the Clark building on the corner of West Second and Miles. The firm will be in the same building with Lanham's filling station.

MASONS GET INSPIRATION FROM WASHINGTON'S LIFE

Washington's birthday is always a memorable occasion to Masons in America, and local Masonry honored the father of his country Tuesday night with a suitable program. George Washington was at one time worshipful master, presiding officer, of his lodge, calling his brothers from refreshment to labor and labor to refreshments in the same manner as is done today.

Each year on February 22, or as close to that date as convenient, the Masonic order meets in its respective lodge rooms throughout the United States to hear speakers retell the story of Revolutionary men and recount the lives of honored heroes who were Masons—characters and events that never grow old.

Fire Consumes Ball Residence, 25-Mile Avenue

The residence occupied by Arthur Clarke and owned by Frank Ball in the 700 block on 25-Mile avenue, was consumed by fire early Tuesday morning. Some insurance was carried on the building, according to Mr. Ball. The contents were a total loss, also.

Mr. Clarke was the only member of the family at home Monday night and at two o'clock he was awakened by smoke pouring into his bedroom from a closet. What started the blaze could not be determined.

The local fire department was on the scene in short notice, and while they could not prevent the loss of the Ball property, spread of the flames to adjoining homes and outbuildings was prevented.

Mahoney Gets Suspension In Cattle Theft

Criminal cases were shunted aside Wednesday in district court for some civil matters, and as no jury will be available next week it is indicated that the criminal docket will not be cleared up this term.

Ernest Hanson was freed of the cattle theft charge lodged against him by a grand jury during the last term. Pat Mahoney was given a five-year suspended sentence for his part in transporting several head of cattle, belonging to J. W. Vick, and selling them to the packing house in Amarillo.

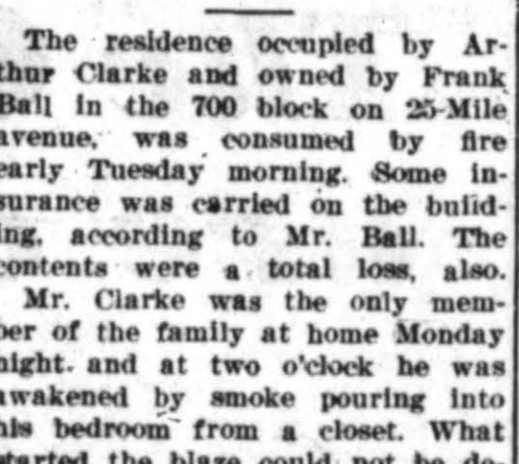
Frank Barber, Jr., was given five years, with recommendation of a suspended sentence, by a jury Friday afternoon at 4:15 o'clock, after a few hours deliberation. The guilty verdict was returned on a charge of attempted assault.

This was a companion case to the capital statutory charge against Charlie (Buddy) Jones, in which Jones was found guilty by a jury just before Thursday noon and punishment was assessed at five years in the state penitentiary.

Clean-Up Work.

Cleaning up of vacant lots on Main street was begun Wednesday in order to furnish jobs for a few men who are unemployed at present.

Shouting 'extras' on the same street corner in Baltimore, Md., for 55 years, Edward P. Snyder, above, 67, claims to be the oldest newspaper vendor in the United States. He has never held any other position.



Build Playground for Our Kiddies by Attending 'Patsy'

A real dramatic treat is in store for those who enjoy stage productions. "Patsy" is something new, something novel in the way of play attractions, and the public is warned to reserve a seat at once in order to avoid the rush that is sure to occur at the high school auditorium Friday night, February 27, for it will be for one night only.

The Lions club, in cooperation with the city commission, has assumed the undertaking of equipping a part of Lake Park for a kiddies' playground, and it will require quite a sum of money to put in the necessary apparatus for the children where they may find pleasure and rosy cheeks and be able to grow up strong and healthy.

To allow everybody to participate in the worthy enterprise, the service club has prepared a string comedy, "Patsy", with a full cast of local talent, and invites everybody in this section to buy a ticket, have the fullest enjoyment in the funniest play ever staged, and give themselves a permanent pleasure in having a part in a community project that will be of lasting benefit to nearly every home within traveling distance of Hereford.

Reserved seats are on sale at the Corner Drug store at no extra cost. Admission charge has been set at a low price, at only 35 and 25 cents, so that none will have to deny themselves of what the event has to offer. One thousand tickets have been printed, and the kiddies are expecting you to get a ticket even if all standing room has been reserved. Regardless of whom you may purchase your tickets, go to the Corner Drug store immediately and select the best seat to be had, having your stub marked with the row and seat number.

"Patsy" is a comedy-drama of everyday life with its tragic points overdrawn to make the play one of the smartest comedies ever brought to Hereford. No one was hired to put on the play; every character and responsibility have been assumed by local people, and all the money outside of some small and necessary expense, remains at home to equip the children's section of Lake Park.

The standard of this play so recommended itself to Harley Sadler that he has used it time and again to the delight of full houses. Save Friday night for "Patsy" and you will never regret it.

Act I. Is about whether or not the family will buy a new car, and if Patsy is in trouble, going crazy or both.

Act II. How Patsy was crazy, and won a loving cup and the lone-some club is formed.

Act III. Getting to go to the country club. Pop sets his foot down on certain things and peace comes after a family

Hopes To Get Highway No. 60 Complete First

Representative of the Hereford chamber of commerce and Deaf Smith county, John P. Slaton will head a delegation to Amarillo Tuesday noon to attend a meeting in interest of organizing a Texas United States Highway No. 60 association. This organizational meeting for the state of Texas will be in preparation for the national organization meeting in Enid Monday, March 9. It has recently been stated in Hereford by those in touch with the Texas highway commission's program of work and activities of construction forces throughout the country that Highway No. 60 will likely be the first one completed in the United States coupling the Atlantic and Pacific oceans.

If it is with this thought in mind, according to statements of Judge Slaton, that the people of this city and county are bestirring themselves. It is desired to get No. 60 in shape to have some of the Federal highway bureau's emergency money expended in Deaf Smith county.

Free Clinic On March 7 to Aid Crippled Young

The Civic Clubs of Amarillo have undertaken to restore to useful citizenship the crippled children of the Panhandle area. A clinic and general survey of crippled children will be held at the Northwest Texas hospital in Amarillo on Saturday, March 7. This clinic will be held by Dr. W. B. Carroll and his staff of associates from the Scottish Rite Crippled Children's hospital of Dallas, with the cooperation of the Potter County Medical Society.

All of the crippled children in this area are invited to be present for this clinic.

During the past two years 112 cases have been handled at the cost of approximately \$14,000, almost all of these children have been unable to defray any part of the expense.

"We are sure that there are several children in your area who are in need of some restoration work," writes J. C. Paschal, chairman. "We can handle cases of infantile paralysis, clubfoot, hairlip, cleft palate, spinal curvature or almost any bone disease. Children whose parents are financially unable to assist with the expenses for their treatment will be handled in the same manner as if they were able to pay the total cost thereof. We are not asking for any cash donations, but feel that you are vitally interested in this work and will cooperate with us."

On March 10 and 11 the Crippled Children's Council is staging review under the direction of Mike Hollander at the Municipal auditorium in Amarillo. All of the proceeds arising from these performances go toward defraying the expense of this work. Hereford civic clubs will have tickets for sale.

HEREFORD DELEGATION AT SANTA FE ROAD MEETING

E. B. Black, S. P. Rosson, Jonathan Pittman and Joe L. Pope, representing the Hereford chamber of commerce, left Wednesday to attend an important highway meeting in Santa Fe Thursday. It is expected that representatives from many of the middle and southern and southeastern sections of New Mexico will be in attendance.

The Hereford delegation joined delegations from Clovis, Portales and others starting from the Curry county capital. State officials of New Mexico will be in the conference at Santa Fe, and work pertaining to highways connecting that state and Texas will be the principal matter discussed.

It is anticipated that the Hereford delegation will return either Thursday night or during the forenoon Friday.

Speegle Has Station.

J. E. Speegle, amiable real estate man, is announcing that he is in charge of the Service-U-Like filling station on West Third street across from the city hall. This is now Phillips station No. 2. Mr. Speegle invites his motorist friends to call on him for oil, gas, and

Clubs Lining Up To Take Cash Prizes

There have been some entries in the Brand's \$500 cash distribution campaign for increasing the number of readers, but the field is far from being covered and there is plenty of room for several more and ample latitude for prize-winning.

This is nomination period, little solicitation has been done, and all clubs that enter during these opening days will get equal opportunity for getting credits. Fill out the nomination blank at once and send or mail it to the Brand office. Get your supplies and instructions here for all your workers and have them lined up to do some intensive work.

Clubs are not limited to their own communities. A few seemed confused in the nature of the campaign. Individuals are not eligible, only organizations or clubs. The Brand believes that awards distributed in this fashion will mean more to the welfare of the district, and, too, it does not put such a burden upon just a few candidates.

Some smart organization among the clubs entered will turn out a working force that will bring about astonishing results without over-working the individual.

When your club is nominated to compete, the president is requested to select a captain of the forces, a responsible party, to keep up with the progress being done.

It will not be difficult to get subscriptions to the Brand. All

Market Given Commitment to Buy Baby Beef

The finest steaks and roast cuts in all Texas are being lined up for tables of Deaf Smith county people in the circulation of a petition which is to be an order for the Texas Meat Market to have a buyer in Amarillo next week to stimulate the bidding on the entries from this district and bring at least one of the baby beeves back for retail trade.

The signers are agreeing to purchase so many dollars worth of the meat at a price unknown at present. It is to guarantee the market against any loss and to enable the buyer to step up the bids to a figure that the profit to the boys will encourage them and others to continue feeding projects.

John McLean is circulator of the

Plan to Adapt Church Work to People's Needs

A highly important conference was held at the Methodist church Tuesday, where dinner was served to about 20 visitors from other towns and a big crowd of home people. The purpose of the meeting was to discuss organization of a zone to place each church under the educational board.

The main idea is to adapt the program of each church to the needs of the immediate community. This zone includes Hereford, Dimmitt, Friona and Bovina and their circuits. Rev. J. M. Fuller was elected zone chairman. There will be monthly sessions and the next one will be held in Friona March 24.

Out-of-town visitors were: Rev. J. W. Watson, executive secretary board Christian Education, Lubbock; Rev. L. N. Lipscomb, presiding elder; Rev. John R. Bright, Rev. J. E. Peters, Mmes. M. A. Lea, Jr.; T. V. Weaver, Sid Huckabay, E. E. Rothwell, John R. Bright, Dimmitt; Rev. and Mrs. O. B. Annis, Mmes. G. L. Livings, Will Osborn, Friona; Rev. and Mrs. Ansl Lynn and Mrs. W. E. Williams, Bovina.

The Hereford Brand

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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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Zones 1 and 2, six months \$1.00
Outside Zone 2, per year --- \$2.50
Outside Zone 2, six months --- \$1.50
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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught in The
Corral
&
Put Through The
Chute

If we mistake not, and the same opinion seems to be about unanimous among the business interests, directors of the chamber of commerce have selected a secretary-manager, Joe L. Pope, who has a background of experience and sound-thinking sufficient to bring several projects to fruition for the benefit of everyone living within the trade territory of Hereford.

Joe Pope has the reputation of swinging a wide loop, of the ability to corral ideas and possessing the final push that makes any effort worth the labor and cost. It is better to run a race and lose than to have never run at all, but the cowboy who chases cows all day without putting any of them through the chute has not earned much money for his boss.

No disparagement of the leaders of Hereford in the past is meant, but it is self-evident that while vision has not been lacking there has been a weakening in the last lap, and somehow many big things have been brought within view only to fade away because the force of drive had been spent just short of the achievement.

There is a natural reason for this. Hereford has had plenty of talented leaders but they are all men in business for a living. Very few like to assume authority and when duly delegated to take the lead it has been done by a minority of the citizens because the majority can never be assembled for such a cooperation. And in this minority, the workers and followers dwindle to a mere handful. It is not only discouraging to the leader, but he feels himself becoming unpopular. As he proceeds with the projects which he knows mean much to the future of his community, he notes disaffection here and there, and what is more he can see from his records that he is losing customers in his business. No wonder he lets down in his fight for the public weal and devotes more attention to his own private affairs.

It is not right to make a business man a community leader. His proper place is an adviser and backer. We may be too optimistic but the dawn of a new era for Hereford seems near at hand. In truth, it may be already the dawn. Several times in the past the town has been so near a new hotel that there has been a warm discussion as to where it should rise. The same applies to a new railroad. A roadbed was actually built over 20 years ago, reaching in to the southern territory.

Towns do not grow of their own accord, like Popsy of "Uncle Tom's Cabin"; they must be built; their trends must be intelligently directed.

Nineteen Years Ago In Hereford

(From the Files of The Brand, March 1, 1912.)

After a lapse of 38 years, Mrs. E. M. Vanderburgh had a visit from her two brothers, W. M. Ireland of Canada and T. H. Ireland of Nebraska.

The second snow of the week had fallen February 25, during a raging gale, a 40-mile wind piling snow in drifts ten feet deep. The average depth on level was about eight inches.

Mrs. Clyde Wright had read "Painting George Washington's

Each individual may be a public-spirited citizen, working early and late to expand his business and reach wider territory with a genuine service, but unless these efforts are cemented and a perspective made of the whole into a constructive program most of the big things will pass by.

The first act of the secretary-manager was to send out a questionnaire to hundreds of men and women, enumerating 15 suggested projects and asking for a vote as to the relative importance of each. Every one receiving these questions should answer them and do so after serious deliberation. From these answers a program is to be made up and the ones voted in first place will be undertaken ahead of the others.

In the writer's opinion "industrial development" should lead that out, seven or eight of the other objectives would follow as corollaries, practical consequences. It has become a recognized fact that Texas must become more industrialized to consume the overproduction on the farm if we are ever to become as prosperous as a score or more of other states. Compared to California our per capita wealth is pitifully small, and it is not because of our agriculture but because we are weak in industry. Without industrial advance we can have little more economic advance. Farm development has reached a standstill until we provide an outlet through urban payrolls.

The all-state council of the three regional chambers of commerce has taken this attitude and they must be on the right track. We have thousands of undeveloped acres but who will develop them when the market for the products of the acres is so depressed? Hereford should join every other town in Texas in a concerted move for industrialism, for therein lies the key to prosperity for the farmer and

Barn" at a colonial tea given by the Bay View club in the Hawkins home.

Ed F. Connell had left for the cattleman's convention in El Paso. He had never missed a convention for several years.

New officers for the Mother's club were Mrs. Rutherford, president; Mrs. Robert Elliott, vice-president; Mrs. Dameron, second vice president; Mrs. Rex Tynes, recording secretary; Mrs. S. J. Dodson, corresponding secretary; Mrs. Bowers, treasurer; Mrs. C. Smith, parliamentary; Mrs. Del-

phia Cox, press reporter. Mrs. Spratt was named as alternate delegate to the state convention of women's clubs.

Oats were being sowed in the Hurley community.

Miss Mary Williams had visited in the Estes Woodburn home at Dimmitt.

The Woman's Monday club was meeting with Mrs. Parker to elect officers.

Miss Alta Renfro had given a party on her birthday in the home of her parents in South Hereford.

Modern Youth

Two harassed fathers were comparing notes on the modernities of their respective daughters. "Well," said one, "we actually have to disconnect our phone at night." "What's the idea of that?" asked the other. "You see, our daughter is a somnambulist, but instead of walking in her sleep she always goes to the phone and calls a taxi."

See a good stage play, comedy-drama, Friday night at the high school auditorium.

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

Bladder Weakness

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder weakness, or cystitis, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced size-tex) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 50c at

CORNER DRUG STORE



CHICK PRICES SMASHED

Now you can buy home-hatched chicks from home-produced eggs priced 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 150 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
418 W. 4th Ave. Phone 5170
AMARILLO



The CAMELS! are coming.



This is the Camel package in which a significant change has recently been made

\$50,000 REWARD

for the best answers to this question:

What significant change has recently been made in the wrapping of the CAMEL package containing 20 cigarettes and what are its advantages to the smoker?

First Prize, \$25,000

Second Prize, \$10,000 Third Prize, \$5,000

For the five next best answers . \$1,000 each

For the five next best answers . \$500 each

For the 25 next best answers . \$100 each

Conditions Governing Contest:

- 1 Answers limited to 200 words.
- 2 Write on one side of the paper only.
- 3 No entries accepted that bear a postmark later than midnight, March 4, 1931.
- 4 Contest open to everybody except employes and executives of R. J. Reynolds Tobacco Company and their families.
- 5 In case of ties, the full amount of award will be paid to each of the tying parties.
- 6 It is not necessary to buy a package of Camel cigarettes in order to compete. Any store that sells cigarettes will permit you to examine the Camel package containing 20 cigarettes.

All communications must be addressed to Contest Editor—R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

Judges:

CHARLES DANA GIBSON
Famous Illustrator and
Publisher of "Life"

ROY W. HOWARD
Chairman of the Board,
Scripps Howard Newspapers

RAY LONG
President, International
Magazine Company,
and Editor of "Cosmopolitan"

AND STAFF

Wednesday Night
Tune in the Camel Hour
on N.E.C. Network

9.30 to 10.30 . . . Eastern Time
8.30 to 9.30 . . . Central Time
7.30 to 8.30 . . . Mountain Time
6.30 to 7.30 . . . Pacific Time

Over Stations
WJZ, WEZA, WBZ, WHAM, KDKA, WJR, WCAR, KYV, WLW, WRVA, WSJS, KVK, WJAX, WFLA, WIOD, WREN.

11.15 to 12.15 . . . Eastern Time
10.15 to 11.15 . . . Central Time
9.15 to 10.15 . . . Mountain Time
8.15 to 9.15 . . . Pacific Time

Over Stations
WHAS, WSM, WSB, WMC, WAFI, WJDX, WSMR, KTHS, WTMJ, KSTP, WEDC, WKY, WBAF, KPBC, WOAI, KOA, KSL, KTVR, KGO, KECA, KPBD, KGW, KOMO, KHQ, KPAB.

Contest open only until MIDNIGHT, MARCH 4, 1931
(Winners will be announced as soon as possible after contest closes)

THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



Clubs of City Are Preparing Versatile Show for Stunt Night

The Whiteface Roundup

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

Feature Story.

We wonder which are really the more proud of their sweaters, the Cowhands or the football boys. Last week, when we saw the Cowhands "showing off" their new sweaters, we thought it impossible for anyone to strut more. We have changed our minds, however, since the football boys got their sweaters.

We noticed several girls asking to wear Cowhand, but it seems that the Cowhands are all Scotchmen. They have not even worn their sweaters since the first day for fear of getting them soiled. However, the Cowhands are not the only persons who have done this, for the football boys have followed their example. The first day after the football boys received their sweaters, everyone of them wore his sweater. Homer, Mack and Robert ever wore theirs to the senior party. The second day only J. C. Climber and Mack wore their sweaters. We might also add that H. G. and Homer wore their last year sweaters.

Perhaps you have noticed that everyone who has received a sweater has been a boy. It seems as if, out of the 25 Cowhand sweaters and 11 football sweaters, we might see a girl wearing one once in a while. Boys, why don't you give the girls a "break"?

School Spirit.

Let's do our part
 In this school life,
 Let's show our heart
 And enter the strife.

Let's never, never shirk
 And always be on the dot,
 Let's always do our work—
 We'll find it helps a lot.

We have the ginger,
 We have the pep,
 Let's show this old town
 We can keep our "rep".

Be ever up
 And willing to do,
 Get all your lessons
 When you are asked to.

Let's show 'em what we can do,
 Let's stay in there and fight,
 Let's help the Whiteface staff
 And we'll be doing what's right.
 —Author Unknown.

Smiles

Miss Veasey: Reavis, would a valise belong to you be wealth, capital or free goods?
 Reavis: It would be free goods if you loaned it about.

Miss Crawford (giving a spelling drill). The first word is indispensable.
 Jesse Ray: How do you spell it?

J. C. (in Spanish class). What is the meaning of the word Melancholia?
 James Cloyd: Oh, that's what you have when you eat too many watermelons.

Miss Veasey: Is there anything you can get without the cooperation of nature?
 Robert: Yes'm, demerita.
 Miss Veasey: Oh, I mean wealth.
 Robert: Well, I'm so wealthy now that I'm about to retire.

Miss Veasey: Dennis, what is a feif?
 Dennis: A brown and white dog.

We see on the blackboard that Weldon Beene has found some innocents abroad. We would advise people to keep their innocents at home.

Mr. Hudson (explaining a problem in algebra): Now watch the board while I go through it.

Girls' Glee Club.

Among the many organizations of the high school, the girls' glee club is one of the most progressive. It is composed of over fifty members. There are two sections

Proceeds Will Aid Pep Squad Pay for Suits

Most of the clubs in Hereford will vie with each other in pulling off stunts to the merriment of spectators during Stunt Night in the high school auditorium Friday night, March 6.

Proceeds of the versatile performance is to raise funds to pay for the suits of the pep squad. There is to be keen rivalry among the clubs as not only is their reputation at stake, but prizes have been posted for the three best entertainments. It is a known fact that one club has sent to Chicago for some ideas to flatten out the opposition, and then Hereford's own dramatic talent has been sitting up late to show that Texas is as good as Illinois when it comes to brain-work.

What Would Happen If—

J. A. Noland should forget how to dance?
 Pauline Smart should have to walk home at noon?
 The sophs handed in a report for the paper?
 Miss Crawford forgot to assign a written lesson?
 Maurine S. could not get any chewing gum?
 Marvin K. came to school a whole week?
 Opal M. should come to staff meeting?

Mr. Wilson spent an hour in study hall without giving a demerit?

Reavis K. lost his bicycle?
 Miss Crawford lost her notebook?
 Miss Veasey could really get mad?

Some noise was heard from the freshman class?

The seniors failed to be the best class in H. H. S.

The Cowhands' sweaters should get dirty?

Everybody should stay awake in the last study hall period?

Myra H. couldn't see Buddy W. every day at noon?

E. W. Curtisinger should happen to go on an 18-day diet?

Chapel Program.

The girls glee club entertained in chapel Thursday the 19th. Misses Marie Seed and Maurine Spradley sang "Are you making a fool of me?" Lueta Borden and Billie Hill put on the short playlet, "There's one born every minute." This was followed by the popular number sung by Lois Sowell and Marie Seed, Zelma Ruth Shore and Wilma Jo Jones gave a very amusing skit filled with jokes on high school students and faculty. Following this, La Verna and Zelma Ruth sang "I miss a little miss."

At the close of the program all those taking part sang "You're driving me crazy."

Debate Club Has Schedule.

The debate club has been working diligently on the intra-scholastic debate subjects for some time. They have had several practice debates after school under the management of Miss Irene Crawford, and they have several debates with other towns at an early date. The try-outs will be held soon to determine who will enter the debates. The following schedules have been made:

Boys: Amarillo, first Wednesday in March.

Boys with Canyon, here, March 5.

Girls: Amarillo, third Wednesday in March.

Both boys and girls with Friona, March 10.

Girls: Canyon, here, March 19.

of the club, one meeting at eight o'clock on Tuesday and Thursday, and one meeting the second period on the same days.

The glee club has given several programs in assembly and a Christmas cantata and has plans for several other programs to be given during the remainder of the year.

They plan to enter the music contest in Amarillo this spring and have already begun preparing for their song.

The club is almost wholly composed of girls that have never had this kind of work before. Working under this difficulty the glee club is making unusual progress. Miss Hicks has planned the work of the glee club so that it is very interesting and she looks forward to a very successful year.

Out SMART-ing 'Em

A PLEASANT TOUR

Wander down the hall, with an English notebook in your hand, the second period of the morning. Slip into Miss Crawford's room and set yourself in such a position that an observer would think you to be studying. When you hear footsteps, do not look up for you may be sure you are going to hear something interesting.

First, in comes "Mr. Flunk". He has a most pitiful tale to reveal to Miss Crawford's disposition. Oh! of all the subjects he is taking that will never be of any use to him but Mr. Dillehay or Mr. Hudson requires that he takes them! What long, unnecessary lessons each teacher assigns and he can find no time to get the lessons. The despondent look on Mr. Flunker's face calls for sympathy so it is Miss Crawford's duty to lend a sympathetic hand and help this despondent person climb a step higher where he can see life from a brighter standpoint. After a few words of encouragement Mr. Flunker seems very willing to make another attempt.

Second, a friendly little person enters. One would call him "Mr. Griper" after hearing his conversation. He is making passing grades all right, by a mere 70, but he just doesn't like the lessons assigned. He does not see the necessity for book reports in English or outside reading in public speaking or really does he see any necessity for lessons that require any work? One could tell that this person has the ability to do some good work if he would just try. Miss Crawford can tell this too so she appeals to his pride and better self and he goes on his way determined to make better grades.

Now, you get the surprise of your life when in comes a jolly little person to gain a word of information and say a pleasant word to Miss Crawford. He does not fuss about his grades, the lessons assigned or his teachers, but makes a remark that he is trying to do his very best.

Here you have sat an entire hour and worked one problem or written one paragraph on a theme and still you could not tell another person what you have been studying. No one could not call this hour wasted. If you could I suspect Miss Crawford wastes many a valuable hour in just this manner. One really learns a little of his fellow-students.

As you leave Miss Crawford's room regretting that the bell rang so soon, you meet a friend and make a remark something like this: "I do not see how she has the patience to spend an hour at a time talking to such uninteresting people, but yet I spent an hour in there 'listening in' and I was not at all bored."

List of Good Writers.

The following list comprises the 36 pupils newly admitted into the Good Writers' club, according to Miss Jeanette Rogers, teacher of penmanship:

Those included in the last report are Farmer Norton, Lavina West, Helen Pearl Seed, Anna Mae Danforth, Ben Shreve, Hazel Koonce, La Nelle Scheelagen, Marie Lusk, Thomas Lee Burkett, Jerry Jowell, Lee Renfro, Sibyl Calloway, Howard Williamson, Lavada Cox, Frances Lavinie, Philleen Arthur, Willard Tumbow, Catherine Skelton, Horace Blagg, Lois Mae Fuller, James Taylor, Deane Roberson, Frankie Mae Burleson, Edgar Horton, Sherwood Speegle, J. T. Carroll, Evelyn Plummer, Billie Roberson, Dorothy Harmon, J. W. Cawthon, George Trefel, Yola Thomas, Roger Brunley, Herbert Boardman, Elmo Hicks, Audrey Cockrell, Jean Millard, Maxine Tice, Neltha Kincaid, Adeline Hutcherson, Doris Casebeer, Wilma Wilson, Paul Matthews, Odessa Long, Geneva Sue Benton, Velma Smith, Joe Edgar Buckner, R. A. Daniel, Edwin Jennings, Charles Gillespie, L. B. Russell, Travis Matthews, Edward Fullwood, J. W. Cockrell, J. C. Cummins, Avis Matthews.

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

Membership In Organizations Helps Students

The semester average of high school students in the various organizations have been figured out by C. H. Dillehay, superintendent. It is interesting to note the different percentages between boy and girl organizations. They are shown below:

Boys' Organizations.
 H-Y, 13 members, 77.6 per cent.
 Basketball, 14, 75 per cent.
 Football, 36, 78 per cent.
 Band and orchestra, 26, 74.4 per cent.
 Cowhands, 28, 73.4 per cent.

Girls' Organizations.
 Pep squad, 32, 78 per cent.
 Reserve, 15, 79 per cent.
 Basketball, 16, 78.9 per cent.
 Band and orchestra, 11, 80.5 per cent.
 Boys' organizations averaged 74.8, with 74 boys, counting each boy in one organization. The girls averaged 78.8, with 62 girls, counting each girl in one organization. This leaves 37 boys who do not belong to an organization, whose average is only 69 per cent, while 60 girls who are not organization members have the average of 77.8.

Either group participation is an aid to regular school work or school organizations attract the more industrious students, judging from the figures compiled by the superintendent.

He Steals Nickels.

(A Teacher's Opinion.)
 The story is told of a young man in a street car who was overlooked by the conductor in taking up the fares. The young man with great inconvenience to himself made his way through the crowd in order to give the conductor his nickel. A friend who saw this afterward asked him why he did when nobody would have known the difference. "Because," replied the boy, "I live with myself and the real me would accuse me over and over until this phase would be carved so deeply on my face that the world would read at a glance 'He steals nickels.'"

This young man realized that it is the small things that build a character and make a life. He was laying the proper foundation by being true to his inner self. None would have known that he stole a nickel from the street car company, but his character would have been weakened just as much.

No one but you may know when you glance at the test paper of the person near you and steal the answers to the questions. The teacher may not detect that your algebra paper or book report has been copied from the other, or that the experiment you wrote up was done by some one else. You may get by with those little things, those little dishonesties. You can fool others but you can't fool yourself.

Be honest with your teacher and your school mates. Treat them as you would have them treat you. But the little things you think you are putting by them are injuring you. You know that you steal nickels, and in time the world will know.

"This above all to thine own self be true. And it must follow, as the night the day. Thou canst not be false to any man."

MISS READ.

STUDENTS TOOK PART IN COLONIAL TEA PROGRAM

Several Hereford high school students furnished one of the programs at a colonial tea given at the home of Mrs. T. E. Seigler Friday, February 6.

Misses Mary Ellen Parker and Mary Elizabeth Stanford played a piano duet, "Narcissus".

Misses Marie Seed, Maurine Spradley, Lueta Borden, Ardelle Foster, La Verna Womble and Lois Sowell sang Von Suppe's "Pagan to Summer" from the "Poet and Peasant Overture" and "The Song and the Breeze", with music by Antonia Duorak.

Miss Betty Bruce Jones sang "The Second Minuet".

Want Ads.

Wanted: No demerits this six weeks, Maurine Spradley, Della Weeden, Clyde McMahon, Addine Hastings.

LOST: Somewhere between Corner Drug store and my home, one Stratford high school sweater. Della Weeden.

Favorite Songs.

Pauline Smart: 'Cause I still get a thrill thinking of you.
 Clyde McMahon: Way out on the windswept desert.

Della Weeden: Sing something simple.

Homer Brunley: I gotta have you.

George Mitchell: I'm following you.

Maurine Spradley: You're driving me crazy.

W. B. Wilson: Breeze that blew my gal away.

Mack Noland: I'll be blue just thinking of you.

Maroon-White Quintet Had Good Season

The Hereford basketballers opened the district one tournament in Canyon Friday morning with a loss to Quitaque, 29 to 30. The opener was a tight one, a tough fight from start to finish.

The Whitefaces were led by the big six-foot center, E. W. Curtisinger, the most consistent player on the team. He is always outstanding his opponents and by this he is always able to keep them in their own territory. The battling was also forced by W. B. Wilson, captain, who never misses a field goal if he has a chance to shoot. The two players have done remarkable playing during the entire season.

The clash with Quitaque closed the basketball season for the Whitefaces, and although they won no cups of any sort during the year, they made a showing that may be rated good.

High Spots from the Party.

There was an incident at the Senior party the other night that caused much merriment. "It" stood in the middle of the ring of Sen-

iors and pointed at one and the other seeing if the one pointed to could say his name three times before "It" could count ten. Suddenly "It" pointed to Robert and he immediately gasped "Robert Bell, Robert Bell, Robert Bell."

"He didn't put that last 'Bell' in and he's 'it,'" shouted Reavis Kerr.

"I did, too," put in Robert.

"No, you didn't either, 'cause I didn't hear it ring," returned Reavis.

After this particular game had been played for quite a while, Addine remarked, "I don't think we should play this game any longer, because we're doing an injustice to public speaking. We can't carve every word before we let it fall." We were greatly relieved the other night because our curiosity had been at large for a long time. We have long wondered what the initial "I" in Reavis' name stood for. We were informed by a fortune teller that it stood for 'Idiot'. Someone remarked, "Well, that must be Woodrow's last name then."

School Library Increased and Does Big Work

The high school library is having one of its most successful years. There are approximately 1500 books in the library, including fiction, classics, references and source books, biographies, two standard dictionaries, several good sets of encyclopedias, and other useful books for the various departments. Daily papers, current magazines, and other school papers are also kept in the library.

In 1926 there were approximately 1000 books in the library. The increase of 500 books may not sound like a very great increase for five years, but that is about 100 books added to the library each year. There are still numbers of books that would be of great help to the student and we hope that they will be added in the coming years.

There has been more reference work done this year than ever before. The librarians are more able

to serve the students as they have been given a course in keeping a library. The library is kept in a very orderly manner, due to the strict attention of Miss Crawford to this phase of work.

Miss Sherman Is Captain Of 1931-1932 Team

The 1931-32 girls' basketball team is bound to be a success, it is predicted, as it will be captained by one of the year's best players, Mattie K. Sherman has been unanimously named for that position.

Mattie K. has been a guard for three years. She was one of the most valuable players and her excellent guarding has kept many a forward from hitting the basket.

Four of the principal members will graduate this year, but due to the many players who came out and did not make the team, it is expected that Hereford will have a top-notch sextet for next season, especially since two guards, the jump-center and Mattie K. were left from this year's group.

Mothers Give Entertainment for 1931 Class

The Senior mothers entertained the Senior class at the home of Mrs. O. G. Hill Tuesday evening, February 17.

The evening was spent playing parlor games. One interesting feature of the evening was a fortune telling game in which each member was described and his vocation was given with a word beginning with each letter in his name.

After delicious refreshments of Marshmallow pudding, angel food cake and hot chocolate, a prize cake was cut and we learned that Glenn Curry would be an "old maid", because she found the button, and Bobby Bell and Alberta Davis are to be future man and wife, as they found the ring and the dime.

Auction Sale

38 Bulls 9 Females

47 Head Registered Herefords

Lubbock, Texas, 1:00 o'clock p. m.

FRIDAY, MARCH 27

This is the initial auction sale of registered Hereford cattle in the Lubbock territory, and we earnestly solicit the cooperation of everyone who is interested in the progress of Hereford cattle, and urge that you be present at this sale. Lubbock is in the center of the greatest feeding grounds of the Southwest, as well as being in the heart of one of the foremost breeding and grazing sections of the country.

There will be an unusual offering of Texas' greatest young Herefords in this sale. We have catalogued 47 head, 38 bulls and 9 females, of outstanding cattle, contributed from some of the best herds in the state as follows: F. W. Alexander, Albany; Bade Bros., Sterling City; Walter L. Boothe, Sweetwater; Geo. Burch, Dimmitt; W. D. Crump & Son, Shallowater; Joe T. Davidson, Ozona; Easley & Bouchier, Post; East & Cochell, Hereford; Ed East, Hereford; B. A. Elliott, Moran; Jno. M. Gist, Odessa; E. B. Hernden, Eskata; T. C. Ivey, Hereford; Keith Hereford Farm, Wichita Falls; C. M. Largent & Sons, Merkel; C. J. Mapes, Dimmitt; L. McDonald, Hereford; E. P. Neblett & Son, Sweetwater; C. C. Sanders, Big Lake, and Winston Bros., Snyder, Texas.

These cattle have been carefully selected, judiciously handled, and are royally bred. Sale will be held at the Fair Grounds in connection with the Panhandle South Plains Fat Calf and Pig Show, and Ham, Bacon and Meat Show, March 27 and 28. You are cordially invited to be present both days.

CATALOGUES MAILED ON REQUEST

TEXAS HEREFORD ASSOCIATION

JOHN M. GIST, President, Odessa, Texas.

DR. I. E. BARR Sales Manager Lubbock, Texas	COL. EARL GARTIN Auctioneer	MRS. J. C. TURLEY, Secretary; Stock Yards Station, Ft. Worth, Tex.
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SPECIALS FOR FRIDAY AND SATURDAY

Compound, pure vegetable, 8-lb bkt.	92c	MINCE MEAT, White Swan, 2 for	21c
PLUMS, gallon tins	43c	Apple Butter, Libby's, No. 2 1-2 tins	19c
HOMINY, No. 2 1-2 size, two for	21c	Sliced Bacon, best brands, lb	32c
DUTCH CLEANSER, three for	21c	LETTUCE, large heads	6c
CRACKERS, 2 pounds Saltines	28c	COCOA, Mother's, 1-4 pound	5c

Our
Specials
Are
CASH
To
All

**Hereford
Wholesale
Grocery
Company**

L. W. CARLYLE
PHONE 164

Summerfield

BY MRS. L. JOHNSON

The Home-Makers Study Club met at the home of Mrs. J. A. Noland, hostess. The program was in charge of Mrs. Lee Curry, acting in place of Mrs. C. R. Walsler who was detained on account of sickness. Roll call was responded to by 22 members. "Something characteristic of the lives of Lincoln and Washington". Those taking part in the program were Misses Bernard Roberson, Ray Johnson and Brit Clark. Mrs. Clayburn Garr was admitted as a new member. During the social hour refreshments were served. Meeting adjourned to meet in two weeks with Mrs. Meharg.

Mr. and Mrs. Frank Allen and children and Mrs. E. O. Dodson, all of Amarillo, visited their sister and daughter, Mrs. W. L. Huntley, over the past week end.

(Mrs. Alton Lookingbill) spent Thursday night with Mrs. Lulu Brumley in Hereford.

Mr. and Mrs. Clayburn Carr spent Sunday with his sister, Mrs. Geo. Wylie and family of Black.

Summerfield organized a baseball club Friday night, electing Gerald Morgan manager, Bill Edleman captain, W. L. Huntley, financier.

Mr. and Mrs. Vernon Harmon entertained a cousin and brother who are attending school at Canyon last Sunday.

Pauline Hart, teacher at Black, was a visitor at Sunday school last Sunday.

Clydine Kendall entertained the members of her Sunday school class last Sunday to dinner.

Mr. and Mrs. J. L. Wilson of Hereford visited their daughter, Mrs. Gerald Morgan, last Wednesday.

Mrs. B. C. Roberson left Sunday for a visit with relatives at Wichita Falls and Grandfield, Oklahoma.

Mr. and Mrs. J. H. Murdock who have been visiting relatives the past two months returned to their home in Lubbock last Tuesday.

The basketball tournament of this county will meet at this place Saturday, February 28. Coffee and sandwiches will be served by the community.

Miss Della Stagner spent the week end with her sister, Mrs. G. P. Owen.

The Hart-Parr held a demonstration with a tractor at the J. A. Noland home last Monday when a large number were present.

W. M. S. met with the Hereford society, being special guests of their missionary program.

Ed Connell of Hereford was a business visitor in this neighborhood last Saturday.

Charlie Noland spent the week end with old school mates at Lubbock.

Mrs. W. L. Huntley visited Mrs. Lula Lewis at the hospital last Wednesday afternoon.

Mrs. Alton Lookingbill was in Hereford last Wednesday afternoon visiting her sister, Mrs. Jas. Morgan.

Arney News Items

BY MRS. F. W. FORTNER

Arney has played a number of basket ball games lately, winning some and losing others.

Some snow and rain fell here Friday night.

Ross Campbell was in Borger Sunday.

Mr. Woodard of Tulla visited Mr. Pitman Monday.

C. U. Taylor spent Friday night in the Floyd Fortner home.

Emmett Tipton and family spent Sunday with his sister, Mrs. Malone and family, near Hereford.

Lynn Bratcher returned to Oklahoma after a week spent here.

A number of young people gathered in the Floyd Fortner home Monday night to help celebrate his birthday. Games were played and refreshments served.

Mrs. Norman returned from Shamrock last week where she had been taking treatment.

Mrs. Kimens is improving. The boys returned to school Wednesday.

Tremont Chatfield returned to Foard county Thursday.

Mr. and Mrs. Floyd Fortner and Lawrence Taylor attended the Castro county singing convention at Hart Sunday.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Help the Lions and your neighbor build a place for your children to laugh and play, by laughing yourself in the quirks and amusing situations of Patsy.

Adrian-Sims, Feb. 20.—A slow rain fell in this community Thursday, with a light snow at night, followed by three days of cloudy weather.

Mr. and Mrs. Tom Cook returned Friday from an extended visit to points in Kansas and Missouri.

Misses Alma and Lucille Foxall attended church services at Adrian Sunday and were dinner guests in the Pryor home.

Mr. and Mrs. John Vanmeter visited in the M. B. Stone home Thursday evening.

Mr. and Mrs. M. B. Stone and Miss Mary Mecaskey were Vega visitors Saturday.

J. H. Mecaskey returned recently from a trip to Decatur.

Mr. and Mrs. W. A. Paul and sons, Alton and Lynn, visited last Thursday evening in the Ed Mecaskey home.

Virginia Chapman spent Monday night with Mozelle Phillips.

The bi-monthly social at Sims school house Friday evening was a success. Mr. Voth of Dean community attended and showed slide pictures of scenes in China during his and Mrs. Voth's stay in that country as missionaries. These scenes are very interesting and show a marked difference to our mode of living here in this Christian land.

Our community club met Thursday afternoon with Mrs. J. M. Chapman as hostess. Our next meeting will be with Mrs. Ed Mecaskey February 26. Miss Gunter has promised to meet with us at the time.

Owing to lack of information the writer failed to mention that Mrs. McColister visited the Sims school Friday afternoon, February 6, and gave the school an interesting account of her work among the Eskimos of Alaska. We feel the ones who heard her tell about these people know more about them now and we appreciate her work and visit with us.

Mrs. Bogle has been quite sick but is very much improved.

Ed Mecaskey is improving after a severe cold.

Farmers are sowing oats and barley in this community.

Ray Chapman visited Sunday with William and Jim Ney Mecaskey.

Clint Treadwell and J. M. Chapman were Vega visitors Thursday afternoon.

Sam Stein went to Vega Saturday.

J. M. Chapman was in Hereford Monday.

Dei Guthrie has recently returned from the hospital in Amarillo.

Messrs. Iman and Chapman visited Sunday in the Ed Mecaskey home.

Mr. Bogle was a Hereford visitor Monday.

Stein brothers are baling hay on the Mason farm.

Scherer Items

BY MRS. B. F. FULKERSON

Palo Dura Home Makers club met with Mrs. Harold February 12, with but a few members present owing to bad weather. Miss Gunter did not meet with us.

The next meeting will be with Mrs. McColister February 26.

Mr. and Mrs. Voth have moved to one of the Miller houses.

C. L. Ragdals and daughter Ivy have moved to one of Mr. Fulkerson's houses.

Mr. and Mrs. Lynn Powelson took Sunday dinner in the B. E. Fulkerson home.

Mr. and Mrs. Arlie Dean were in Amarillo Saturday and Sunday of last week.

The nurse meeting was held with Mrs. Lee February 19. Miss Hall gave a demonstration on bathing a patient. She will meet with us this week at the club.

Mr. and Mrs. McColister, Mr. and Mrs. Lee Crawford called on Mr. and Mrs. Caldwell Sunday.

There was a good crowd at our Sunday school. Visitors were Mrs. James, Mrs. Caraway, Misses Garrett and Hughes all of Ward.

We have our new books and there was singing at the school house Sunday night.

Rev. Pryor of Adrian will be with us next Sunday.

Sib Mayes of Vernon called in

the Ragdale home Saturday and Sunday.

Jack and J. W. Hubbard visited the Fulkerson home Monday.

Mrs. W. H. Hubbard visited Mrs. Duncan Thursday.

Mrs. B. F. Fulkerson who has been ill is reported to be a little better.

Ford Doings

BY MISS EDITH MANN

Ford Community Welfare club met Friday afternoon with Mrs. Geo. Benson, when 12 members answered roll call with a characteristic of Washington or Lincoln. Visitors were Mrs. T. E. Major and Miss Nell Hall, both of Hereford. After a business session Mrs. Earl Dyer read an interesting and educational paper, "Training to give children of patriotism." Mrs. Albert Buller talked on "Home life of Washington and Lincoln after marriage." The meeting was then turned over to Miss Hall who gave the second of a series of health lessons the club is taking. The hostess, assisted by Miss J. L. Hight and Floyd Benson served a plate luncheon of salad, sandwiches, cake and cocoa. The next meeting will be with Mrs. H. Koch March 6. The social meeting will be at the school house Friday evening, February 27.

The 4-H club met at the school house Friday, February 20, with ten members present. Work was done on club caps and button holes. The girls took a lesson on pillow case embroidery and home improving and enjoyed music of different nations. The next meeting will be March 6.

There was an attendance of 107 at Ford Sunday. Several enjoyed

singing in the evening.

Mrs. H. L. Morel was on the sick list last week end.

Mr. and Mrs. Parks are visiting his sister, Mrs. Hardy Benson and family.

D. S. Larson and family were in Amarillo visiting Saturday.

Thomas Simpson spent Saturday night with Clyde Mann.

Henry Rempel and family left Saturday for Corn, Oklahoma.

Mr. and Mrs. T. R. Langley visited the Hight home Thursday.

Lucky Leavell has returned from a trip to Hobart, Oklahoma.

Ruby Rempel and Marine Norton took supper in the Simpson home Sunday.

Miss Edith Mann took supper in the Simpson home Sunday.

D. S. Larson and family and Clyde Mann took supper in the Garrett home Sunday and attended singing at Progressive in the evening.

The girls' and boys basketball teams go to Summerfield Saturday to play.

Mr. and Mrs. J. D. Jenkins spent the week end in Wildorado and Amarillo with relatives.

Awarded for Efficiency.

For faithful and efficient service rendered over a period of five years Mrs. Ralph Sears, employe of the local telephone company, has been awarded a fine fountain pen by the Southwestern Bell system. During this period of employment Mrs. Sears has never missed a day and has never been late, a record that is considered unusual.

Mrs. Sears is the daughter of Mr. and Mrs. Joe Heckert of this city.

Have you bought those tickets for Patsy, this Friday night at the high school auditorium?

Shopping Days For Economical Buyers....

Now a reality! Many years have elapsed since merchandise was offered so cheap. Our new schedule of LOWER PRICES is bringing shoppers from all sections and all directions!

SPROWLS-CRONIN & COMPANY, HEREFORD, TEXAS

Celebrating this big SPECIAL OCCASION with a store-wide sale throughout every department—every article is of standard, known brands of merchandise—best known lines of shoes—ladies' ready-to-wear—men's, women's and children's furnishings—great stocks of lovely new spring dry goods, hosiery, etc. You are invited to visit this store and inspect our lines of New Spring Goods and compare the savings in prices.

Big Free Features For Friday, Saturday and Monday—

COME! FRIDAY! 10:30 A. M.

- First \$1.00 In Cash
- Second Lady's Pretty Wash Dress
- Third Pair of Lovely Silk Hose
- Fourth Pair Man's \$2.95 Sport Oxfords
- Fifth Pair of Lady's Silk Bloomers

Also FREE feature for Friday afternoon and Saturday Morning. Ask About Them!

Don't Forget Our Big Free Feature Monday, March 2nd

SEE THESE ITEMS IN OUR SHOW WINDOW!

- First \$15.00 In Cash
- Second Choice of \$16.95 Dress or Coat
- Third Choice of \$10.95 Dress or Coat
- Fourth Choice of \$6.00 Pair of Shoes
- Fifth Choice of \$4.00 Pair of Shoes
- Sixth Choice of Dress Shirt or Hose

Come to This Big Sale Friday, Saturday and Monday. Buy Your Spring Merchandise at BIG SAVINGS!

International Sunday School

Lesson

BY DR. J. E. NUNN

MARCH 1, 1931.

JESUS SENDING FORTH MISSIONARIES

Luke 10:1-11, 17, 21, 22.

1. Now, after these things the Lord appointed seventy others, and sent them two and two before his face into every city and place, whither he himself was about to come.

2. And he said unto them, The harvest indeed is plenteous, but the laborers are few; pray ye therefore the Lord of the harvest, that he send forth laborers into his harvest.

3. Go your ways; behold I send you forth as lambs in the midst of wolves.

4. Carry no purse, wallet, no shoes; and salute no man on the way.

5. And into whatsoever house ye shall enter, first say, Peace be to this house.

6. And if a son of peace be there, your peace shall rest upon him; but if not, it shall turn to you again.

7. And in that same house remain, eating and drinking such things as they give: for the laborer is worthy of his hire. Go not from house to house.

8. And into whatsoever city ye enter, and they receive you, eat such things as are set before you:

9. And heal the sick that are there, and say unto them, The kingdom of God is come nigh unto you.

10. But into whatsoever city ye shall enter, and they receive you

not, go out into the streets thereof and say:

11. Even the dust of your feet, that cleaveth to our feet, we wipe off against you; nevertheless know this, that the kingdom of God is come nigh.

17. And the seventy returned with joy, saying, Lord, even the demons are subject unto us in thy name.

21. In that same hour he rejoiced in the Holy Spirit, and said, I thank thee, O Father, Lord of heaven and earth, that thou didst hide these things from the wise and understanding, and didst reveal them unto babes, yea, Father; for so it was well-pleasing in thy sight.

22. All things have been delivered unto me of my Father; and no one knoweth who the Son is, save the Father, and who the Father is, save the Son, and he to whomsoever the Son willeth to reveal him.

Golden Text: The harvest indeed is plenteous, but the laborers are few; pray ye therefore the Lord of the harvest, that he send forth laborers into his harvest.—Luke 10:2.

Time: The mission of the Seventy, November, December, A. D. 29, in the third year of Christ's ministry.

Place: Perea, the region east of the lower Jordan.

Introduction.

"The choice of the Twelve marked the beginning of a distinct phase of our Lord's ministry. Mark says that he appointed them 'that they might be with him and that

he might send them forth to preach and to have authority to cast out demons." Luke's record of events between our last lesson and this reveals the method of richness of their instruction. "With him" they were constantly being taught, through his public speech and private conversation, the nature of his Kingdom, his spirit, his purpose. Their eyes were opened to his true nature, that he was the Messiah, the Son of God (Luke 9:18-20). They were told about his approaching death and resurrection (9:22), the demands of true discipleship (9:23-27). Their faults and failures, ambition and intolerance, were corrected by word and deed (9:46-50). In fact all that Christ did, while having his own direct purpose, was turned to account in preparing these men for their apostleship."

Training Through Service.

A most vital part of their training was their own service. In 9:1 Luke tells us of his sending them out: "to preach the kingdom of God and to heal the sick." On such a journey they would not only do much good to others, but would be profoundly impressed with the magnitude of their task, the meaning of the gospel, and the reality of the Lord's communicable power as they healed the sick and cast out demons. This kind of service and training was not confined to the Twelve. Our lesson this week is based upon a similar mission upon which he sent seventy others. The Twelve were sent forth into Galilee; the Seventy were probably sent into Judea, during a brief ministry there after the Feast of Tabernacles. These two missions, important on their own account, reveal the purpose of Jesus for his disciples in years to come, and are harbingers of the world-girdling missionary enterprise of our day.

Christian Hospitality.

"And into whatsoever house ye shall enter." Hospitality in the East is not merely a personal and social virtue; it is a center from which all social virtues radiate; and it takes precedence of all other personal virtues. . . . On my landing, in the East, at Alexandria, I was invited by an Alexandrian merchant to be a guest at his house. When I called on him, as he welcomed me into a large room on the first floor, and brought me coffee and cakes, he said, 'This room is my hospitality', which was his way of saying, 'This is my guest room, or guest chamber,' as the Bible calls it. And from that time on, during my stay in the East, in Egypt, Arabia and Syria, I found a guest chamber in every house, and a guest house in every village. And that is the normal state of things in the East, wherever the primitive customs have sway."—Henry Trumbull.



The Worthy Laborer.

"For the laborer is worthy of his hire." Their food was their pay; they were to have no other wages than a bare subsistence. Gospel workers through all the ages have been marked by extreme unselfishness, rejoicing that they can "spend and be spent" in Christ's dear service. It is not to the credit of the churches that ministers' wages are still, on the average, very low; but it is greatly to the credit of ministers that they are willing to work for these low wages. "Go not from house to house," Christ evidently held this injunction to be very important, and so repeated it. He knew what a temptation it would be to turn the evangelistic journey into a "junket."

The Joy of the Seventy.

"And the seventy returned with joy." All Christian work should be reported. For the worker's own good, he should take account of what he has done, that he may better it next time. For the inspiration of others he should lay his achievements before them, not in boasting, but that they may know what God can accomplish through human weakness. How careful was Paul, on the conclusion of his missionary journeys, to return to Antioch and make his report! The Seventy had met with great and unexpected success, and were full of joy.

The Joy of Jesus.

"In that same hour he rejoiced in the Holy Spirit." It was a divine exultation, shared by his heavenly Father through the third Person of the Trinity. As this same Spirit had led Jesus into the wilderness for his combat with the devil, so now he joined with Jesus in rejoicing over the anticipated complete conquest of the adversary. "And said, I thank thee, O Father Lord of heaven and earth, that thou didst hide these things." The affairs of the kingdom of heaven, the teachings of salvation, the principles of the gospel. "From the wise and understanding." "Our Lord rejoices not that the truth was hidden from any, but that it was not hidden from all."—Rev. C. H. Irwin, D. D. "And didst reveal them unto babes." "Babes" are the simple, humble followers of the Lord, trustfully accepting his word and quietly doing his will. "Yea, Father; for so it was well-pleasing in thy sight." This is the Amen of the Saviour's reverent meditation on his Father's plan."—American Commentary.

Go Ye Therefore.

"The one thing for Christ's disciples to do is to go, and keep on going; to preach and keep on preaching; for if they do this he will be with them even unto the end of the world. The commission is universal and perpetual. The 'limit of space' is the globe itself. The 'limit of time' is all the time there is. Until the end of the world is reached, the commission runs. 'Go ye therefore and disciple all nations.'"—Rev. Henry van Dyke, D. D.

"When we try to sum up Christ's influence, all the armies that ever marched, all the parliaments that ever sat, all the kings that ever reigned, are absolutely pignone in their influence on mankind compared with that of this one solitary life."—Rev. James A. Francis, D. D.

The Coming Missionary Triumph.

"There is nothing whatever in the nature of things to prevent the missionary from being a great deal more useful than the statesman, the soldier, and the merchant put together. Europe was not only evangelized but civilized by Christian missionaries. The same work can be done again in Africa and Asia. What is needed is that strong men, of courage and patience, of wisdom to plan and

will to execute, of large views and long vision, filled with the spirit of Christian consecration, shall go in the name of Jesus Christ as the disciples went in the beginning, and win for him the empire of China, the empire of Japan and the empire of India, as they won the empire of Rome. It waits only for the men to do it."—Dean Geo. Hodges.

Boldness in Evangelism.

"Christ came to give men life. These disciples were the first men with whom he came in contact. Did he succeed? I say without hesitation that he succeeded. And what he did in these first followers he will do in us, if we will only let him."—W. Garrett Horder.

"When Adoniram Judson was living among the Karens, they were profoundly impressed by his daily illustration of the Christian graces inasmuch that they called him 'Jesus Christ's Man'. Higher than this we may not aspire; better than this we cannot be."—David James Burrell.

"A friend of recognized position among American scholars was, in his student days, spending an evening with that prince of German professors, Dr. Harnack. Their discussion had been chiefly of the trustworthiness of the Gospels, and the outcome was reassuring. Yet, as the learned professor said, 'Good night' to his young guest, he closed the matter by this earnest word: 'But, after all, the greatest evidence is the personal testimony'—the testimony, that is, of each believer, to his experience of Jesus as Friend and Saviour."—Rev. Chauncey W. Goodrich.

NOTICE

I am in the race in the Marinello Beauty shop contest. If you want beauty shop work done, get your coupons from me and help me win, or leave me your votes at the shop. Billie Valentine. 52-2-4-6p

Some good entertainment is ready for between-acts of Patsy; no dull moments; no tiresome waiting. Of course, you will be there Friday night.

Try a Want Ad in THE BRAND

Home - Cooked MEALS

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Wisconsin Woman LOST 11 LBS.

"Have been taking Kruschen Salts for fat reduction—am on my second bottle—I lost 11 pounds in six weeks and feel fine—Kruschen sure gives you a lot of vim and pep."

Kruschen Salts are used daily by millions all over the world, not only to take off fat from overweight people—but to rejuvenate the entire system.

One bottle of Kruschen Salts (last 4 weeks) costs but 85c and one bottle will prove of vast benefit to people who have constipation, headaches, indigestion, nervousness, rheumatism, depression, acidity and auto-intoxication.

Not only that but one bottle will bring about body activity—Increase in energy, vigor and ambition, sparkling eyes and freedom from pimples and blemishes with lions know all this—you ought to know it. Take one half teaspoon in a glass of hot water every morning before breakfast—walk a little each day—cut down on sweets and fat-forming foods.

Sold by City Drug store and druggists America over with the distinct understanding that one bottle will help you lose fat or money back. —Adv

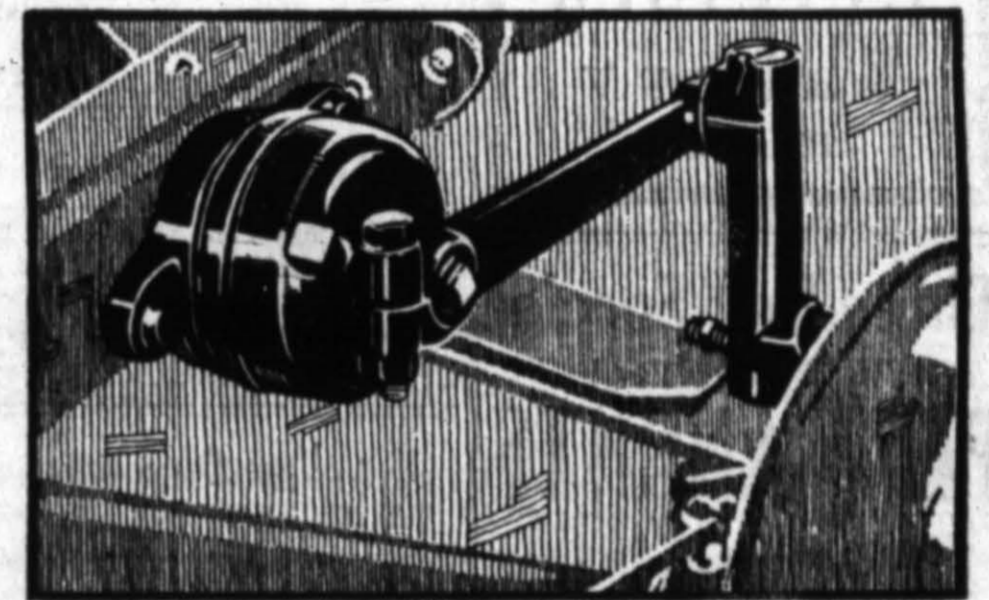
A NEW TELEPHONE DIRECTORY GOES TO PRESS

March 5th.

Are you listed correctly in this telephone directory? If not, this is the time to arrange for changes! There is no time to be lost. If your name, address or telephone number does not appear in the telephone book as it should, please tell us now. Just call the business office, Southwestern Bell Telephone Co.

Brand Want Ads Pay Good Dividends!

FORD COMFORT



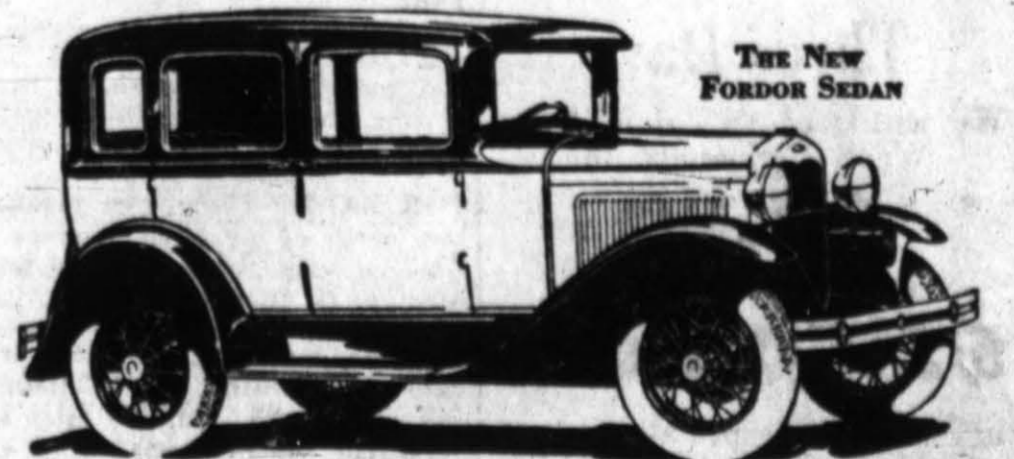
Every new Ford is equipped with four Houdaille double-acting hydraulic shock absorbers

ONE of the fine things about driving the new Ford is the way it takes you over the miles without strain or fatigue. No matter how long the trip, you know it will bring you safely, quickly, comfortably to the journey's end.

The seats are generously wide, deeply cushioned and carefully designed to conform to the curves of the body. Every new Ford has specially designed springs and four Houdaille double-acting hydraulic shock absorbers. These work both ways — up and down. They absorb the force of road shocks and also provide a cushion against the rebound of the springs.

Other features that make the new Ford a value far above the price are the Triplex shatter-proof glass windshield, silent, fully enclosed four-wheel brakes, more than twenty ball and roller bearings, extensive use of fine steel forgings, aluminum pistons, chrome silicon alloy valves, torque-tube drive, Rustless Steel and unusual accuracy in manufacturing.

In addition, you save many dollars because of the low first cost of the new Ford, low cost of operation and up-keep, and low yearly depreciation.



LOW PRICES OF FORD CARS

\$430 to \$630

F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at small cost. You can purchase a Ford on economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.



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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

Want Ads

Wanted
WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Farmer, phone 436. 49-tfc
WANTED: Good second hand Webster's unabridged dictionary. Phone 276. 7-1c

WANTED: A housekeeper for morning work. Mrs. Tom Carter, Dunlap building, phone 314. 1c
WANTED: To rent a modern bedroom with adjoining bath, close to city hall. Phone 276. 7-1c
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-tfc

Highest Grade Bakery Products



—There can be no finer, whiter, more appetizing bread made than that delivered to your grocer

FRESH FROM OUR OVENS EVERY MORNING

Hereford Bakery breads, cakes and pastries, are better than can be brought here, because of the distance hauled.

—Insist on Hereford baked bakery products—your grocer has them.

Hereford Bakery

Phone 166

Three-Day Special Oil of Tulip Wood PERMANENTS



Saturday, Monday and Tuesday

February 28 to March 3
 This is the FIRST Oil of Tulip Wood Permanent to be given in the Texas Panhandle; they cost \$50 apiece in California and will cost \$15 each in Texas as soon as established here. For the above

Three Days
 We will give an Oil of Tulip Wood Permanent for **\$7.50** and include with it **\$2.50 Free**

in cosmetics especially adapted to your individual complexion. This is an introductory offer and will not be repeated this summer.

Make Appointments In Advance by Telephone.
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 PHONE 492

For Rent

FOR RENT: Three unfurnished light housekeeping rooms, \$10.00. 707 25-Mile avenue. 7-1p
FOR RENT: Brick duplex, modern, close in. See J. F. Ward, phone 250. 5-4f
FOR RENT: Furnished apartment, reasonable. Also bedroom suitable for two men. Board if desired and reasonable. Mrs. J. D. Thompson, 1000 25-Mile Avenue. 7-1p
FOR RENT: Modern furnished apartment, reasonable, with garage. Phone 354-W. Mrs. J. P. McMahon. 6-1c
FOR RENT: Modern five-room house on 25-Mile Avenue. R. L. Elliston. 7-1p

"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. Ball. 4-tfc

NICELY furnished bed room by week or month. Two blocks east of court house, 403 Roosevelt Ave. Mrs. B. B. Farmer. 7-1p

FOR RENT: Comfortable apartments, downtown, two unfurnished. P. H. Oberthier. 2-tfc

FOR RENT: Nicely furnished bedroom, adjoining bath, in modern home, close in. 304 Lawton, phone 496. 7-dh

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-tfc

Lost and Found

LOST: Glasses in blue case. Lubbock doctors' name stamped on case. Notify Mrs. A. C. Pierce, Westway community, or Brand office. 7-1p

Lodge Directory

HERFORD 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.
HERFORD 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

Model Ford touring car, \$17. See at 403 East Roosevelt Street. B. B. Farmer. 7-1p
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
FOR SALE or trade: 160 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: Bundle feed, 2 1/2 cts. a bundle, or will trade for cattle or hogs. J. W. Marnell, Route Four. 6-2p
FOR SALE: Sixty tons of kafir and maize, highly graded. Frank Zinser, 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. 5-4c
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: Watkins products. Ask for my special. Geo. W. Smith, phone 9025-F2. 44-tfc
FOR SALE: Thoroughbred Rhode Island Red cockerels. Chas. C. Ferguson, Jr., phone 194. 52-tfc
FOR SALE: Chinese Elm trees, home grown, six to ten feet tall, from 75c to \$1.50. At my place one miles north of Wyche school. N. G. Elliston. 62-3p
BULLS FOR SALE: Six purebred Shorthorn bulls, one year old. J. N. Brown, Belview, New Mexico. 5-3p

THE GREAT AMERICAN HOME



LIONS CLUB HAD GOOD ATTENDANCE AT SESSION

The largest attendance this year enjoyed the Lions club luncheon and program Wednesday noon when Gordon Durham, Luke and "Snowball" Fields, with their stringed instruments, played some spirited numbers and Mrs. W. A. Palmer, Amarillo, supplied the table with hot biscuits, Mint-Maid whole-wheat muffins, cinnamon rolls and pastries. Two new members present were Gaston Baer and H. K. Whaley, merchants of the city. Herman Schulz, manager of the creamery, was a guest of the club. Luncheon was served to 19. A report of the entertaining features for between-acts of Patay, to be staged Friday night, was made by Dr. B. M. Wiltshire. These short features are designed to be pleasing interludes and are expected to add much to the evening's enjoyment.

Heavy Duty Radio Batteries, \$2.75. At RICE'S. 7-1c

FOR SALE: Setting eggs from the Oscar Hunt strain of Buff Orpingtons, \$1.00 for 15. Mrs. Troy Womble, 600 25-Mile Ave. 4-4p

Seen On the Screen at the Star

The Star theatre is outdoing its usual excellent shows for the coming week by presenting several of the leading pictures of the day. Those who saw "Breed of the West" some two weeks ago will want to come back Friday or Saturday to see if that little saved-off runt will again appear with Wally Wales in "Red Fork Range." The Brand's pick of the whole week will be Monday and Tuesday's run of "It Pays to Advertise." Aside from being an appropriate title that lays close to the heart of a newspaper, the management has seen the play and remembers it to be one of the most happy evenings of his life in the way of entertainment. The play would be tremendously worth while if it didn't have any title at all. It is mostly fun—genuine fun about things that happen every day. Wednesday and Thursday's program is said to be not as blood-

thirsty as its namesake was reported to be. In "Billy the Kid" are found comedy parts that give the play its entertainment. In fact, the comedy is the principal feature of the play, if such a title will permit it.

W. C. T. U. POINTS OUT ITS REAL ENEMY

Those who believe in prohibition must awake to the fact that today there is only one enemy of prohibition in this country, and that is the association against the prohibition amendment. This organization is behind the candidacies of wet politicians; it arranges repeal referenda in the various states. It provides newspaper and magazine opposition; it sends its lobbyists to every state legislature; it organizes protests, straw votes and denunciations of prohibition. It supports the crusaders, the women's organization for temperance reform and every other effective enemy of prohibition. Back of this is a small coterie of millionaires representing some of America's big industries, international bankers' group, which if they can carry out their program expect to repeal the 18th amend-

CHICK FEEDER FREE!



We will give baby chick feeder free with every sack of PURINA BABY CHICK STARTENA and PURINA ALL MASH STARTENA. Purina Feeds are selling cheaper than ever before.

The Best is always the Cheapest. PURINA is ALWAYS THE BEST!

McLean & Pitman

PHONE 1

ment, bring back the saloon, tax beer three cents a glass to be paid by workmen and others, and with the \$1,320,000,000 which they estimate the government will receive from this source, they will secure repeal of the personal income tax and corporation taxes which Irene Du Pont says would give one of his corporations \$10,000,000 a year. The above excerpt is taken from James A. Crain's recent article in the "World Call".

Attend Funeral.

Mr. and Mrs. S. P. Rosson were called to Portales Wednesday of last week to attend the funeral of Mrs. J. H. Bond, step-mother of Mrs. Rosson, whose death occurred there.

HELP YOURSELF

Special, Friday and Saturday

- SUGAR, ten pounds 62c
- Peanut Butter, 16-oz jar 21c
- Coffee, Admiration, 3-lb can \$1.16
- SALMON, pink, tall 12c
- Compound, 8-lb bucket 92c
- Pork and Beans, 2 cans 15c
- P. and G. soap, 10 bars 35c
- CHEESE, cream, lb 23c
- Bacon Squares, lb 18c
- Pancake Flour, Little Crow. 13c

FRIDAY and SATURDAY SPECIALS

- SUGAR, 10-lb cloth bag 57c
- CHEESE, Cream, pound 24c
- BEANS, green, Portales, two No. 2 cans 21c
- OATS, Mother's China 29c
- JELLO, all flavors, two for 15c
- PINEAPPLE, No. 2, Libby's 22c
- PEACHES, gallon 52c
- COFFEE, Topliner, 1 lb package 26c
- FLOUR, Pillsbury's Best, 48 pounds \$1.35
- MATCHES, Diamond, three boxes 10c

WE GIVE SILVERWARE COUPONS.

Carl's Cash and Grocery

Phone 321

CASH SPECIALS FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

- CAKES** They are delicious fig squares, 2 lbs 25c
- Crackers** 2 lb box salad-wafer 27c
- Cherries** Solid pack gallon tin 99c
- PRUNES** gallon can 41c
- Cake Flour** Regular Swan Down, per package 31c
- Marshmallows** Full pound package 19c
- BEETS** Fancy cut, quart can per can 18c
- SPUDS** 25 pounds 50c
- Compound** Lard, large bucket 94c
- MEAL** Full cream 20-lb bag 56c

Bakers Cash Grocery

MONT E. BAKER, Proprietor.

Social and Society

Mrs. Hales Entertains Otra Vez Club

Mrs. A. C. Hales entertained the Otra Vez bridge club Wednesday afternoon, February 18. Geo. Washington's birthday motif was carried out with a very clever effect.

A delightful salad course was served to four tables of players. Plate favors were hatchets, a modern symbol of George Washington.

High club prize went to Miss Eunice Gilbreath, and high guest prize went to Miss Martha Duncan. Miss Duncan was later invited to join the club.

Club members present were Meses. J. K. Blythe, Lloyd Edwards, Alton Fraser, Tom Carter, Jas. Witherspoon, Roger Corbett, Finis Owen, J. M. Posey, B. M. Wilshire, Egbert Brady; Misses Eunice Gilbreath, Frances Gunn, Frances Oberthier, Dessie Mae Steele; guests, Misses Jeane Donald and Martha Duncan.

FRIENDS HELP NANCY NEILL ENJOY FIFTH BIRTHDAY

Pleasures of her fifth birthday were shared with more than 20 of her little friends by Nancy Neill daughter of Mr. and Mrs. J. A. Neill, 125 Catalpa, Wednesday afternoon, February 18.

Numerous gifts were brought by the little guests for the honoree whose delight was almost immeasurable. Little Misses Henrietta and Nina Lee Frita and Katherine Fullwood were assistant hostesses, helping in receiving and enter-

Be Careful

This is a most dangerous season of the year for coughs, colds, and all their attendant illnesses.

Just a little time and forethought will assist you in preventing serious trouble or will correct any slight cold.

We are ready to assist you in the selection of suitable correctives or cures.

City Drug Store



We Give

"J. & N."

Green Trading Stamps
Phone 300

taining the birthday group who played both indoor and outdoor games.

The birthday cake was white with five pink candles. Refreshments of ice cream cones and cookies were served to Marianne and Katherine Acker, Buddy Downs, Anna Florene and Wanda Lee Lloyd, Phyllis Jean Radovitch, Betty Connell, Pauline Dixon, Margaret Olson, John Estes, June Dameron, Billy Dameron, John Douglas Pitman, Tommie Wilson, Wanda Jean Smith, Clement Birkmeyer, Barbara Higgins, Noland Grady, Wayne and David Phillips, Rosemary Phillips, Dorothy Mae Von Tungen, Nancy Neill, Nina Lee and Henrietta Fritz and Katherine Fullwood.

JUNIOR MUSIC CLUB MEETS WITH MISS BROADWELL SATURDAY

The Junior Music club will meet with Miss Mary Broadwell next Saturday at three o'clock, giving the following program: Mendelssohn, Elizabeth Ireland; Weber, Effie Lee Whitsett; Spohr, Theda Lou Wilson. Consolation, Mendelssohn; Nancy Conkwright.

Air from Oberon, for the left hand alone; Weber; Ruth Marie Mounst and Mary Ellen Parker. Solo: Ardelle Foster. All is Quiet, trio for voice, violin and piano, by Spohr; Senior club members. Hymn contest work.

MISS JEWELL BROWN IS WEDDED TO OSCAR V. MEDLIN

Mr. and Mrs. Daniel Brown have announced the marriage of their daughter, Jewell, to Oscar V. Medlin. The ceremony was performed in Empire City, Oklahoma, on February 11, and the couple is at home in Hereford.

NOTED AMERICANS REVIEWED BY LA AFFLATUS STUDIO

Mrs. Jim Lipscomb was hostess to the L. A. Studio Tuesday, February 17. Roll call was answered with names of outstanding Americans born in this month.

Mrs. C. T. Kibbe read an interesting paper on the life of Thomas A. Edison. Mrs. John Hutson reviewed the life of Henry Ford, and Mrs. Roberson gave a talk on the value of trees and shrubbery around the home.

An attractive salad plate was served to eight members and one visitor, Mrs. Hart. The club will meet next with Mrs. Arlie Dean on March 3.

SUMMERFIELD AND DIMMITT W. M. S. WERE GUESTS HERE

The woman's missionary society of the Baptist church held a mission program Wednesday afternoon at the church, at which Summerfield and Dimmitt W. M. S. were guests.

A playlet, Brush Away the Clouds, was given. The program was dedicated to Mrs. A. H. Owen at Chickasha, Oklahoma, at request of the author of the play. Sacredness of motherhood and the home was the central theme of the playlet.

Characters were Meses. D. B. Roberson, Arthur C. Thompson, W. L. Alexander, Jack Roberson, R. E. McCollough, Artie Daniel, Louie Olson and V. M. Cloyd. A social hour was held following the prepared program.

WHEAT FEEDING

(Continued from Page One)

Interest was keen as evidenced by the pertinent questions asked.

Some main lessons pointed out from the demonstrations are that feeders have found it profitable to use ground wheat mixed with corn, milo or kafir on fifty-fifty basis; that beef poundage can be added at a reduced cost if some forethought is exercised, and that the secret of growing hogs is to furnish them with plenty of clean water and let them help themselves to rations through an automatic feeder.

See Ward's Hogs.

The first stop was made at the Hillside Hatchery and Breeding Farm, where an introduction was made to one of the most complete poultry production plants in West Texas, under management of R. P. Conaway.

A few hundred yards down the Dimmitt road a visit was made to the farm of J. F. Ward, a winner of the title of Master Farmer of Texas. Hog industry was the main feature stressed. Mr. Ward explained that his self-feeders, automatic watering trough, green feed year round accounted for whatever success he had made in producing marketable hogs. On 45 acres he has nine fenced plots. Barley is the best grain to plant now, he said. He is feeding a ration of 50 per cent cracked wheat. Lesson in Dairying. Successful dairy operation and

value of bull circle work were demonstrated at the S. O. Wilson dairy. Mr. Wilson explained how he produced grade A milk all the time. He has a concrete-floored barn for daily scrubbing, milking, bottling and lapping machines, sterilizer. The dairy is inspected at least once a month.

He has three heifers giving milk, off-spring from a bull of the circle and the improvement in amount of butterfat produced is a large percent.

Hunter's Show Animals.

Addison Hunter is feeding out two baby heaves to a finish for display in the Amarillo fat stock show. The W. A. Hunter farm was on the itinerary. Addition is a 4-H club member. His senior calf weighed 1075 pounds Saturday a week ago and the junior weighed 940 pounds. They are on a feed of ground wheat, milo, corn, bran, oats and cottonseed meal. The two calves weighed 320 and 220 pounds respectively last May when bought from Geo. Muse.

Frye's Enterprise Interests.

Carl Frye, south of Hereford in Castro county, has one of the best equipped farming and livestock feeding plants in this part of the country. Here the trippers saw some fine Hereford steers and heard Mr. Frye explain how he was putting an average of 2 1/2 pounds on each one through maize heads, ground wheat, roughness and a protein supplement. He is feeding 40 per cent feed.

Luncheon at Black.

Luncheon was taken at Black, where F. H. Oberthier and E. B. Black had pots of steaming coffee ready for the visitors. Ham and cheese sandwiches and apples were carried out by John Olson and E. B. Black, supplied by the chamber of commerce.

Here an inspection of the 140 Hereford calves and 170 hogs was made. They are being fattened by E. B. Black and F. H. Oberthier, using ground wheat, threshed grain and cottonseed meal. The calves weighed 350 pounds eight weeks ago and average around 475 pounds now. They hope to market the cattle July first with an average weight of 750 pounds.

Barnett's Fat Calves.

Bud Barnett, 4-H club member and prospective exhibitor at the Amarillo show, has a George Washington calf. It was one year old last Sunday and its weight was 870 pounds over a week ago. The second calf, a year old in January, tipped the scales at 900.

Bud related to the visitors how he had been feeding for 154 days, had spent \$82.00 for feed and that his two calves had gained a total of 875 pounds. He does not neglect to give them a cupful of molasses at proper intervals. His feed cost is nine cents a pound—a rather high figure, he said, since he had no home-grown feed to consume.

Visit Johnson Farm.

North of Black, W. L. Johnson has a splendidly equipped place where he feeds out every year a bunch of steers. West of there several miles he conducted the trippers to his winter feeding grounds where a new enterprise was revealed.

There he has 300 yearlings on the south side of a slope by a lake

where he is using cottonseed cake and bundle feed to put a spread on the cattle, extend them or stretch their capacities for future feeding out this fall. The stock has already been sold for nine and one-half cents a pound to a Colorado buyer who brings them to a finish.

Mr. Johnson told how he was feeding to get quick stretching and development by feeding a growing ration. He is giving the steers 1 1/2 bundles and two pounds of cake a head each day. This is to make a low blocky steer as quickly as possible and is the method used when supplying the northern feeders. He will make delivery April 1, and expects a weight of 525 pounds, with a cost of seven cents a pound in added weight.

Shelby Has Good Steers.

The finest lot of steers from a condition standpoint were seen in the feeding pens of G. B. Shelby, 35 miles west of Hereford. The barn had been built to serve as a self-feeder through the flooring

from which 175 head of yearlings were taking on their daily fat. For the past 60 days, Mr. Shelby said, he has been feeding ground wheat and ground bundle stuff, and for the next 30 days the steers will be put on a ration of ground corn and wheat, equal mixture, with some cottonseed meal added.

Carl Oldham Has Shoats.

A non-scheduled stop was made by some of the party to pay Carl Oldham a visit. Carl is a vocational agriculture student and he has 32 shoats that are being fed on wheat and skimmed milk and his results are outstanding.

A departure from livestock feeding concluded the tour when the group paused long enough at Rem Witherspoon's to look into his terracing methods. Mr. Witherspoon has a farm on the west edge of Hereford and north of the Santa Fe railroad. There is quite a slope to the southeast. The tract has been properly terraced to where there is no wash and what is more important the rows are so curved

that each retains a maximum of all the rains that fall. Conservation of moisture by terracing in West Texas was the lesson pointed out.

Ladies making the entire trip were Mrs. E. E. Fridley and daughter, Ursalee, Mrs. John Whitsett and Mrs. Bess Turrentine. Joe S. Morris, manager of Hardeman-King, manufacturers of Merit feed, came down from Amarillo to take part in the livestock feeding trip. R. O. Dunkle and B. H. Hopkins express their appreciation to those who furnished cars, to the chamber of commerce for food, to E. B. Black and F. H. Oberthier for hot coffee, and to everyone who manifested such cooperation to make the jaunt a much bigger success than expected.

Life for chicks

Merit STARTING MASH

THE VITAMIN RATION FOR BABY CHICKS



Just as the baby boy or girl must have milk or strained vegetables, so must the baby chick have pulverized feed composed of nutritious grains and oils. Your selection and use of feed is a vital factor in determining the number of chicks you will raise... also the number you will lose. The best food is always the cheapest in the long run... and you just can't beat MERIT STARTING MASH. It contains plenty of Cod Liver Oil!

See us for your garden and field seeds in bulk. They are cheaper that way.

Onion Sets and Bermuda Slips.

West Texas Feed and Seed Company

Phone 265

TAKE CARE OF YOUR



It's time to be getting ready for the little fellows; probably some of you have some hatched out and needing close attention. The best care you can give them right now will more than doubly repay you next summer in getting early broilers and fryers, and for early egg production. Take good care of them now.

We want you to see the different types of feeders, waterers, coops, markers, leg bands, incubators—in fact any and everything you can think of that goes to saving and protecting chicks. There is a kind and size that we believe you will find adapted to your wants.

Don't forget it is time to be getting your lawn and garden plot in readiness for the summer. We have the tools and equipment to prepare for them and care for them all the year round.

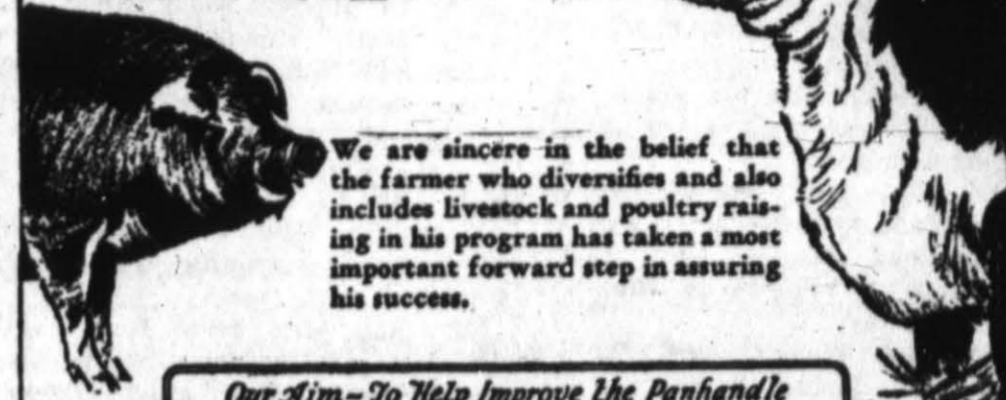
And we recommend VIGORO as the best, cleanest and most easily used fertilizer to assure velvety lawns, beautiful flowers and foliage, and choice vegetables.

Streu Hardware Co.

Authorized Agents for Aladdin Lamps and Supplies.

Plan NOW To Attend The AMARILLO Fat Stock Show

MARCH 2-3-4-5th



We are sincere in the belief that the farmer who diversifies and also includes livestock and poultry raising in his program has taken a most important forward step in assuring his success.

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy • Quality • Service

We Will Buy---

ONE OF THE HEREFORD TRADE TERRITORY

4-H CLUB
BABY BEEVES

AT THE

Amarillo Fat Stock Show

—We are doing this to show Hereford's appreciation of our 4-H club workers, and encourage them to renewed effort. If you want some of this extra select baby beef, phone in the amount in advance. The names of those assisting in this work will be published.

Texas Meat Market

PIGGLY WIGGLY

All Over the World

Specials for Friday and Saturday

COCOA :::: 29c

Mother's, two-pound can

CHILI CON CARNE :::: 21c

No. 2 can

WASHING POWDER :::: 21c

Star Naptha, large

CAKES :::: 29c

2 lbs Fig Bars, 25¢, 1 lb Hydrox Cakes

(One toy free with each pound.)

SUGAR :::: 58c

Ten-pound sack

SYRUP :::: 82c

Br'er Rabbit, gallon

LOGANBERRIES :::: 72c

Gallon

SALAD DRESSING :::: 21c

El Food, eight-ounce

MARSHMALLOWS :::: 7c

10-cent size

BUTTER :::: 31c

One pound creamery

MALTED NUTS :::: 87c

\$1.00 size jar

Jumbo News

BY EDNA HALL

Jumbo, Feb. 20.—Mrs. Kring visited Mrs. L. E. Beck Wednesday.

Mr. and Mrs. Perry Graham of Dimmitt visited Mr. and Mrs. M. L. Hardy Tuesday night.

Mr. and Mrs. Pat Hardy and Josephine were callers in the Hall home Monday night.

Lillie Mae Smith of Dimmitt spent Wednesday night with Kathleen Hardy.

Mr. and Mrs. F. L. Pinkert spent Tuesday with Armavine Stringer of Dimmitt.

Iena Johnston visited school Monday morning.

Mrs. Maples and Godfrey visited Mrs. Andrews Wednesday.

Mr. and Mrs. John Hall and son spent Saturday night with Mr. and Mrs. W. G. Means.

Leon Vinton of Nazareth visited his parents, Mr. and Mrs. W. L. Hall, Sunday.

Miss Jackie Martin spent Saturday night with Anna Lee Hamilton of Hereford.

Mr. and Mrs. Walter Means, Mr. and Mrs. Press Dyer and babies, Floyd Hacker and Jackie Martin were visitors in the Hall home Sunday.

Mrs. Dee Woolery and Juanita visited Mr. Kring Sunday.

Mrs. Ovid Pinckert and children visited Mrs. Walter Means Saturday.

Mr. and Mrs. L. E. Beck spent Saturday with Mr. and Mrs. Lee Oxford.

John Martin was in Tulla on business Saturday.

M. L. Hardy and family called in the Hall home Friday night.

Mrs. Burdine and children are visiting Mrs. L. C. Baggett.

Mrs. M. L. Hardy spent Monday with Mrs. F. L. Pinckert.

Miss Juanita McGinnis spent Sunday night with her grandfather, O. Kring.

Mr. and Mrs. Frank Hacker who have been visiting Mr. Hacker, returned to their home near Hereford Tuesday.

Bill Hacker called on Mr. and Mrs. F. L. Pinckert Sunday night.

Mrs. McKinley called on Misses Jacobsen and Freeman Sunday morning.

An old drummer has a hard time keeping his wife and daughter in society and the wolf from the door at the same time—but see it yourself in Patsy Friday night at the high school auditorium.

Black

By SEVENTH GRADE.

Black, Feb. 20.—Mr. and Mrs. A. C. Hays and family spent Sunday with Mr. and Mrs. Clyde Hays.

Mr. and Mrs. John McKinley and family spent Sunday in the D. R. Bennett home.

Mr. and Mrs. T. L. Welch spent Sunday afternoon in the D. R. Bennett home.

P. T. A. met Friday night at the school house and all enjoyed the program. M. A. Smith gave an interesting talk on child health.

Black school has organized a literary society which is to meet each fourth Friday night. Erwin Welch was elected president and Charlie Bennett vice president and

Miss Noble McClean secretary and treasurer.

Miss Vena Mae Welch was a Hereford visitor Saturday and Sunday.

Jimmie Hays and Lucille Hays attended Sunday school at Summerfield Sunday.

Charlie Hays and Leon Welch were Hereford visitors Saturday night.

Eugene Pressley spent Sunday with Wilson Vines.

Black has entered in the tournament at Summerfield, which is to be held Saturday, February 28.

Dave Galloway and family visited Sunday in the John Galloway home.

Miss Agnes Garrett is visiting Mrs. Mary D. Ray this week.

Miss Pauline Hart spent the week end with Mr. and Mrs. Bernard Robinson.

Mr. and Mrs. J. F. McKinney and family who have resided in Black for several years, are to move to Borger some time this week. Their friends in Black are sorry for them to leave but wish them success in their new home.

Miss Mildred McMurry has returned to school at Friona after a two weeks absence.

Mr. and Mrs. Clayburne Carr spent Sunday evening with J. J. Crawford and family.

Mr. and Mrs. Jesse Hinds and daughter spent a few days in Liberal, Kansas. Mrs. Anna Lemons came home with them.

Mr. and Mrs. J. J. Crawford and family visited the McKinney home Sunday evening.

Misses Lucille and Noble McClean spent Saturday with Mrs. Mary D. Ray.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

J. M. Heaton and Lloyd went to Oklahoma Sunday to visit relatives.

Jim Pursinger and Wilford Clarkson called in the Frank Young home Monday night.

Mmes. C. O. Phillips and L. L. Womble were in Hereford Wednesday.

Louis Lee of Endee spent last Thursday night in the John Boling home.

Mrs. E. W. Womble and son left with her sister, Mrs. Satterwhite, last week for Big Spring to visit relatives and friends.

Mr. and Mrs. Sharp and children called in the Heaton home Sunday.

Mrs. R. L. Campbell visited Mrs. Comingoer Monday afternoon.

Mr. and Mrs. Dan Higgins, Alford and W. C. called in the W. A. Chapel home Sunday night to see Mr. and Mrs. Willie Chapel who have had influenza.

Mrs. Heaton and Miss Dolle visited Mrs. Bill Floyd Wednesday.

Mrs. C. Cretzinger spent Wednesday with Mrs. O. J. Grable.

Mr. and Mrs. Horace Johnson were in Amarillo Wednesday.

Mr. and Mrs. R. L. Campbell made a business trip to Hereford and Vega Wednesday.

Charley Edwards visited Frank Young Sunday.

Bernadine Phillips spent last week end with her grandmother Phillips in Hereford.

Miss Emma McClain visited Mrs. Coy Phillips Friday.

Mary Higgins of W. T. S. T. C.

was at home Monday night.

Mrs. L. A. Nugent visited her daughter, Mrs. T. E. Brodie in Hereford Sunday.

Those present for the ladies community meeting last Friday afternoon were Mmes. Jim Le Grand, J. M. Heaton, Dick Allred, Sam Griggs, R. L. Campbell, O. G. Smith and Harris. All enjoyed the talk by Miss Gunter very much. The ladies came early and visited school until the hour of meeting.

Other school visitors were Mr. and Mrs. H. J. Oglesby, Mmes. Dan Higgins, Clarkson, Dola Phillips and C. Cretzinger.

Mr. and Mrs. Frank Young and Earl visited in the J. M. Heaton home Tuesday night.

Mrs. Guy Gilliland of Los Angeles writes that she even reads our items in the Hereford Brand.

Mrs. Dollie McClain is very ill at this time.

Progressive News

BY MISS OLIVE PERKINS

Mrs. Webb and children called on Mrs. Charlie Green Saturday afternoon.

Mr. and Mrs. Owen Neel and children visited her parents Sunday.

Owen Neel, Ira Ricketts and Glenn Ricketts went with the chamber of commerce on their tour last Monday.

Shade Ratcliff spent Saturday night with Pete and Fred Caldwell.

The ladies met with Mrs. Russell last Friday and worked on the club rug. They also practised on their play which the Ladies club expects to give soon.

Mrs. Blakemore and son Jimmy returned Sunday from Crowell where she was called on account of her father's illness.

Mr. and Mrs. Lee Curry of Summerfield called in the Scales home Sunday afternoon.

The young people of the community spent Sunday evening with

Lola and Lucille Park.

The Ladies club met with Mrs. Ray Hershey Wednesday afternoon. During the afternoon the ladies quilted a quilt for Mrs. Ed McBrayer. A short business session and patriotic program were presided over by the president, Mrs. Russell. During the social hour Mrs. Hershey served refreshments of cherry pie and tea and gave Washington's birthday favors. The next meeting will be with Mrs. Higgins March 4.

Mr. and Mrs. Charles Green her parents, Mr. and Mrs. Charles Smith at Westway Sunday.

Mrs. Luke McBrayer and Betty Jeane spent Wednesday with Mrs. Ricketts.

Mr. and Mrs. Lee Kendall of Summerfield, Mr. and Mrs. Walter Caldwell and son and Mr. and Mrs. Cecil Hodges and daughters ate Sunday dinner in the Caldwell home.

Mr. and Mrs. Howard Hershey and daughters, Mr. and Mrs. Horace Hershey and son, Mr. and Mrs. Arch Conkila and boys, Harold Posey and Cora Ellen Posey of Newton, Kansas, were guests of Mr. and Mrs. Ray Hershey Sunday.

Mr. and Mrs. Clyde Kibbe call-

ed on Mrs. Arch Dougherty and Mrs. Ricketts Wednesday evening.

Mr. and Mrs. W. A. Ricketts

and Mr. and Mrs. Claude Ricketts called in the Ricketts home Sunday afternoon.

Ira Jeanne and Glenn Ricketts visited their grand parents Saturday night.



"You can bet your Bottom Dollar Germ-Processed Oil won't fail you these cold days"



The multitude of motorists who have switched to Conoco Germ-Processed Motor Oil know what a great oil it is for summer use. Maybe they are wondering how it will act in cold weather at zero and below. The makers of Conoco know. Better still, thousands of users know, from their experiences of last winter. In Canada, Montana, the Dakotas ... in Denver ... with temperatures far under zero, Conoco Germ-Processed did not congeal. It remained fluid and continued to furnish efficient lubrication.

This accomplishment is no surprise. Conoco Germ-Processed is easy starting, non-congealing at sub-zero temperatures, because it is a thoroughly de-waxed paraffin base oil. The Penetrative Lubricity of Germ Process makes certain an ever-present lubricating film in your motor, even after long periods of idleness... particularly valuable at starting time, when 40% to 60% of motor wear occurs. Save this wear on your motor... your battery... your nerves. Drain and refill now with the proper grade of Conoco Germ-Processed oil at the sign of the Conoco Red Triangle. All grades, 35¢ per quart.

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

There is an *Conoco Lubricator's Hour*... On 16 leading stations across the country... a program somewhere every day from Monday to Friday. Your nearest Conoco station will give you a log of stations, days and time. Here is a unique radio program... built upon the preference of the listener.

DR. D. K. ROBISON
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 Rice Drug Store
Hereford, Texas



Grow Your Own Vegetables

SALAD vegetables, lettuce, radishes, beets, carrots, cucumbers, tomatoes and green onions are more crisp and full of flavor when freshly picked. The same is true of beans, peas and sweet corn. To make the most of your gardening effort, plant the first quality tested seed now available in the Northrup, King & Co. seed box at a nearby dealer's.

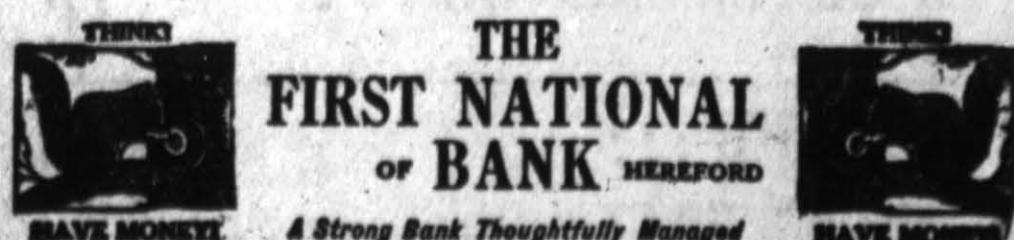
All standard size vegetable packets **5¢** per packet

Northrup, King & Co's Seeds



Do Your Duty Have Money

STOP and think what would happen to your family if you were taken suddenly away from them. You may reason that you have some life insurance and other assets. But... what would happen if you became sick? **READY MONEY** in our bank is the answer. **START SAVING REGULARLY NOW** We Welcome YOUR Banking Business



CHEVROLET

For heavy work the whole year 'round— at the lowest cost-per-mile



Whether it's heavy loads to be hauled in the country, or quick deliveries to be made through city traffic, Chevrolet trucks are always ready to do a good job—at low cost. These big, powerful Sixes have the strength and stamina for continuous hard work the year 'round. Long hauls, hard pulls, fast schedules, rough going are all a part of the day's work for trucks like these. And Chevrolet's cost-per-mile is not only extremely low, but it stays low, season after season. You will find it well worth while to inspect today's Chevrolet truck line. Many features have been introduced that have a direct bearing on Chevrolet performance, capacity, endurance and appearance. And there are now available Chevrolet bodies built in Chevrolet plants exclusively for use on the Chevrolet chassis.

CHEVROLET SIX CYLINDER TRUCKS

Chevrolet 1½-ton chassis with 131" wheelbase \$520 (Dual wheel option, \$25 extra)

1½-ton chassis with 157" wheelbase, \$590 Commercial chassis, \$355 (Dual wheels standard)

Illustrated above is the Chevrolet 1½-ton truck on 131-inch wheelbase complete with Chevrolet cab and stake body, priced at \$710. All prices f.o.b. factory. Special equipment extra.

See your dealer below

Brumley Chevrolet Company, Inc.

ALSO DEALERS IN CHEVROLET SIX-CYLINDER PASSENGER CARS, 5478 TO 5686, E. & S. First, Michigan

Wyche Items

MRS. L. P. PERKINS
 Mr. and Mrs. H. E. Sullens of Hereford visited in the N. G. Elliston home Monday afternoon.
 Mr. and Mrs. L. P. Perkins visited Mr. and Mrs. Young Monday afternoon.
 Mr. and Mrs. Lewis Lee, Ervin and Red Elliston of Glen Rio visited the N. G. Elliston home Wednesday night and Thursday of last week.
 R. B. Jackson called on Nellie Elliston Monday.
 C. V. Burgess has been sick the past week.
 Mrs. Barton is at the bedside of her father, who is very ill at his home near Fort Worth.
 The Adventists had an all day service Saturday and Sunday afternoon at the school house.
 Chester Lindsey and family and Mr. and Mrs. Wes Lindsey visited the Jess Lindsey home Sunday.
 Mr. and Mrs. Ira Ott were in Amarillo Sunday, Mrs. Ott returning with them.
 Mr. and Mrs. Perkins called in the Elliston home Monday.
 Miss Lella Thomas is staying in the J. J. Lindsey home.
 Mr. Ward and family visited the Cook home Sunday.
 Lella and Clyde Thomas visited the J. J. Lindsey home Sunday.
 Jess Hoffman has been sick the past week.
 Mrs. Kuper is home from St. Anthony hospital and is much improved.
 Mr. and Mrs. Thiele visited the Wagner home Sunday.
 Ed and Lawrence Loerwalt visited the John Lueb home Saturday.
 Mr. and Mrs. Hoffman and son and Louie Kuper visited in Stanton Saturday.
 The club met with Mrs. N. G. Elliston February 24 and worked on the quilt. Roll call was answered by characteristics of Washington or Lincoln. One new member,

Mrs. Robertson, and one visitor, Mrs. Ott. Report on meat canned by the club, 59 quarts pork and 305 quarts beef.
 The club meets March 10 with Mrs. N. G. Elliston.
 Mr. and Mrs. Clyde LaGrone of Amarillo spent the week end in the B. W. Elliston home.
 Honor roll, first grade: Dorothy Perkins, Dora Lee Burgess, Vivian Ruth Smith. Second grade, Hubert Stoerner, Edward Perkins; fourth grade, Billie Lundry; fifth grade, Eugenia Ward, Myrtle Ellen Elliston; seventh grade, Nadie Ward.
 Wyche, Feb. 20.—Allen Johnson of Hereford spent Friday night and Saturday with P. G. Perkins.
 Grandma Neill, Miss Priddy and Miss Smith visited the club Tuesday afternoon.
 Vernon Burgess visited Edward Perkins Sunday.
 Mrs. Dewey Gideon and boy of Hereford visited in the Burgess home Thursday.
 The Club met February 24 in the home of Mrs. N. G. Elliston with Mrs. Perkins as hostess. The club is making a special quilt to be disposed of in some manner to add funds to the club treasury. The rug made by the club is also finished and will be disposed of soon.
 There will be a community party March 17 at the school house. Everybody come and bring sufficient sandwiches for the family. Club ladies will have plenty of coffee and cocoa for everyone. Everybody come and wear the Green.
 Miss Hostetler visited the school Tuesday with educational pictures and a very interesting talk, which was very much enjoyed by teachers and pupils. Miss Hostetler is heartily invited to make another visit in the near future.
 Mr. Dunkle called in the school Monday and took the boys for a lesson in terracing at the H. Earl Smith farm.
 Juanita McGinnis is at Friona

Other Cities Would Pay Much For Lake Park

"Hereford is to be congratulated," declared Joe L. Pope, recently with friends for a few days.
 Mrs. Perkins called on Mrs. Burgess Tuesday.
 Clyde Barton returned from near Fort Worth Friday.
 Mr. Thiele has finished plowing west of town and is moving his tractor home.
 Miss Priddy spent last week-end with her sister, Mrs. Ray, in Amarillo.
 Mrs. Young visited her daughter, Mrs. Jack Grady, in Hereford Saturday.
 Martha Nell Ewton spent the week end at home.
 Miss Nadine Ward visited relatives at Plainview Saturday and Sunday.
 Mr. and Mrs. Jess Lindsey announce the arrival of a baby girl, born Friday, February 13.

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.

ly engaged as secretary-manager of the chamber of commerce, "in connection with the improvement of Lake park. This advantageously located park is destined to become one of the most beautiful municipal playgrounds in the entire Southwest.
 "Mayor Ireland, we learn, feels that perhaps some of the citizens may not understand why he and his associates in the city's official family are making an apparently liberal investment in the beautification of this fine tract. But, he explains to us that the drainage, grading, planting and sodding are for present and coming generations.
 "Many cities throughout the Southwest would today pay much to have made available for their use such a large and well located area as that embodied in Lake park. Cities are feeling the need for parks, sometimes awaking to their necessities too late. We are told that Hereford has owned this land for more than a quarter of a century, but the intensive improvement, according to a definite plan has only been seriously undertaken by the present city administration.
 "Cities are judged to a large extent by their public buildings and grounds. Hereford's schools, churches, court house and city hall, and other public and semi-public structures are most creditable to the community. In keeping with this structural status, the city commission including Messrs. Ireland, Newell and Dyar, are investing in Lake park to the benefit of every local citizen and to the joyous appreciation of even the chance visitor within the city's gates.
 "Another thing that should not be overlooked is that the city has employed local men on this work who had a need to labor for the sustenance of themselves and their families. In this way numerous citizens have been aided to meet their actual requirements, at a time when employment has been none too easy to procure."

Support Pledged Pope

Apropos of the selection of Joe L. Pope as secretary-manager of the Hereford chamber of commerce, David M. Warren, secretary-treasurer and general manager of the Nunn-Warren Publishing Co., Inc., writes the following letter under date of February 20:
 "Dear Joe: In reading the Hereford Brand today I learned that you have been elected manager of the chamber of commerce. I was agreeably surprised to learn of your returning to Texas, and want to wish you the best of success in your new work.
 "You can be assured that The Brand will stand behind you in your work. Hereford has a great future and lots of work ahead for the next few years, and we know that you can take the lead in putting over the program that will be required.
 "I go to Hereford whenever I can, and I will be glad to greet you in person the next time I visit the city. With best regards, I am,
 "Yours very truly,
 "D. M. WARREN."
 Messrs. Warren and Pope were associated during the years 1920-22 on th Amarillo Daily News.
 Jesse Stanford visited in Dallas the first of the week.


Local Breeders Put Cattle In Lubbock Sale

Six breeders of this territory have consignments in the first auction sale of registered Hereford cattle in Lubbock, which is set for March 27. Forty-seven head—38 bulls and nine females—will be sold to the highest bidder under auspices of the Texas Hereford association, of which John

M. Gist, Odessa, is president. These cattle have been carefully selected, judiciously handled and royally bred. Sale will be held at the fair grounds in connection with the fat calf, pig, ham, bacon and meat show. Everybody has a cordial invitation to attend both days, March 27 and 28.
 Consignors from Deaf Smith and Castro counties are George Burch, Dimmitt; East and Cochell, Ed East, T. C. Ivey, D. L. McDonald, Hereford, and C. J. Mapes, Dimmitt.
 Save Friday night, February 27, for Patsy!

Free Road Service
 INSIDE CITY LIMITS
 On tire repairs, vulcanizing, etc. We are specializing on our tire service and want you to find out just how quickly and well we can get you going again: Just call us—we'll be there.
 Phillips Gasoline—Goodrich Tires and Tubes.
 Rapid and Thorough Greasing.
J. E. SPEEGLE
 Phillips Station No. 2.
 Third and Miles Phone 68

FUNNY?



YOU HAVEN'T SEEN ANYTHING FUNNY UNTIL YOU HAVE SEEN

"PATSY"

THE LIONS CLUB HOME-TALENT PLAY

This is a comedy-drama of every-day American home-life, with its tragic points over-drawn 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 the play—every character and responsibility has been assumed by Hereford people and all the money stays at home.

HIGH SCHOOL AUDITORIUM
 8:00 P. M., Tomorrow 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.

GET YOUR TICKET AND RESERVED SEAT AND GET THERE!

SPECIAL MUSIC SPECIAL COSTUMES
 SPECIAL STAGE SETTINGS
 A ROYAL GOOD TIME FOR EVERYBODY
 Sponsored, Recommended and Guaranteed by
HEREFORD LIONS CLUB
 TO BUY CHILDREN'S PLAYGROUND EQUIPMENT

You Have a Nation Wide Reputation Wherever You Go!

The Hereford Business Men's Ass'n
 —Is not an "only child". It has brother bureaus all over the United States with which it interchanges data. Consequently the man or woman who is known in Hereford for PROMPT fulfillment of financial obligations will find themselves preceded everywhere by that enviable REPUTATION.

Make It a Priceless Asset!

It's Worth taking time to find just what a Credit Association does for you

HERE'S THE STORY: You buy merchandise on the credit; pay your bills PROMPTLY, the local credit association gathers data and your merchant says that you are "GOOD PAY". Later, should you apply for CREDIT anywhere in the United States, the local credit association is called upon for a report and the brother bureau is informed you have a "CLEAN CREDIT RECORD", your CREDIT or CHECK is good. Isn't it worth having?

The Merchant—
 Before the organization of the Business Men's Association each merchant granted or refused credit on his personal knowledge of the applicant, but you know from bitter experience you cannot look at a man or woman and know whether or not he or she will pay their bills. A report through the B. M. A. will give all the facts and both the MERCHANT and the ASSOCIATION is protected by law. Every man and woman make their CREDIT RATING; we keep their Record.

Business Men's Association, Inc.

Daniel News

BY MRS. JOE THURMOND

We had a quarter-inch rain Friday night.
Mr. and Mrs. B. F. Stice spent Thursday with Mrs. Luna Jacobs.
Mr. and Mrs. O. L. Shugart and daughter spent the week end with Mr. and Mrs. Joe Thurmond.
Mrs. Floyd Tomlinson has as her

guest her sister Mrs. Emmett Turce of Lockney.
Mmes. Durwood Vernon and Herman Dinkle called on Mrs. Joe Thurmond Monday afternoon.
Mrs. Tomlinson and Turce called on Mrs. Luna Jacobs and daughters Friday.
W. R. Moore has put out an orchard.
Mmes. Tomlinson, Emmett Turce and W. R. Moore spent Wednesday at Dimmitt with Mrs. Wayne Car-

rel, a sister of the two first mentioned ladies.
Betty Jo Thurmond did acrobatic stunts for Mrs. H. J. Houser's dancing class at Canyon Saturday afternoon. Betty Jo is a pupil of Mrs. Houser at Herford.
Miss Mary Thurmond of Amarillo spent Thursday in the home of her brother, Joe Thurmond.
Mrs. W. R. Moore spent Wednesday with Mrs. Luna Jacobs.
Mr. and Mrs. Floyd Tomlinson and daughter and Mrs. Emmett Turce were in Amarillo Tuesday.
Mmes. Tomlinson and Turce helped Mrs. W. R. Moore make cheese Thursday.
Mr. and Mrs. Joe Moore and children were in Herford Saturday.

Harold Posey and Miss Cora Ellen Posey of Newton, Kansas, visited Daniel school Friday.
Mr. and Mrs. Stivers spent Sunday in the Malone home.
Misses Gerlie and Lula Kelly, Lonnie and Lister Kelly, David, Cecil and Orrie Boyer and Mr. and Mrs. Lynn Powelson and family were Sunday dinner guests in the W. R. Harrison home.
Mrs. James and Geoger were Sunday dinner guests in the W. P. Caraway home.
Rev. and Mrs. O. E. Boyer and sons spent Sunday with Mr. and Mrs. Miles.
Mr. and Mrs. John McLean and son and Miss Gunter of Herford visited the Dean home Sunday.
Fred Saltzman and family attended a birthday dinner Sunday in the Carroll home in Herford.
C. B. Williams and wife, Herford, spent Sunday afternoon in the Malone home.
Mr. and Mrs. Suggs and son ate Sunday dinner in the Bob Higgins home.

Ward News Notes

BY MRS. WILEY ROBERSON

Mr. and Mrs. Oden Weems and Mr. and Mrs. Paul Mathers spent Wednesday evening in the Jim Lipscomb home.
Mr. and Mrs. Dean and Mary Louise spent the week end in Amarillo with Mrs. Dean's sister, Mrs. Lowery Fletcher. Her mother, Mrs. Hart, returned with her to visit a few days before going to the home of her daughter, Mrs. Clay Neal, at Muleshoe.
Mr. and Mrs. Jim Higgins and children visited the Bob Higgins home Sunday afternoon.

Wiley Roberson and Claude Benton were in New Mexico branding and deborning cattle Wednesday.
Miss Brunson spent the week end in the home of her brother, Fred Brunson, near Ford.
Jack Hubbard spent Saturday night with Jack Dean.
Messrs. and Mmes. Roy Gough and Bob Higgins and sons, Jim Lipscomb spent Sunday evening in the G. M. Suggs home.
J. W. and Jack Hubbard, Mr. and Mrs. Arlie Dean and children, Miss Brunson and Mr. and Mrs. Bennie Fulkerson visited in the Wiley Roberson home last Tuesday night.

Mrs. Rogers and children and Mrs. Edwards spent Friday afternoon with Mrs. Caraway.
Rev. and Mrs. Boyer and sons took Sunday dinner in the Jack Hutson home.
Mrs. Saltzman spent Monday with Mrs. Suggs.
Arlie Dean returned Sunday from the VVN ranch near Muleshoe where he took Mrs. Hart to be with her daughter, Mrs. Clay Neal.

Mmes. Caraway and James, Geo. James and Miss Allene Caraway attended Sunday school at Dean Sunday afternoon.
Mrs. Dean called on Mrs. Roberson Monday afternoon.
E. Tipton and wife of Happy Sunday night.
Mmes. Miles and Baker of Progressive visited Mrs. Caraway last Thursday afternoon.
Mrs. Crutchfield has returned from a visit in California.
Mmes. Bill Hutson and Sammy Ledbetter visited Mrs. John Hutson Friday afternoon.
G. T. Higgins spent the week end with his parents.
Misses Hughes and Garrett visited the Dean home Sunday.
Messrs. and Mmes. Jack Hutson and D. O. Williams were in Amarillo Friday.
Bill McClain spent the week end

Here and There

BY MRS. C. E. TICE

Chas. King, Misses Helen King and Mattie Andrews spent Sunday at Happy.
Mr. Terrell has sold his place to Mr. Smith of Dimmitt and is going to move to Plainview.
Mr. and Mrs. Dave Benson and family, Mrs. G. F. Springer and Miss Tina Lee and Rev. Fields were Sunday guests at the Sparkman home.
Mr. and Mrs. Harry Gillispie spent Sunday evening at the C. E. Tice home.
The W. W. Club met last Tuesday at the home of Mrs. Earl Springer with Mrs. Perry assistant hostess. A patriotic program was given and Miss Hall was present to give her lesson on baths. The next meeting will be March 3, with Mrs. Paul Williams at which meeting the articles made for the living room improvement will be judged.

Card of Thanks.

I wish to express my sincere thanks and deepest gratitude for the kindness and assistance shown by neighbors and friends in the bountiful shower given recently, and for the sympathy and consolation bestowed upon us in our bereavement. You have made it a little easier for us to bear our heavy loss.

MRS. DORA McBRAYER.

Get a reserved seat for Patsy at no extra cost at the Corner Drug store.

Auction Sale

We Are Going to Sell
AT AUCTION

Saturday, February 28th

The Warren Stock of Groceries, Work Clothing and Shoes. Will also sell at auction Piece Goods and Notions, and Fixtures in store, including shelving and counters. Lots of good lumber for building sheds, hen houses, etc.

Sales Will Be Held at 1:30 p. m.
and 7:30 p. m.

Be Sure to Be Here, As We Are Going to Sell It All
Out to the Bare Walls!

Seale & Jones,
OWNERS

**MORE HEAT-
LESS GAS**

There is only one suggestion for the better use of a radiant type Gas Heater, beyond having a good flame, proper connections, keeping burners and heating elements clean and general care in not burning gas needlessly.

This suggestion is to watch the flame so that it does not go OVER THE TOP of the radiant grid which throws out the heat. This wastes heat and gas, besides not giving you all the heat there is in the gas that is burned. The flames should be just high enough to heat the grid or other radiating material and no higher.

The principal of this radiant type heater is incandescence, the use of a small amount of gas to produce a great deal of heat, practically all of which is utilized.

Simply turn on enough gas to make the entire grid glow—and no more.

**WEST TEXAS
GAS CO.**

**JOWELL &
BROOKS**

Announce the Opening of
Their

**BEAUTY
SHOP**

AT LEE AND NINTH ST.
on

SATURDAY, FEBRUARY
28, at 9:00 O'Clock

Shampoo 25c
Finger Wave 25c
Haircut 35c
Manicure 35c
Eye-Brow Arch 25c
Petro Palm \$1.00

A FREE SHAMPOO given with a finger wave or manicure to first six appointments.

We Appreciate
Your Patronage

INEZ JOWELL
LYNDELL BROOKS
Call 47 for Appointment

**Your New
Home**

In building your home, be sure to have your electrician or contractor to put in as many electric outlets as you will ever need to make it convenient.

- For the Radio
- For the Flat Iron
- For the Fan
- For the Floor Lamp
- For the Vacuum Cleaner
- For the Toaster
- For the Percolator

**ELECTRICITY IS
CHEAP
USE MORE OF IT**



Texas Utilities Co.

We're Always
'Pleased to Meet You'



The officers of this bank bid you welcome. To lend our aid to ambitious men of the community, to give counsel and cash in support of sound projects is our business. Now, more than ever, just as better times begin to dawn, we are eager to lend the support of a strong bank to fellow-townsmen with ideas. Come any time for a visit here.

First State Bank

FIRST MONDAY

Trades Day

Auction Sale

2:00 P. M. NEXT MONDAY

MARCH 2, 1931

AT McLEAN & PITMAN'S FEED YARD

The first AUCTION SALES DAY, Held February 9, was a decided success, but we needed more stuff to sell. There were more buyers than there was stuff to buy.

These sales are being put on for the benefit of the entire territory in general. If you have livestock, farm machinery, furniture, automobiles, poultry and miscellaneous items of any sort that you wish to convert into ready cash, you can do so by consigning your property in these semi-monthly sales. There will be buyers for everything of any value.

A real surprise is in store for you. Convenience and courtesy will be extended every consigner. Good corrals, plenty feed and water and ample space to take care of livestock consignments. Am having considerable inquiry for horses, mules, machinery, hogs and other property. List your property at your earliest convenience.

IT'S YOUR SALE—DON'T FORGET THE DATE

COLONEL RAY BARBER
SALES MANAGER AND AUCTIONEER
CLYDE KIBBE, CLERK

A Golden Opportunity

—Is afforded civic and community clubs of Hereford's trade territory by taking part in

The Hereford Brand \$500.00 CASH DISTRIBUTION PLAN

—Your club may enter any time before March 31, but entries made by March 14 will count a greater number of extra credits for subscriptions secured.

READ THE RULES BELOW AND ACT

—Clubs starting earliest have a longer time to solicit and obtain subscriptions, and their work brings more credits.

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 disqualify 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 publishers 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.

Locals

Get out of the gums for one evening by seeing Patsy Friday night.

Save Friday night, February 27, for Patsy!

4.50x20 Brunswick Heavy Duty six-ply tires \$8.35, and insured, of course, at RICE'S. -1c

Do you want to give a few cents toward equipping a playground for the kiddies? Then buy a ticket for Patsy, showing Friday night, February 27.

We sell lots of jacks, but always know where to get more. The best for less at RICE'S. 1c

D. H. Alexander, local manager of the Panhandle Lumber company, visited his father in Memphis the past week-end.

Mature talent, all home people, make up the cast of Patsy, assuring an excellent dramatic presentation. Be there—it means much for the kiddies.

Seed Potatoes

Raised from clean, certified Bliss Triumph seed from Nebraska, selling for

2c

A Pound

Also Russett's Burbank seed, which made 275 bushels per acre here last year, selling for 1 cent a pound.

Get Them at

TWIN CITY TRACTOR & IMPLEMENT CO.

South of Hereford City Hall

S. P. Rosson is working on plans for rebuilding his home at 402 McKinley avenue.

Misses Mildred and Minnie Laura Jackson of Stratford spent Saturday and Sunday with their sister, Mrs. R. E. Kessie.

"A stitch in time saves nine." Likewise, tire chains may save you from a bad accident. Weeds best at RICE'S. 7-1c

Mr. and Mrs. Everett Mason and daughter of Amarillo spent Sunday with Mr. and Mrs. John Whitsett. Mrs. Mason is a cousin of Mrs. Whitsett.

30x3 1/2 Red guaranteed tubes, \$1.00, at RICE'S. 7-1c

Mrs. Faye Alexander Montgomery of Amarillo is a guest of her parents, Mr. and Mrs. J. W. Alexander.

Save Friday night, February 27, for Patsy!

Mr. and Mrs. J. W. Alexander and their little nephew, Billy Montgomery, visited with relatives in Amarillo Sunday.

Get Hudson chick feeders and waggers at West Texas Feed & Seed Company. 7-1c

Mrs. Thomas E. Meeks of Lubbock is a guest of her sister-in-law, Mrs. J. W. Holley, this week at 122 Catalpa street.

Try our whipping cream. It tests 40 or better. 15 cents delivered or at your grocery. S. O. Wilson Dairy. 7-1c

Joe Huckert recently returned from Hot Springs, New Mexico, where he took a course of baths for rheumatism. He said he failed to get any relief from the treatment.

4.75x19 Brunswick Heavy Duty 6-ply tires, \$9.55. Insured at that price? Of course. At RICE'S. 1c

Mrs. J. W. Holley and children spent several days of last week visiting in Amarillo.

G. N. Haley, district manager of the Southwestern Bell Telephone company, was in Hereford on business Thursday.

We are producers of all our milk and cream. Milk is 10 cents a quart delivered, and cream is 15 cents a half-pint. S. O. Wilson Dairy. 7-1c

Little chick supplies of every kind at West Texas Feed & Seed Company. 7-1c

Mr. and Mrs. Paul Certain visited in the home of her parents, Mr. and Mrs. Rex Tynes, Friday night, leaving Saturday for Dallas to make their home. Mrs. Certain expects to enroll in Southern Methodist University.

Your tires carry the factory guarantee against "defects in material and workmanship," while we INSURE Brunswick tires against accidental injuries at no extra cost. At RICE'S. -1c

Mrs. Alton Fraser and Miss Willie Allen spent Sunday in Portales with Mr. and Mrs. J. C. Parker.

Save Friday night, February 27, for Patsy!

Miss Viola Carpenter left Wednesday of last week for Erick, Oklahoma, to be with her sister, who is seriously ill.

Mr. and Mrs. L. H. Shore expect to leave for Temple this week where Mr. Shore will receive special treatment for an infected foot.

Save Friday night, February 27, for Patsy!

Mrs. Edlie Smith of Canyon is visiting her mother, Mrs. W. M. Megert.

L. H. Shore, proprietor of a grocery on Main and Fourth streets, is reported to be seriously ill from a foot infection. His condition was improved last week but the past several days his recovery has been retarded.

E. D. Fox has been a business visitor in Dallas this week, looking after spring and summer merchandise for the Fox Mercantile Company.

CASH PRIZES

(Continued from Page One)

that is required is solicitation. All during the past months new subscriptions and renewals have been taken in every day at the Brand office without soliciting. The subscription list is on a paid-up basis, and always has been. Residents of this territory who are not on the list will take the paper when properly approached and those whose time will soon be out will want to renew.

In order to have the home newspaper go into practically every home, the Brand is setting aside a big part of this subscription money to award the more industrious clubs and give 20 per cent to those remaining active to the close. People are accustomed to paying for the Brand by the year, and the field is wide open to make some cash money that will be convenient for the club's treasury.

Ask for subscription books for your dozen or more workers, fill out the nomination blank, and begin seeing your neighbors right now so that you will not miss those big extra credits for prompt action.

There will be some valuable extra credits, at no cost whatever, to be obtained from merchants following the first of the month, issued by the Brand on advertising, printing and merchandise. Inquire about these coupons.

TWO YEARS

(Continued from Page One)

stated that he had also observed that the defendant was peculiarly disposed at frequent intervals during his confinement of several weeks in the county jail here.

The 1928 Chevrolet sedan of R. J. Kibbe was stolen on the night of January 12 while parked in front of the Western National bank, where Harry Kibbe had left it while he attended an Odd Fellows' meeting. Harry found and identified the car the next day, parked by the side of Jess Owen's house, about six miles north of Hereford. The Chevrolet had been partly stripped, but was in running order. The gas tank was empty, however.

Sheriff Miller and Emmett Hales searched the premises for Scott, who, his brother-in-law said, was living with him and had driven the car home. Close to midnight the sheriff and J. C. Allred, deputy, returned to the Owen home and arrested Scott, finding him asleep in his room with a shotgun lying on the floor under the head of his bed.

Defendant is about 25 years old. His mother died when he was about five years old, and for most of his life since he has been making his home with his sister, Mrs. Owen, who moved to Deaf Smith county with her husband about one year ago.

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

Texas Farm Families Digging In by Canning Meats As Protection Against Low Prices of Products

USE OF CALICHE

(Continued from Page One)

tee to undertake them without the assistance of several sub-committees, one of which has already been appointed to work with you.

"We conceive the duties of your committee to be: To create favorable sentiment for all public roads, including those already designated as national, state and county highways, and scheduled for some character of paving, on down to those which are to be merely graded and drained. It is also the duty of your committee as we see it to ascertain the location of caliche and other approved road building material in Deaf Smith county and to determine the cost of removing those materials to the various roads upon which application is to be made.

"It is our conception that the special duty of the sub-committee "A" composed of J. E. Hill, chairman, T. E. Seliger and A. O. Thompson, will be to confer with commissioners courts of Oldham, Deaf Smith, Castro, Hale and other counties as necessity may require, to assure the designation of connecting roads through this county as state highways, and where possible to secure federal designation for the purpose of procuring both state and federal aid.

College Station.—Texas farm families are apparently digging in for prolonged warfare with hostile economic forces in the opinion of Miss Zetha McInnis, home industries specialist in the A. & M. College Extension Service, for an unprecedented amount of beef canning has been reported by home demonstration agents in January. In demonstration alone, which form a small part of the total, 62 beeves were put into cans in 19 counties, translating \$1000 worth of on-the-foot beef into nearly \$4000 worth of in-can beef. Substantial profits are left after paying for the tin cans.

"It is not the profits but the low prices for animals and the sobering effect of food shortages in many parts of the state that give the meat canning work its great impetus," Miss McInnis declares. "Last year farm women and girls

"In the interest of this important program, we will take the liberty to call your committee and this sub-committee together at such times as we deem necessary in the furtherance of highways in Deaf Smith county and we again thank you friends for the hearty cooperation given the chamber of commerce in the past, and in advance for that which will be absolutely necessary in the future."



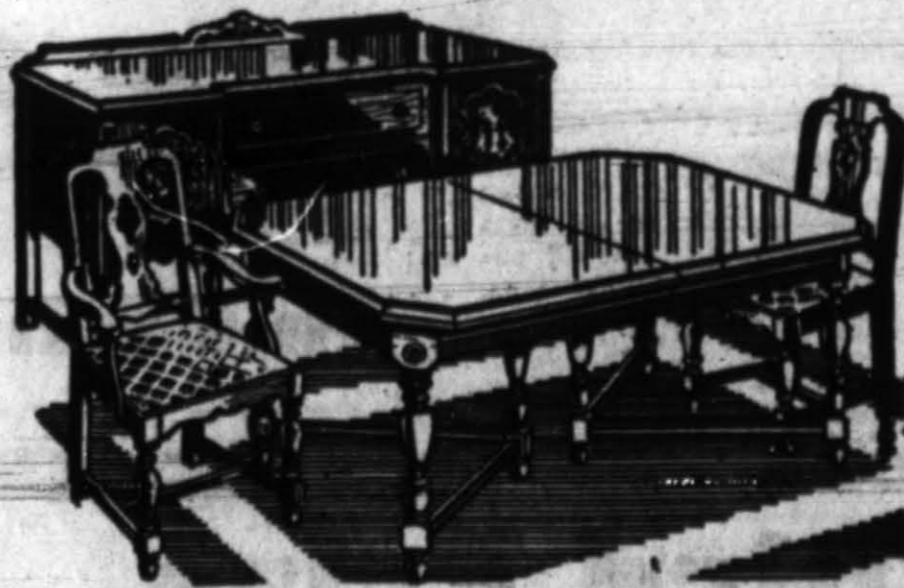
Rolling Back the Years From Your House--

Our famous remodeling service will restore your home to its original newness and soundness. But it will do more—it will add modernity and commodious comfort to the good old home.

LET US TALK COSTS!

R. H. Kemp Lumber Company

DISTINCTIVE HOME FURNISHINGS



Our thousands of satisfied customers living in all directions up to many miles from Hereford have established our reputation for dependable home furnishings. You will find, as they have, that if given an opportunity to serve you, you will be pleased.

E. B. Black Co.

The Big Store With The Little Price

in home demonstration clubs canned more than \$200,000 worth of meat products, exclusive of those dried or brined, but this record will be broken in 1931 if January figures are indicative of the whole year. Much of the present canning is being done with a view to summer use, for with the bottom out of everything the majority of the Texas farm population seems anxious to grasp at the living-at-home plan.

The most popular forms of canned beef are roasts, steaks, chili, scrapple, liver paste and sandwich spread, standards of all of which Miss McInnis is working out in order that farm women may find a ready sale for their surplus products not needed in meeting the requirements of the adequate diet in their own families.

Wall Paper.

We have stocked a complete line in the new spring designs. Priced right. Look our stock over. Burns Furniture Company, 110 Main Street, Phone 111. 7-1c

No National Flower

The schools and a number of societies have popularized the golden-rod so that it is sometimes regarded as the national flower, but there is no national flower. Bills naming one have been introduced in congress from time to time, but no official action has ever been taken on a national flower.

Law and Medicine

A law is much like a doctor. The better it works the less it has to do.—Grand Rapids Press.

U. B. Thrifty says



"ONE DOLLAR IN OUR BANK IS WORTH TWO IN YOUR POCKET"

We Know a Farmer Who Doesn't Worry About Hard-Times

He has been marketing something every day of the year. He will continue to do so because he has ten cows, five sows and two hundred hens, turkeys, etc. and has grown his own feed.

He has SOME wheat but he didn't bet all he had on it, therefore he is neither "broke" nor worried. Our bank will loan money to any reliable man who will adopt the principles of diversified farming.

Western National Bank

Send Your Clothes To

National TAILORING CO

6th AND POLK STREET, AMARILLO, TEXAS

Better Work Better Prices!



We offer you the same high quality cleaning, dyeing, and reblocking work, the same prompt, 1-day service and the same low prices as we do our next door neighbor. Howard Robinson, a Hereford boy, is in charge of all Hereford orders. We thank those of you who already send us your work, and invite the rest of you to give us a trial.

Specials

ON HIGH QUALITY CLEANING AND DYEING

These super special prices are good until Saturday, March 7th, only. Bring or mail ALL your soiled clothes to us TODAY!

- 2 Dresses Silk or wool, plain or pleated, 2 or 3-piece ensembles, cleaned and pressed, only \$1
- 2 Coats Plain or fur-trimmed, light or heavy coats, cleaned and pressed by experts, only \$1
- 3 Hats Any 3 ladies' hats, silk or felt, plain or fancy, cleaned and re-blocked, only \$1
- Dress Dyed Any dress or any two or three-piece ensemble, plain or pleated, silk or wool, dyed any color \$1
- 2 Men's Hats Cleaned and reblocked by factory expert, —satisfaction guaranteed \$1
- 2 Men's Suits Cleaned and pressed — think what you save at 2 for... \$1

BRING OR MAIL YOUR BUNDLE TODAY TO

National TAILORING CO

6th AND POLK STREET, AMARILLO, TEXAS

STAR THEATRE

HEREFORD, TEXAS

Last Times Today THURSDAY, FEBRUARY 26



Charles Farrell and Jaynet Gaynor Two favorites, in "The Man Who Came Back"

Friday and Saturday FEBRUARY 27-28 Also Matinee Saturday "Wally Wales" and Ruth Mix in "Red Fork Range"

Friday, Next Week "Blue Angel"

Monday and Tuesday



MARCH 2 AND 3

"IT PAYS TO ADVERTISE" A Paramount Picture

Wednesday and Thursday MARCH 4-5



BILLY the KID