

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 1.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JANUARY 15, 1931.

FIVE CENTS PER COPY.

## Entries Are Mounting High in Tri-County Poultry Exposition

### County Will Furnish Jobs for Citizens

News of much importance to local citizens who are unemployed is contained in the announcement of County Judge Wilson that a cash settlement has been agreed upon in the recent fire damage to the sales pavilion and that the reconstruction of the building will be done by daily hire and that work will start about February 1. A cash amount of \$3,114.95 was figured as the loss and recommended by F. C. Benham, inspector for four insurance companies who carried policies on the county's property. The commissioners accepted the figures as fair, and the matter will be closed when officially approved by the underwriters. Recommendations of inspectors are seldom turned back for readjustment efforts.

The east wing of the pavilion which was gutted by fire December 16, will be rebuilt and the construction foreman will be strict in putting only bona fide citizens on this section on the payroll. This is not a large job but it will provide many days' wages for most of the home people who are looking for work.

The plans probably include complete razing of the 75-foot wing that was damaged and erection of an entirely new cattle shed. Insurance adjustment and completion of the building could not be done in time for the annual Hereford auction sale, set for January 28, it was stated by Judge Wilson, and construction work has been postponed until after the sale, which will be conducted there, however, under existing arrangements.

### Kibbe's Auto Is Found; Roy Scott In Jail

Roy Scott, age 26, was lodged in the county jail late Tuesday night, charged with automobile theft. It is alleged that he stole R. J. Kibbe's Chevrolet car, 1928 model, while it was parked Monday night in front of the Western National Bank.

Clyde Kibbe had driven his father's car to town to attend the Odd Fellows' meeting, and when he came from the lodge rooms to go

(Continued On Last Page)

### Changes Made In Businesses Last Few Days

Several business changes have been made here within the past few days, among which is the sale of the C. B. Bentley Jewelry to L. M. Miller, West Third street, effective January 7. The new management will operate under the name of Miller Jewelry Store, handling a line of jewelry and doing repair work. Mr. Bentley has not announced his future plans.

Blythe Sells. Blythe Brothers, electric refrigerator and lighting plant dealers, has sold out to George McConnell, electrical contractor, and J. C. Allred, peace officer. The new purchasers took over the store Tuesday at 406 Main street. Both businesses have been consolidated and will be conducted at the Blythe Bros. location. H. D. and H. W. Blythe were the former owners.

Weir Buys Chick-Hagood.

Sale of the Chick-Hagood Variety store has been made to Glenn Weir who has taken charge. The store will be known as the Weir Fire-cent to \$5 store. In the change it is announced that only the stock and fixtures have been bought and that no past due accounts have been assumed.

Mr. and Mrs. Weir will be active in operation of the variety establishment. He is a local man and has had mercantile experience.

### Santa Fe Will Spend \$100,000 In This Section

In replacing the 90-pound steel with 110-pound rails on the stretch of track between Hereford and Canyon, the Santa Fe will expend about \$100,000 for labor, according to J. B. Briscoe, superintendent of the Plains division. Total for material and construction cost will be around \$408,000.

The Santa Fe will pay 33 cents an hour for unskilled labor and it is reported that white workers in Amarillo will be employed. Eight hours will be a working day. Not only new rails will be laid, but new cross-ties will replace the old ones.

The reconstruction will begin March 1, and will furnish employment for from 200 to 250 men.

### Thinks Deaf Smith County Is for Deaf

It has been talked on the streets that some of the people of Deaf Smith are hard-up, but it remained for a New Yorker to class the population in the Hard of Hearing group.

Will Rogers, America's most noted wit, wrote an article a few days ago to show that there is nothing new under the sun, but that was before Miss Lillie Hostetler, county librarian, received the letter printed below from Daniel A. Poling, speaker or announcer for the youth's radio conference of the National Broadcasting company, 330 West 34th Street, New York.

It is surprising how little people know outside their own circumscribed sphere. The local library is for deaf people and Deaf Smith county is a Texas county of deaf citizens, if Mr. Poling is to be taken as authority. But Mr. Poling is a kind-hearted man, that goes well with his excellent announcing voice, and he realizes what a handicap deafness is in so many occupations. With this consolation for Hereford residents, he will send a list of suitable books for the deaf as soon as it is ready for distribution.

Miss Hostetler had written to the National Youth Radio Conference for some suggestions on appropriate vocational guidance books to be put in the library available for vocational students and others interested in occupational direction. Naturally, she used the Deaf Smith County Library letterheads, and Announcer Poling was led astray by the opening work, "deaf." But let his reply speak for itself:

"I could mention many vocational guidance books, but since you want these for a library for the deaf, I would suggest that you write to Miss Elizabeth Sargent, American Federation of Organizations for the Hard of Hearing. "There are so many occupations in which deafness is a handicap that I hesitate to recommend books. However, the J. C. Penney Foundation, in cooperation with the American Library association, is publishing a pamphlet for librarians on a limited bibliography. I will send you a copy as soon as it is ready for distribution."

### Injunction to Be Heard Soon On Recreations

Following a mass meeting last week in protest of recreation clubs being operated in Hereford, County Attorney Coffee prepared papers in request for injunction to close the three parlors and presented the case to District Judge Ross. Tatum in chamber session at Farwell Monday.

Judge Tatum failed to issue any writ and set the case to be called first thing when court convenes here February 2.

### New Milling Structure to Start Today

Permit was taken out Tuesday at the city office by H. M. Packard for construction of a building on South Main street, between New York and Virginia avenues, to house the Community Mills, which will be moved from its present location into the new structure when finished.

The new mill house will be on a part of 20 lots owned by the company, just south of where it now stands. Work will probably begin today, according to H. E. Danforth, miller and associate of Mr. Packard. The building is to be of sheetiron, 36 by 48 feet, two-story and a basement. The basement will be of concrete, with a nine-foot wall above the ground and cement flooring.

In addition there will be a 22-foot driveway and storage to one side, said Mr. Danforth.

Not only will the company have new quarters but capacity of the mill is to be doubled, according to present plans. Machinery is on hand for installation of an extra unit to increase the output.

Community Mills has been running at full capacity since the business was built up under new management, and future business prospects have made expansion necessary. With the purchase of 20 lots in that vicinity, eight of which front Main street, the milling firm is thought to be strategically situated with respect to local trade and shipping facilities, in view of the possibilities and probabilities of the Texas & Pacific Northern railroad making the lots track-age property.

### Hereford Golf Club Effects Reorganization

Members of the Hereford golf club met Friday night, reorganized and elected officers. J. M. Posey succeeds J. J. Clark as president; Dow Mercer was re-elected chairman of the grounds committee; John Patton re-elected secretary.

One of the chief items of interest in the reorganization was reduction of annual fees from \$3 to \$24, payable semi-annually.

The local club has a roster of high grade golfers, hard to down by the pick of West Texas. The grounds have been pronounced much better than the average.

### Lost In Atlantic



In an attempt to prove that trans-Atlantic air express is practical, Mrs. Beryl Hart and Lieut. W. S. McLaren, shown above, have probably lost their lives. They left Bermuda Islands for the Azores and have not been heard from.

### County Bond of Tax Collector Set at \$50,000.00

Bonds filed by the new county officials and accepted by the commissioners court are as follows:

- Earl W. Wilson, judge \$1000; county superintendent, \$1000.
- John B. Miller, sheriff \$5000; as tax collector, \$50,045 to county and \$21,000 to state.
- John A. Coffee, attorney, \$2500.
- H. M. Beach, assessor, \$10,000 state and \$5000 county.
- L. H. Foster, clerk \$5000 state and \$2000 county.
- A. O. Thompson, \$1000.
- Mrs. Bessie L. Smith, treasurer, \$2000.
- J. C. Carroll, constable, \$500.
- J. T. Quinn, C. J. Paddock, W. M. Stewart and W. B. Phillips, commissioners, \$3000 each.

The bonds stipulated that bondsmen were bound to county judge, treasurer, commissioners court and governor of Texas, depending upon the particular office and official covered.

Mrs. Texas Jackson, daughter of Rev. and Mrs. J. A. Hornbeak, left Friday for Waurika, Oklahoma, on business.

### Where Hereford Auction Will Be Held



The picture shows Deaf Smith county's noted "bull barn" where its annual fairs are held in the fall and where the widely-advertised sale of registered Anxiety 4th Herefords, one of the best strains known to whiteface breeders, is held each January. The photo shows some of these valuable specimens with their owners. The auction comes this year on January 28, and it will attract buyers from the Southwest and Middle Western states. The wing of the building seen

### West Hereford Home Wrecked by Early Fire

The home of C. I. Rudd in West Hereford, at 620 Bradley street, was wrecked by flames Friday morning at seven o'clock. The fire department was called out and the boys succeeded in checking the blaze but so much damage was done that the house was rendered uninhabitable until repaired.

The Rudds were at home when the fire started in the kitchen, presumably from the cook stove. Everything in the kitchen was lost, but most of the other furnishings were saved by being removed from the structure.

The Rudd residence is in the Welch addition, several blocks west of 25-Mile avenue, and immediately east of the cemetery.

### Will Operate School More Economically

A few important changes will be made in the teaching staff and in the organization of the schools when the new semester opens on Monday of next week. The resignations of Mrs. J. T. Cronin and Mrs. Thelma Tynes Certain will contribute to the changes. Mrs. Cronin's place will be taken by Miss Gwendolyn Spradley, who is now teaching in Pampa where she has taught for the past two years. She needs no introduction as she is a graduate of the local high school and has attended the Teachers College at Canyon for nearly four years, including the summer terms. She will teach English and physical education in the departmental sixth and seventh grades.

No teacher will be employed to take Mrs. Cronin's work for the remainder of the year. This will be done by moving a mixed seventh and eighth grade group from the departmental grades into the high school. The group happens to be a small one which makes possible its combination with existing algebra classes.

Trigonometry will not be offered this spring as the class would be too small to justify it. This will release a teacher for one of the new classes; another teacher who is now teaching ancient history will take the place of a study hall, while the two remaining classes will be taken by the principal and superintendent. The physical education work can be handled with little additional burden to any one. The low sixth grade will be moved from Central school into the high school building to take the place of the group moved up stairs in that building.

The plan has advantages other than the purely financial, which is probably sufficient to justify the change if there were no other. If the experiment seems satisfactory for the half year, it may be possible to start it at the beginning of next year with or without an additional teacher for the larger group that will have to be taken care of at that time. It will give the high seventh grade children an opportunity to choose one of their high school

(Continued On Last Page)

### John A. Coffee Opens Office In Court House

For the first time in several years the attorney of Deaf Smith county is maintaining an office in the court house. Upon taking the oath of office, John A. Coffee, arranged for desk and law library space with the new tax assessor, H. M. Beach, in the northwest corner of the building.

### Coops Ready for Biggest Bird Display

Everything is all set for the Tri-county Poultry show to be the largest and best exhibition of its kind ever staged in this section. B. H. Hopkins, vocational teacher, stated Wednesday. His classes are sponsoring this annual event.

Prospects are that there will be 460 entries and under first class weather conditions facilities would not have been able to care for the birds which would have mounted toward the thousand mark, according to R. P. Coneway and N. C. Vogele, local chicken fanciers.

Through courtesy of Buchanan & Rosson Implement company, their main building has been turned over to the poultry association and the quarters are claimed to be the best lighted place the show has ever been able to obtain in Hereford. The building is located just west of the court house.

Honor of the first entry goes to E. A. McCollum, who put in Wednesday morning a pen of five brown leghorn bantams. A total of 115 coops, borrowed from the Tri-State fair, have been set up. Sanitation has been looked after, and all watering cups sterilized.

No entry fees are charged, and entries may be made all day Thursday. Judging will be made by J. H. Wood, A. P. A. licensed judge, Friday and the exhibits will be ready for release Saturday afternoon at 4:30 o'clock.

No advertising matter will be permitted on the coops until after the judging, when anything desired may be attached.

Exhibitors are notified that they may get their products in the competition by bringing them to the show any hour Thursday. A scheduled prize list has been announced, and in addition special prizes have been compiled to make the effort worth while.

Music Furnished. An entries will be well cared for, fed and watered, and the building will be amply heated. The municipal band will play Friday afternoon and Ab Posey's orchestra will furnish some choice selections Friday night.

The show will run for three days—Thursday, Friday and Saturday, and will remain open late both Thursday and Friday nights.

### Brand Closes 30th Year In Hereford Life

One of the oldest business institutions in Hereford is The Hereford Brand. It is of the same age as the twentieth century, and with this issue begins its 31st year of both public and private life in the community.

Without any ceremony, without any birthday cake of glowing pink candles, another mile post has been marked and left to recede into the past as a step into Number 1, Volume 31, is taken.

The labors of a new year for the county's newspaper are entered upon by those connected with the Brand, under no artificial stimulus of finely-spun sentiments, but only with determination to do the day's work to the best of ability.

The Brand has gone through a panic or two and several depressions, some local and some national, and from the fact that it has been able to weather all storms its service to Deaf Smith county must have been well directed and its niche in the city's business life definitely established.

**The Hereford Brand**  
Published Every Thursday at  
HEREFORD, DEAF SMITH  
COUNTY, TEXAS  
NUNN-WARREN PUBLISHING  
COMPANY, INC.  
PUBLISHERS

R. E. KESSIE,  
Editor and Manager  
TELEPHONE 30—AT NIGHT 496

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

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

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

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



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

There is no place for a long face in the direct relief work that good people of Hereford are doing for those that depression has temporarily counted out. In council room it is a serious business, of course, but a long face should be left at home when the assist is made.

Why not say, "Here, Old Scout, take this and I trust you will soon be back in the ranks with us and able to carry on. 'You're a better man than I, Ghunga Din.' You may be down one day and I the next. Here's a pair of pants, Old-timer, and I hope when you look me up in the future to tide me over a deserty spot that you have, not grown so fat your trousers won't fit me."

It's just the same as if you were driving down the road and found a motorist in the ditch. If you stop to tie a line to pull the wayfarer out, it is nothing to pray or cry about. Heave-ho, smile and away we go. That's neighborliness and it brings the deepest kind of pleasure instead of tearful pity and forlorn sympathy.

There has been a fine response among some people to give employment to our jobless by opening up or creating work, but the chamber of commerce office reports there have been more applications for jobs than offers from employers. Do your part; find something for a man to do, from a few hours to several days or even months.

With perhaps one exception the unemployed here are willing to make the payroll. All they want to know is where the job is. It is reported that one man whose family was in want claimed that not enough money was being offered, that he had always made \$15 a day and would refuse to work for a cent less. He made this statement, it is said, to men who had gone to the home to provide food for the wife and children who were in distress. This is an isolated case, we are sure.

If present conditions were of our making, such a man

**Getting Up Nights**

If Getting Up Nights, Backache, frequent day-calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, 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 Slay-tex) today, under the Iron-Clad Guarantee. Must quickly ally these conditions, improve restful sleep and energy, or money back. Only 50c at

CORNER DRUG STORE

**Nineteen Years Ago In Hereford**

(From the Files of The Brand, January 12, 1912.)

J. M. Miller, Santa Fe freight conductor, was crushed and almost completely consumed by fire when an extra passenger train, running at full speed, crashed into a caboose at Joel Switch, 7 miles east. The accident was caused by a heavy fog. Only two small pieces of Miller's body could be found.

S. A. Hamilton had arrived to become express agent in place of C. N. Hill, resigned. The Hamiltons had taken quarters in the Carl flats.

For the first time in Hereford, G. W. Ross, owner of a cold storage plant, had been cutting and storing ice from Tierra Blanca creek. The ice was 10 inches thick.

R. E. Brazil had announced for the office of marshal and city tax collector. He had been a resident here for 14 years.

Rainfall for 1911 had been compiled at 19.86 inches.

John A. Johnson store was advertising to pay 30 cents a pound for cream.

First State Bank had elected officers: S. B. Edwards, president; H. B. Webb and T. M. Palmer, vice presidents; A. F. Murchison, cashier; Walter B. Palmer, assistant cashier.

C. J. Paddock had been elected superintendent of the Sunday school at Wyche; Mrs. B. K. Nutner secretary, and Mary Bradley, organist.

Some more rabbit records were broken. George Dent killed 145 and J. L. Fuqua 105.

The city jail was empty and Chief Snider was permitting the unsheltered to sleep within the bastille during severe weather.

Mrs. A. B. Simpson had returned from Elida, New Mexico, where she had been living to prove up her son's claim. The son had been killed by lightning five years before.

Mrs. W. B. Robinson had been visiting in Gainesville.

1912 Brand humor: "Are you going to start a garden for this year?" "I am not," replied the luckless amateur. "Instead of burying the good stuff, I am going to eat it."

might be justified in his actions, provided it were in our power also to restore prosperity to him and others. The rest of us had as little to do with the depression, as he; somewhat less, doubtless, for a man who makes \$15 a day should be able to look ahead and put aside a cash fund for the year of famine. A false prosperity was set up in the United States by a lot of people splurging, by the middle class people who are most of us making good money, spending it and a little more, too, in use of deferred payments.

Every American citizen is entitled to his freedom, a decent living and unharrassed pursuit of happiness, but he should use judgment in directing his conduct along accepted lines and guard his spending so that his wherewithal will reasonably be spread as a comfortable highway over the high and low points, the zenith and nadir that are recurrent in the ruffled sea of life.

**Daniel News**

BY MRS. JOE THURMOND  
The moisture which came Saturday in the form of rain and snow will greatly benefit the wheat.  
Mr. and Mrs. W. R. Moore and family ate Sunday dinner with Mr. and Mrs. J. S. Moore.  
Mrs. Floyd Tomlinson spent last week with her mother in Platteview.  
Mrs. Luna Jacobs and Mrs. Dur-

wood Vernon were in Hereford on Thursday of last week.

Mrs. L. C. Mecaskey and daughter, Peggy, are spending the week with Mrs. Joe Thurmond.

Mr. and Mrs. Mark Strickland of Canyon called on Mr. and Mrs. W. R. Moore Sunday afternoon.

Floyd Tomlinson went to his farm near Stratford Thursday.

Mrs. B. F. Stice called on Mrs. W. R. Moore Tuesday.

Misses Katherine Hershey and Angie Jacobs spent Wednesday night in the home of Miss Hershey's mother at Progressive.

County Agent Dunkle was here Thursday and took the boys of the Daniel school to the Jess Ford farm and taught them to cull chickens.

Miss Mary Thurmond of Amarillo visited her brother, Joe Thurmond Thursday.

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

**Fairview-Palo Duro Items**

By MRS. JOEN BOLING

Mr. and Mrs. Tom McClain called in the C. O. Phillips home Saturday night.

Some rain and a light snow fell here Saturday.

Temple Jarnagin barely escaped injury last week when he and Clay Fuqua were coyote hunting and Clay accidentally discharged his gun, shooting a hole through the car top and missing Jarnagin's head only a few inches.

Several friends visited Mrs. Comingo on the eve of her birthday Thursday, when games of 42 were played and cake and hot chocolate were served.

Wayne Higgins of Canyon visited Alford Higgins last week.


Mr. and Mrs. E. W. Womble

**Cream Dollars—**

These dollars do not stay long with the farmer. He puts them into circulation at once, paying his bill with the grocer, the physician, the hardware dealer—in fact, the dairy dollar finds its way into every channel of local trade and helps maintain all forms of business and industry in Deaf Smith County.

Users of CREAM O' PLAINS BUTTER help to keep Deaf Smith County dollars at home, just the same as the farmers who deliver us cream.

**Farmers Creamery Ass'n, Inc.**  
Hereford Phone 3.



**CONOCO**

Starting that's swift... starting that's safe, because this free-flowing oil never leaves working parts.....

Tomorrow morning, as you step hopefully on the starter, will there be a s-l-o-w disappointing groan, as it tugs at your unwilling motor?... Or, will there come a swift responsive roar?

If you're having trouble starting, you're probably using an old-type oil that congeals at temperatures well above freezing. You should change to Conoco Germ-Processed.

But that's not all! To ward off the wear that these prolonged starting periods bring, you want an oil which provides instant lubrication at the first reluctant revolution of a cold motor... And there's just one oil which can do that! Because there is just one lubricant which penetrates metal surfaces and never drains away in idle periods.

Conoco Germ-Processed Motor Oil is that one lubricant. Change to this motor oil with twin advantages for winter use... 35 cents per quart for all grades at the sign of the Conoco Red Triangle.

**CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL**

Tune in on Conoco Oilmen'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 preferences of the motorists.

**NOTICE TO BIDDERS**  
Notice is hereby given that the Commissioners' Court on February 9th, 1931, will receive proposals from any banking corporation, association or individual banker of this county that may desire to be selected as the depository of the school funds and of the county funds for the next two years. Said proposals shall state the rate of interest offered on the funds.  
B. W. WILSON,  
County Judge, Deaf Smith County, Texas.

**BUFFALOES MEET STRONG PHILLIPS FIVE SATURDAY**  
Canyon, Jan. 13.—Coach Burton of the West Texas Buffaloes, has a real treat in store for basketball fans of this section of the country. He has signed a contract for a game with the Phillips 66 team and that team will play in Canyon January 17 at 8:00 p. m. Coach Wilke of the Phillips team has gathered an array of stars, the equal of which has never been assembled on one team before.

DR. D. K. ROBISON  
Residence Phone 500

DR. R. E. ADAMS  
Residence Phone 369-J

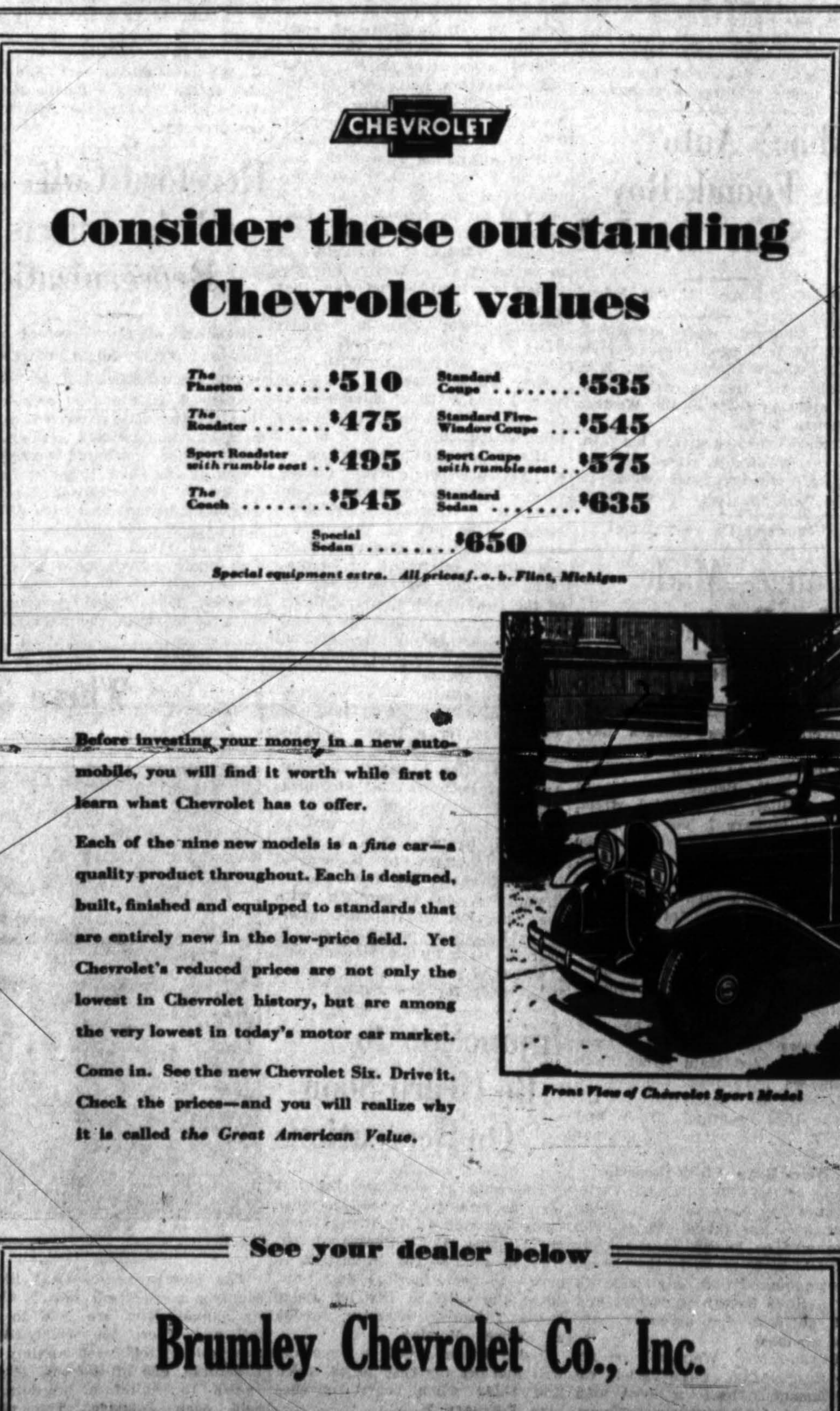
**Doctors Robison and Adams**  
PHYSICIANS AND SURGEONS  
Office Phone 282  
Office In Clark Building Over Rice Drug Store  
Hereford, Texas



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

CRACKERS, Saltines, two pounds	29¢
HAMS, picnic	25¢
COOKIES, assorted, pound	30¢
MOTHER'S OATS, "China"	32¢
TOMATOES, No. 2 cans, three for	28¢
SPINACH, No. 1 tall, two for	25¢
ORANGES, large, dozen	36¢
BLACKEYED PEAS, dried, three pounds	25¢

WE DELIVER PHONE 249



**CHEVROLET**

Consider these outstanding Chevrolet values

The Phantom	\$510	Standard Coupe	\$535
The Roadster	\$475	Standard Five-Window Coupe	\$545
Sport Roadster with rumble seat	\$495	Sport Coupe with rumble seat	\$575
The Coach	\$545	Standard Sedan	\$635
Special Sedan	\$650		

Special equipment extra. All prices f. o. b. Flint, Michigan.

Before investing your money in a new automobile, you will find it worth while first to learn what Chevrolet has to offer.

Each of the nine new models is a fine car—a quality product throughout. Each is designed, built, finished and equipped to standards that are entirely new in the low-price field. Yet Chevrolet's reduced prices are not only the lowest in Chevrolet history, but are among the very lowest in today's motor car market.

Come in. See the new Chevrolet Six. Drive it. Check the prices—and you will realize why it is called the Great American Value.

**See your dealer below**

**Brumley Chevrolet Co., Inc.**

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, 1928 to 1930, f. o. b. Flint, Michigan

# OUR GREATEST SALE

## Footwear

Florsheim Shoes for Men—including Oxfords and Feature Arch Shoes, your choice, pair—  
\$8.85



Opens Friday Morning  
9:00 a. m. January 16

A STUPENDOUS EVENT IN THE HISTORY OF HEREFORD

An Epoch Making Price Slashing Such as  
Never Struck Here Before!

THINK OF BUYING READY-TO-WEAR AT HALF PRICE!

Every Price Cut to the Bone!

Profits and Operating Expenses Forgotten—we are beginning the greatest reduction campaign Hereford has ever seen. Come and see for yourself. Everything in the store drastically reduced to the lowest price level since before the World War. It's worth a trip here just to see for yourself what we have done to clothing prices in Hereford. WE'VE DONE MORE THAN KEEP UP WITH MARKET CHANGES—WE'VE GONE AHEAD OF THEM. THIS STORE IS FULL OF BARGAINS—EVERYTHING DOWN BELOW THE LIMIT!

### Feather Ticking

Eight-ounce feather ticking, lay in a good supply at this unheard-of price per yard—

19¢

### SPECIAL

9-4 Bleached Sheeting

Regular grade, goes in Our Greatest Sale, price per yard—

25¢

### SPECIAL

Unbleached Sheeting

36 inches wide, at the low price of 12 yards for—

\$1.00

### Special

OUTING, light and dark patterns, 36 inches wide, going in Our Greatest Sale for, yard ....

12c

BACK to Pre-War Prices!

# FOX Mercantile Co.

HEREFORD, TEXAS

# For a Well Stocked Pantry---

—Buy when values are high and where quality is reliable. That means NOW—HERE! We offer thrifty housewives an unequalled Grocery Service.



## Hereford Wholesale Grocery Company

L. W. CARLYLE  
PHONE 164

## Tractor Day Program Will Attract Many

The latest models in tractors and how to get maximum results from tractor operation, for the longest time and least expense, will be fully demonstrated and explained to farmers and others of this vicinity at a big field demonstration and tractor school to be conducted by Kerr Implement company, local farm equipment dealer, aided by representatives of the John Deere organization.

The field work will be held on January 26, beginning at 9 o'clock on the J. L. Williams farm at the southwest corner of Hereford town-section.

On the same day a tractor school will be conducted from one to four o'clock in the Kerr Implement company place of business.

Free lunch will be served in the intermission between the practical demonstration and the school. A new interesting motion picture of several reels will be one of the entertainment features at the session of school. Further information will be announced next week by the local dealers concerning this free entertainment and instruction.



Top picture above is a unit of a John Deere demonstration fleet which will carry tractors and equipment to the demonstration grounds on J. L. Williams' farm, at southwest corner of town section. The lower right photo shows a typical crowd of interested people attending the practical operation of this farm machinery.

### RELIEF ROOM IN CHARGE OF COURT HOUSE JANITOR

J. E. Cockrell, caretaker of the court house and grounds since January 1, has been named custodian of the room for storing clothing which local citizens are freely contributing for those in need. In addition to wearing apparel, space has been made for provisions, such as flour and potatoes. Proper use of the gifts is in the hands of a

provision committee, composed of N. R. Gass, J. D. Buchanan and C. W. Humble.

The relief room is under lock and key, and whoever has any suitable donation should take it to the court house and turn it over to Mr. Cockrell.

### Creamery Meet Today.

For the purpose of electing officers for the new year, stockholders of the Farmers Creamery will meet this afternoon at two o'clock, January 15, in the county court room.

The creamery is in excellent condition, having made much progress under the present regime, and the stockholders will be given at the meeting a good report of affairs.

## Cut Meandering Rivulets For Bountinghouse

Winding drainage ditches thru Lake Park are being cut under supervision of the city commission, heading into the mouth of the three foot concrete storm sewer which was installed last month. The main meandering ditch will run from the northwest corner of the park to the southeast corner, where the underground conduit will take the flood waters to Tierra Blanca creek. Several laterals are being dug to keep the park grounds dry at all times.

Streets that heretofore led across the lake site have been blocked and will be permanently closed, Mayor E. S. Ireland said. The only ingress to the park will be pedestrian walks. As finances permit rustic bridges will span the winding drains and improved walks will give access to every section of the park. It is planned to rearrange the present trees and set out other trees and vines along the artificial rivulets.

The work in progress on the park and future improvements will give employment to a few men for some time.

Announcement by Rev. J. W. Bountinghouse, pastor of the First Christian church here, that he had received a call from the Christian church at Duncan, Oklahoma, and that he had accepted, came unexpected and has been received with genuine regret by the citizenship.

Last month the pastor was given a call by the local congregation and acceptance was given. However, the opening came at Duncan unexpectedly, said Rev. Bountinghouse, and since it offers a much wider field of ministerial endeavor, he decided to make the change.

The pastor and family are leaving Thursday of this week to begin work in the new charge.

Duncan is a city of about 10,000 people. The Christian church membership is about double that of Hereford, and the men's Bible class alone has a regular attendance of from 100 to 125. Leaders of the church informed Rev. Bountinghouse that a new church edifice had been mapped out to start this spring, to cost \$90,000.

No announcement has been made as to who will be called to take up the vacated pastorate here.

### Witherspoon City Attorney.

Jas. W. Witherspoon, young attorney of Hereford, has been selected city attorney by the commission, announces E. S. Ireland, mayor. When formally qualified, Mr. Witherspoon will enter upon his duties of legal advisor to city officials and prosecutor of violations of city ordinances. The appointment has been accepted.

Another shipment of fresh radio B batteries just received at RICE'S. 1-1c

is captain of the Old Timers. These cagemen are being whipped into shape for Friday, with skull practice at least.

The principal is authority for assurance that the game will be well worth the small admission price of only ten cents, a dime-one-tenth of a dollar!

## Rattlers Meet Old-Timers at Black Friday

A grim battle is being prepared for at Black this Friday afternoon, January 16, to begin at three o'clock between Old Timers and Texas Rattlers. There will be five on each side with some reserves to replace casualties for when an old-timer meets a rattler there is something doing every second until final is written for the encounter.

As a means of raising funds to buy necessary equipment for the school, according to Nonnie A. Smith, principal at Black, a basketball game between elderly men of that community will be played. R. O. Bennett is captain of the Texas Rattlers and Mr. Hawks

## HOW ONE WOMAN LOST 20 POUNDS OF FAT

Lost her double chin  
Lost her prominent hips  
Lost her sluggishness  
Gained physical vigor.  
Gained in vivaciousness  
Gained a shapely figure.

If you're fat—remove the cause! KRUSCHEN SALTS contain the 6 mineral salts your body organs, glands and nerves should have to function properly.

When your vital organs fail to perform their work correctly, your bowels and kidneys can't throw off that waste material—before you realize it—you're growing hideously fat.

Take half a teaspoonful of Kruschen Salts in a glass of hot water every morning—cut out pastry

and fatty meats—go light on potatoes, butter, cream and sugar—in 3 weeks get on the scales and note how many pounds of fat have vanished.

Notice also that you have gained in energy—your skin is clearer—your eyes sparkle with glorious health—you feel younger in body—keener in mind. Kruschen will give any fat person a joyous surprise.

Get an 85c bottle of Kruschen Salts at the City Drug Store (lasts 4 weeks). If this first bottle does not convince you this is the easiest, safest and surest way to lose fat—if you don't feel a superb improvement in health—so gloriously energetic—vigorously alive—your money gladly returned.



The O. Sam Cummings Agency Building, Dallas

1905

1931

## Kansas City Life Insurance Co.

The Texas Record

Policyholders in Texas More Than 40,000  
Insurance in Force in Texas More Than \$90,000,000  
Loans and Investments in Texas More Than \$12,500,000  
Paid Texas Policyholders and Beneficiaries More Than \$10,000,000

1931

—a Year for More Life Insurance

No matter what happens, the wise man keeps adequate Life Insurance protection. When times are uncertain, he secures MORE Life Insurance protection against any eventuality.

The O. Sam Cummings Agency, founded 26 years ago, having more insurance in force than all but 87 out of over 300 entire legal reserve companies in America, being the largest agency in Texas and the South, and one of the ten largest in America, will write a great part of this insurance protection during 1931.

### A Great Company Record

Insurance in Force \$450,000,000  
Company Assets - \$67,000,000

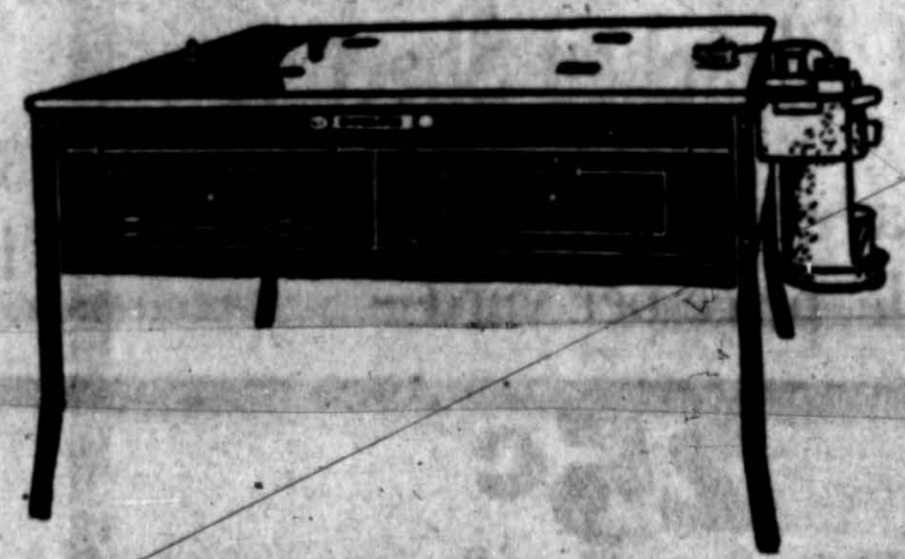
The Kansas City Life Insurance Company is a strong, progressive legal reserve, old line Company writing attractive policies at low net cost.

For Information on Policies, See Our Representative in Your Community

Geo. V. Stambaugh, Agt.

The O. Sam Cummings Agency  
State Managers for Texas  
Kansas City Life Insurance Company  
220 North Ervey Street • Dallas, Texas

## Let Us Show You



Attend the POULTRY SHOW IN HEREFORD this week and learn what strides have been taken and are now facts in developing this great industry in Deaf Smith County.

It is a significant fact, also, that for years we have been advocating the use of and selling the famous "Buckeye Incubators", proven by every test the simplest, most economical and most easily operated incubator with the highest percentage of hatches, we again this year, as before, unhesitatingly recommend it to our customers. If you are not acquainted with the Buckeye through the one your neighbor probably has, come by here during the Poultry Show and permit us to tell you more of the Buckeye's dependability.

See our full line of feeders, waterers and other chicken supplies while here.

## Streu Hardware Co.

**Adrian-Sims Notes**

BY MRS. J. M. CHAPMAN  
N. O. Phillips was in Adrian last Monday.  
Sims community enjoyed a social evening at the school house last Thursday, when the ladies brought something to eat and a jolly time was spent in games and other amusements. Another meeting of this kind will be had Friday night of next week.  
The community club meets on Thursday afternoon, January 15, with Mrs. M. B. Stone as hostess. Miss Elizabeth Chapman left Sunday for Belton to resume her school work after spending the holidays with her parents, Mr. and Mrs. J. M. Chapman.  
Misses Alma and Lucille Foxall arrived Sunday from Decatur, at which place they spent Christmas with relatives.  
Mr. and Mrs. J. M. Chapman celebrated their 19th wedding anniversary December 28, with a big dinner, when all present had a big time.

Mr. and Mrs. Clifford Treadwell and children visited relatives at Pampa Christmas.  
Mr. and Mrs. John Vanmeter visited in the M. B. Stone home Sunday.

**Progressive News**

BY MISS OLIVE PERKINS  
Mrs. Clyde Russell spent Monday with home folks.  
Mr. and Mrs. Jim Ricketts and son visited Mr. and Mrs. Malcolm Cassells at Hereford Sunday.  
Mrs. Makemore called on Mrs. Hershey Thursday afternoon.  
Misses Lucille and Lois Park and Louise Hunter spent Sunday afternoon with Katherine Hershey.  
Mrs. and Mrs. Ira Ricketts, Ira Jeane and Gleen motored to Borger Saturday to visit Mr. and Mrs. Andrews.  
Mrs. Helshey spent several days last week in the home of her son, Howard, helping care for one of the twins who was seriously ill.  
Louise Hunter visited Lucille Park last Wednesday.  
Mr. Perkins and Miss Olive visited in the W. C. Russell home Sunday.  
Mr. and Mrs. Horace Hershey have moved to Hereford.  
Misses Lois and Lucille Park spent Tuesday with Leatrice Benson.  
Mrs. Jess Caldwell spent the week end in Canyon.  
Mrs. Ed Botts entertained the ladies club last Wednesday. After a short business session a program about the living room was given. Mrs. Neal read a paper on floor covering and Miss Gunter gave a talk on window curtains, draperies, shades and wall paper. Refreshments were served by Mrs. Botts, assisted by Mrs. Clarence Botts. The next meeting will be with Mrs. Caldwell. This is the social meeting and the ladies will quilt.  
This community was saddened Sunday on learning of the death of Mrs. Jim Chamblee, who had been ill for some time. The funeral

was held Sunday afternoon at Hereford. Progressive community joins in extending to her husband and two sons deepest sympathy at this time and we pray the Heavenly Father's choicest blessings upon them.

One of the most enjoyable social events of the season was a community party held Friday evening at the school house. The occasion was a shower-honoring the newlyweds, Mr. and Mrs. Clarence Botts and Mr. and Mrs. Clyde Russell. Games and contests were enjoyed after which the presents were undrapped by the honorees, Clyde Russell and Clarence Botts responded with a few well chosen words of thanks. Refreshments of cocoa and sandwiches were served to about 70 guests.

**Ward News Notes**

BY MRS. WILEY ROBERSON  
This community was visited by a good snow Saturday.  
Because of bad weather there was no Sunday school Sunday.  
Arle Dean and family and Miss Brunson and Cap Coconaugher were Sunday dinner guests in the Lee Crawford home.  
Beauford, a Hereford student, spent the week end with his parents, Mr. and Mrs. John Hutson.  
Misses Hughes and Garrett, Mr. and Mrs. Wiley Roberson and sons, Mr. and Mrs. Hubbard and son and J. W. Hubbard of Dallas were visitors in the Arle Dean home Wednesday night.  
W. P. Caraway and Jim Lipscomb attended the relief board meeting in Hereford Monday.  
Mrs. John Hutson called on Mrs. Wiley Roberson Friday morning.  
Mr. and Mrs. Jim Lipscomb visited the G. M. Suggs home Sunday.  
Mrs. Rushing and son returned home Saturday.  
Frances Hutson spent Thursday night with Allene Caraway.

FOR JOB WORK, TRY THE BRAND

**CITATION BY PUBLICATION**

THE STATE OF TEXAS,  
To the Sheriff or any Constable of Deaf Smith County—Greeting:

You are hereby commanded to summon J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in any newspaper published in the 69th Judicial District; but if there be no newspaper published in said Judicial District, then in a newspaper published in the nearest District to said 69th Judicial District, to appear at the next regular term of the District Court of Deaf Smith County, Texas, to be holden at the Court House thereof, in the city of Hereford, on the 1st Monday in February A. D. 1931, the same being the 2nd day of February A. D. 1931, then and there to answer a petition filed in said Court on the 30th day of December A. D. 1930, in a suit, numbered on the docket of said Court No. 1862, wherein H. A. Gudger is Plaintiff, and J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, are Defendants, and said petition alleging in substance that: by deed dated January 8, 1926, plaintiff conveyed to defendant, J. M. Seltz, all of the following described land: "100 acres of land out of Capitol League No. 389 and more particularly described as being all SE 1/4 (southeast quarter) of Section No. 24 Township No. 5, North of Range No. 3 East of a 'Capitol Syndicate Subdivision' as shown by plat of such subdivision of record in the Deed Records of Deaf Smith County, Texas, Vol 15, pages 60-65, these lands situated in Deaf Smith County." And as part payment thereof said defendant, J. M. Seltz, executed and delivered to the plaintiff payable to his order, 10 notes for \$144.00 each, all dated January 8, 1926, and due on or before 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10 years from date, respectively. Each bearing interest from date until paid at the rate of 6 per cent per annum, interest payable annually, and each providing that failure to pay it or any installment of interest thereon when due should mature all of said notes at the option of the holder and that plaintiff is the holder of said notes.

That a Vendor's Lien was expressly reserved and retained in said notes as well as in said Deed of Conveyance, and it was expressly provided in said Deed that said lien was so reserved and retained on said lands to secure the payment of said notes and that said Deed would on the full and final payment of said notes become absolute.

That no part of the said notes maturing on or before 1, 2, 3, 4, 5 years from their date, respectively, and no part of the annual interest on each of the notes that matured on January 8, 1927, 1928, 1929, and 1930 has been paid and on account of said defaults and each of them the Plaintiff has declared all of said 10 notes due and payable and has elected to rescind said sale by reason of the default in making said payments of said notes and said interest.

That the plaintiff acquired his title to said lands through a Deed of Conveyance from William Gudger, dated October 29, 1924, and that the said William Gudger acquired his title to said land by Deed from William W. Ryan, dated August 31, 1906, and that both of said deeds are of record in the Deed Records of Deaf Smith County, Texas.

That at the time the said Ryan deeded said lands to the said William Gudger the said William Gudger was a married man, but that although the deed from the said Ryan to the said William Gudger did not so recite, the said lands were by the said William Gudger purchased and acquired as his separate property and was paid for with his separate means and funds.

That the said William Gudger's said wife died after his said purchase of said lands from the said Ryan and before the same were so conveyed to plaintiff and left surviving her only two children, plaintiff and defendant, H. R. Gudger and left no descendants of a deceased child or children.

That the failure of said Deed, from said Ryan to said William Gudger, to recite that the said land was conveyed to the said William Gudger as his separate property creates and causes an apparent ownership of said land to belong to the community of the said William Gudger, and his said deceased wife and creates and casts a cloud on plaintiff's title thereto.

The defendants and each of them are hereby given notice that the plaintiff has on this date filed

Mr. and Mrs. Fletcher Rogers, Mrs. Jack Rogers and small son, Jack, jr., were visitors in this city Thursday.

ed in this cause certified copies of said deed from the said William W. Ryan to the said William Gudger and from the said William Gudger to the plaintiff, and they are further given notice to produce the said original deed from the said William W. Ryan to the said William Gudger and the said deed from the said William Gudger to plaintiff or the said certified copies will be offered on the trial of this case and the defendants are further notified to produce on the trial of this case the said 10 notes executed by the said defendant Seltz to the plaintiff or secondary evidence will be offered in proof thereof.

Plaintiff prays, that the defendants and each of them be cited to

appear and answer this petition and on final hearing hereof plaintiff have his judgment against the defendants, J. M. Seltz, the unknown heirs and legal representatives of J. M. Seltz, deceased; H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased; and that he have judgment against the defendant H. R. Gudger and the unknown heirs and legal representatives of H. R. Gudger, deceased, cancelling, annulling and removing any and all claims, whether real or apparent, of the said H. R. Gudger, and the unknown heirs and legal representatives of H. R. Gudger, deceased, or either of them, as clouds on plaintiff's title to said land; and for rescission of

said sale of said land to said defendant, J. M. Seltz and title and possession thereof against each and all of said defendants, for cost of suit and for such other and further relief both special and general as plaintiff may show himself entitled to either in law or in equity.

Herein fail not, but have before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the Seal of said Court, at office in Hereford, Texas, this, the 30th day of December A. D. 1930.  
(Seal) L. H. FOSTER,  
Clerk, District Court, Deaf Smith County.

51-4c

**Home - Cooked MEALS**  
HOME - BAKED PASTRY  
**CLUB CAFE**  
Phone 498

**BUSINESS AND PROFESSIONAL DIRECTORY**

**PHILLIPS "66"**  
and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble  
W. J. SMITH, Phillips Station No. 1, on East Third

**GREAT WEST NURSERY**  
One and a Half Miles north-west, General Nursery stock.  
H. E. SULLINS & SON, Phone 334-J

**LISTEN!**  
—Listings Bring Results, when placed with us!  
**FOR SALE OR EXCHANGE—TRY US!**  
**Dunlap & Cox**  
PHONE 128  
Room 10 Dunlap Bldg.

**L. A. RAY**  
PLUMBING  
Phone 142-J

**LANHAM'S FILLING STATION**  
Phillips Gas and Oil. Phone 206 when you run out of gas or have a punctured tire on the road.

*Reads Like a "Dig"*  
It is said that the average man is familiar with only 4,000 words. We assume that "the average man" must be single.—Elgin (Ore.) Recorder.

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

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

**Fix-It Shop**  
All kinds of Furniture Repaired.  
**J. J. BUCKNER**  
Phone 313

**DR. G. W. HEARD**  
DENTIST  
Over Corner Drug Store  
Office Phone 234  
Residence Phone 276

**MORRISON'S WRECKING SHOP**  
A. I. Morrison, Proprietor  
Parts for All Cars  
East First Street

**Dr. B. M. Wiltshire, Dentist**  
Over Sprowls-Cronin & Company  
Room 3, Buckner-Lambert Building.  
Residence Phone 272 Office Phone 470

**WEST TAILOR SHOP**  
MRS. O. F. WEST, Proprietor  
"Well Pressed is Well Dressed"  
Clothes called for and delivered—Phone 385

**DEAF SMITH COUNTY ABSTRACT CO., Inc.**  
Office in the Court House  
**C. F. McCOLLOUGH, Manager**  
ABSTRACTS LOANS

The TITLE to your land is vital.  
Our Abstracts correctly reveal the title.  
**A. O. Thompson Abstract Co.**  
5 1/2 Per Cent Federal Farm Loans

**DR. J. W. HICKS**  
Upstairs in Buckner Lambert Building  
Office Phone 400  
Residence Phone 217

**DR. G. F. LeGRAND**  
Office Upstairs  
Buckner-Lambert Bldg.  
First Door South Star Theatre  
Office Phone 400  
Residence 244


**Nunn Transfer**  
HAULING OF ALL KINDS  
Day phone 65, Night 420-J



The greatest assurance of personal independence is money in the bank. It is concrete—it is as nearly infallible as anything can be. Hence a Savings Account consistently enlarged forms the logical basis of a program of thrift. As capital grows it may be wisely invested but the foundation of solvency must lie in the Savings Account. It is a shield against unexpected demands, such as illness or accident, it is the one sure friend in time of need.

**First State Bank**

**YOU ARE INVITED TO ATTEND**



**JOHN DEERE TRACTOR SCHOOL AND FIELD DEMONSTRATION**  
Under the Direction of Practical Tractor Men  
THIS WILL BE HELD  
9:00 O'Clock  
**Monday, January 26, 1931**  
J. L. Williams' Place at Southwest Corner of Hereford.

Be on hand early and get the full benefit of both the tractor school and field demonstration. If you are interested in farming at lower cost and in getting the most out of your tractor be sure to come.

A POWER FARMING PICTURE  
And other instructive films will be shown.  
**Free Lunch Served at Noon**  
**KERR IMPLEMENT COMPANY**  
HEREFORD, TEXAS

# Want Ads

## Wanted

I WILL do your stenographic work at my home or at your office. Telephone 26, Mrs. Guy Cornelius. 52-3c

WANTED: Family wash, 85c dozen; flat work, finished 50c dozen; men's dress shirts finished 15c; work shirts finished 10c; underwear 10c; socks, two pair 5c. Mrs. J. M. Ashlock, phone 26. 1-1fc

WANTED: To trade one-half section for one-quarter section. Erx Williams. 1-1p

WANTED: Two sections together, good wheat land worth the money. All cash. Geo. T. McCurry. 52-2p

WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Farmer, phone 436. 49-1fc

WANTED: To exchange mechanical work for feed, bundle or grain. I am equipped to grind valves, take up bearings, line brakes and clutches, hone cylinders, fit over-size pistons, pin rings, generators, and starters. Any kind of electrical or mechanical work. First class equipment and years experience to assure you the best in workmanship. M. E. Moore, one mile north on 25-Mile Ave. 52-1fc

WANTED: Whoever borrowed our large outdoor kettle last spring, please return it as we need it badly. Mrs. W. I. Valentine, phone 9029-F2. 52-2p

PEOPLE with small means can now own a home and get into it on two weeks notice under my plan. See L. Baskin, phone 138. 41-1fc

WANTED: Laundry work done at \$1.00 per dozen finished. Flat work finished at 7c per pound. Mrs. J. M. Ashlock, phone 26. 51-3c

## For Rent

FOR RENT: Five room house, in north Hereford; also furnished apartment on 400 Lawton Avenue. Ms. W. M. Megert, phone 444. 52-4h?

FOR RENT: Two rooms, close in, will be furnished for light housekeeping or bed rooms if preferred. Mrs. W. I. Valentine, Telephone 9029-F2. 52-2p

FOR RENT: Furnished apartment with outside entrance, also garage. Mrs. J. P. McMahon, Phone 354-W. 49-1fc

FOR RENT: In Cummins apartment, one unfurnished apartment, downstairs, Phone 323. Mrs. J. C. Cummins. 1-1fc

FOR RENT: Two room furnished apartment; modern. Mrs. Grace Hughes Dyer, phone 418. 1-1p

FOR RENT: Front bed room, private entrance, gentleman preferred. Mrs. Grace Hughes Dyer, phone 418. 1-1p

FOR RENT: Unfurnished four-room modern apartment, garage. One-half block from pavement. Phone 98. 1-1fc

FOR RENT: West half of Survey 17 B. S. & F. M. 7, 330 acres Cass county, supposed to be 125 acres of wheat on place. \$400 cash in advance. Anyone interested in renting this place write Mrs. Emma L. Worthy, Blue Rapids, Kansas. 1-3p

FOR RENT: Rooms either for lodgers or light housekeeping. Mrs. M. A. Barnes, 302 East Second street. 1-1p

FOR RENT: Will rent a four room house in South Hereford cheap. See C. E. Gatlin. 1-1fc

FOR RENT: Rooms for light housekeeping, furnished or unfurnished. Mrs. M. A. Barnes, 302 East Second street. 52-3p

SPLendid three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh. or phone 194. 37-1fc

FOR RENT: New 6-room house, completely furnished, garage, on paved street. Gentleman retains one bedroom. See Miller, Hereford News Stand. 1-1c

## Lost and Found

FOUND: Truck endgate picked up on road Friday. Owner may have it by calling at Brand office and paying for this advertisement. 52-4h

FOUND: I have at my place, 23 miles north of Hereford, one stray black mare with white hind feet, age 5 to 6, weight 1000 to 1100. Owner may have same by proving property, paying advertising and feed bill. Harold W. Wilson, Star Route, Vega, Texas. 52-3p

FOUND: Lady's brown leather hand-bag. Owner may call at the Brand office. 1-1c

LOST: Radiator cap for Buick sedan, in city some time Tuesday. Reward. Burns Furniture Co. 1c

LOST: Small black dog, tan head and legs, long hair, bushy tail carried over back. Weigh about 12 pounds. Ten dollars reward. H. L. Rice. 1-1c

LOST: A black leather, hand tooled, lady's pocketbook containing powder puff, handkerchief, looking glass and coin purse containing two checks. Finder please leave at Brand office. Reward from owner, Helen L. King. 1-2c

## Lodge Directory

HEREFORD LODGE  
No. 478, I. O. O. F.  
meets Monday, 7:30 p. m.  
Visiting Brothers welcome  
R. L. DOWELL, N. G.  
L. H. Foster, Secretary.

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

## For Sale or Trade

FOR SALE: Chinese Elm trees, home grown, six to ten feet tall, from 75c to \$1.50. At my place one mile north of Wyche school, N. G. Elliston. 52-8p

Use home-made flour from home-grown wheat. Forty-eight pound cloth sack, \$1.30. Bran, 100 lbs. \$1.40. Community Mills, across the Santa Fe. 49-1fc

FOR SALE: Good fresh country butter. Call or see Mrs. H. T. Wedel, phone 9001-F2. 52-2p

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

FOR SALE: Bundle cane and baled alfalfa. R. R. Jackson, telephone 9000-F4. 52-2p

7500 BUNDLES of red top sorghum for sale or will take cattle to feed. S. B. Campbell, 6 miles west on Harrison highway. 1-1p

FOR SALE: 100 posts. Apply at first door east of Presbyterian church, Mrs. Rosa Speer. 1-2c

YES, we have good hegarl bundle feed with plenty of grain. Will deliver. G. L. Woods, phone 9026-F2. 52-4p

SIX ROOM house on pavement, close in, easy terms. See A. C. Thompson, phone 456. 51-1fc

FOR SALE: Several R. I. Red cockerels, \$1.00 each if taken soon. Out of accredited stock. B. K. Gressom, Summerfield. 2-2p

FOR SALE: One good coal heater, one good Barier oil heater, both like new. A. H. Elliston. 47-1c

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

FOR TRADE: A California duplex located in Alhambra, Calif., for Hereford property. A. H. Elliston. 51-1fc

FOR TRADE: Two brick buildings in good town, clear of debt, to trade for land. J. E. Bray, Dunlap Building. 52-2p

FOR SALE: A good Jersey milk cow and two good Jersey heifer calves. Call at Brand office. 51-1fc

FOR SALE: Six room house, modern, with basement, easy terms. See Clem Schumacher or A. C. Thompson, phone 456. 51-1fc

GOOD Oklahoma land for sale, or will trade for West Texas land or business in Hereford. J. M. Bulard, Box 262, Duncan, Okla. 51-3p

## Rev. Shields Gives Topics for Services

The series of sermons preached here at the Pentecostal church of the Assembly of God for the past ten days by Rev. Guy Shields has been successful in helping many to find Christ, states Rev. J. A. Thomas, the pastor.

Rev. Shields, of whom many radio listeners know in his appearance over station KGRS, Amarillo, every Sunday and Monday mornings, is in Hereford this week in continuance of the meetings at the church and has announced the following subjects:

Thursday night, The kind of revival the church most needs.

Friday night, The cause of the depressed condition of the country.

Saturday night, The remedy. Services begin each night this week at 7:30 o'clock.

## Millers Thank Donors In the Stork Shower

To show their appreciation of the fine reception accorded their son, Pat Crawford, as Deaf Smith county's first arrival in 1931, Mr. and Mrs. H. H. Miller of Dawn have expended several dollars for an advertisement in this issue of the Brand to thank the merchants and professional men who contributed to the shower.

A splendid spirit was shown by those who made the shower possible, and one of equal fitness has been displayed by the Millers in returning the compliment and favor.

W. D. Kellehor took upon himself the role of god will messenger, gathered the gifts and delivered the articles to the mother and child, and his report of the interview glows with a fire of superior good cheer.

FIVE ROOM new house on pavement, close in, easy terms. See A. C. Thompson, phone 456. 51-1fc

FOR SALE—\$7,800 for improved 140 acres only 4 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$3,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-1fc

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved, 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern house with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-1fc

## Only One Date Cage Card Open

With the exception of about one date the winter season of basketball for the high school White-faces has been completed, according to T. E. McCollum coach. Two games come up next week. The Friday engagement is away from home with Portales, and Saturday night's card has Vega here for a fast one on the court at the local gymnasium.

The following schedule has been announced:

Portales, January 16, there.  
Vega, January 17, here.  
Tulia, January 24, there.  
Dimmitt, January 27, there.  
Frona, January 30, there.  
Vega, January 31, there.  
Canyon, February 5, there.  
Tulia, February 6, here.  
Clovis, February 13 here.  
Canyon, February 14, here.

There will be only one more home game played in January, the one with Vega, but three of the four scheduled games for February will be staged in Hereford.

All high school games of the regular season will have been concluded in time to participate in the tournament which will be held in Canyon in the Buffalo gym February 20 and 21. Hereford plans on competing for district one honors against 15 other teams.

## No Help for Full Payment Tax, Claimed

In answer to the petition which was presented recently, asking that payment of county and state taxes be split into two installments, one due February 1, the other August 1, the commissioners court states through County Judge Wilson that it is powerless to grant any relief.

When the petition came up Jno. A. Coffee, county attorney, was sought for an opinion, and he in turn went to the attorney general of Texas, who immediately replied that there was no law that would permit county and state taxes to be paid in installments, ten per cent penalty be omitted, and no interest charged on amount unpaid.

## Plenty Wheat But Jobs Are Few In Relief

The relief work started last week in Hereford is working smoothly and has taken care of every case made known. Hundreds of bushels of wheat have been donated and Community Mills is making it into flour at no money cost to the committee. For every bushel of wheat, 38 pounds of flour are given back and the cost of processing is paid in bran and shorts.

E. S. Ireland has been made director general of all the committees and he says the situation is fully in hand with the exception that the citizenship needs to create more jobs than it has heretofore.

signified a willingness to do. At a later date there will be available a total of 60 days of labor coming from the work of the club women. The ladies are not only stirring up work for the jobless, but they are handling the clothing problem.

One man has offered free pasture on his wheat land if the committee is donated any yearlings which require caring for until ready to butcher in furnishing some families with fresh meat.

## To Grade and Mark 30 Miles

An official party of the Santa Fe railroad, headed by J. B. Briscoe, superintendent of this division, paid Hereford a visit Tuesday, looking over the prospective work which

will start soon in replacing the rails between here and Canyon. The officials made the trip in a specially designed automobile, equipped with flange iron wheels for railroad travel.

W. H. Piedeland of Wellington, Kansas, inspector and expert steel man, has taken quarters at the Cordova hotel where his headquarters will be for several weeks. His work consists of inspecting every rail between Hereford and Canyon and marking on them their grade number. The grades range from one to three. The best steel of the 90 pounds to be taken up will be used on another line of the Santa Fe.

The Santa Fe officials were approached while here on their employment plans in improving the 30-mile stretch and were requested to consider local men. It was intimated that 20 or 30 men from this section would be offered jobs.

# REDUCE!

We have installed a Burk Electric Vibrator for massaging and are giving treatments for reducing. During our Marinello campaign, we are giving a shampoo and finger wave for 75c.

Phone 492 for appointment.

## Marinello Beauty Shop

Special on Permanents—  
\$7.00 WAVES FOR \$4.00

# and so you are going to raise turkeys!

You might just as well. Feed is cheap and next season promises a bumper crop. While turkey prices are not what they should be, they have held up better than any other farm product. There is no surplus turkeys in storage. The import duty has discouraged big shipments from the Argentine to our eastern markets.

Many people have inherited the idea that young turkeys are hard to raise. Experienced growers find that such is not the case. Of course, one must know how to care for and raise young turkeys, just the same as he would any other line of husbandry. The trouble most people have in raising a flock is due to the fact that they sell all their best and earliest birds on the holiday markets and keep the slow developing and late ones to raise the next crop. The inevitable result of such practice is grief and failure.

Increased size and vitality is attained only by using yearling hens or, at least, early matured pullets as breeders. And by size, we do not mean the tall, lanky, lubberly, raw-boned gobbler. In his best possible condition he is never hung up on the rack with the No. 1 fancy, which are medium-sized turkeys, with long keels, plump and compact, bred as near as possible to the Standard of Perfection.

In selecting your foundation stock you should first consider the matter of vitality. Strong vitality is the secret of turkey success. It is bred into a flock only after years of selection and proper care. Super-vitality is always possessed by the flashy, brilliant, high-powered show birds; and for this reason, successful growers of commercial turkeys go to the breeder-of-exhibition stock for new blood to head their flocks. Greater livability and added weight to their young stock is what they want and pay for.

For ten years the Turkeys of Treasure Valley have commanded fancy prices on the eastern markets, and you can produce the same quality by selecting one or two of our young toms to head your flock. It is not necessary to mention the fact that our breeders are from Madison Square first-prize stock. They speak for themselves. Their good markings is your guarantee of purity, and their rich copper bronze is a gilt-edge certificate of the generations and generations of good breeding behind them.

Now is the time to begin mating up your pens, and we offer you the kind of birds that we know will prove profitable at from Ten to Fifteen Dollars each. Winners for National Shows, \$100 to \$250.

## You Can Shop By Telephone



You may trust us. Whether you come into our shop, or whether you 'phone us your order, we will give full value—the finest foods available at the price we ask. That's why our customers are our friends. 116 is the signal for a meal de luxe.

## Bakers Cash Grocery

MONT E. BAKER, Proprietor.

FINE GROCERIES

## Cecil Peff

HEREFORD, TEXAS

Breeder of

THE TURKEYS OF TREASURE VALLEY



# Gas Leaks are Expensive

About 15 per cent of the gas you buy is lost through small leaks in your house piping, according to government experts.

This waste which is often the cause of high gas bills, may be prevented easily.

A leak that may appear trifling to you will, in the course of a year, increase your bills considerably. A loss of only one cubic foot every 15 minutes will waste almost 3,000 cubic feet of gas in a month.

The waste of gas is considered so very important by the West Texas Gas Company that it spends a large sum annually in an effort to keep the leakage is distributing systems as low as possible.

## How to Find Leaks

On every domestic meter is a dial marked "One Foot" or "Two Feet". This is used for detecting leaks. Turn off all the fires in your house and note the position of the hand on the small dial of your meter. Then look at it a little while later. If the hand has moved, there is a leak, for the meter will not work unless gas is going through it.

To find just where the leak is located, cover each joint with strong soap suds. If the gas is escaping it will bubble through the suds. If you then do not know how to fix the leak, call a plumber.

## NEVER LOOK FOR A GAS LEAK WITH A MATCH!

Our service department is always ready to help you with any of your gas problems—and its services are absolutely free.

# West Texas Gas Co.

# Social and Society

## Mother's Club Elects New Officers

The Mother's club elected officers at its Tuesday afternoon meeting in the home of Mrs. J. L. Shorman. The new staff is for the next club year and will not be installed until September.

Mrs. F. M. Kester was named president; Mrs. Carl Gilliland, vice president; Mrs. J. A. Neill, recording secretary; Mrs. O. G. Hill, corresponding secretary; Mrs. J. L. Shorman, treasurer; and Mrs. Bess Turrentine, parliamentarian.

The regular program was on Mt. McKinley National Park. Mrs. J. B. Jones told of the route, location, area and elevation.

A salad plate and coffee were served to Mrs. J. E. Beyer, H. G. Conkright, W. O. Fox, A. A. Foster, Burl France, Carl Gilliland, P. H. Gilliland, J. M. Gilliland, O. G. Hill, Bob Higgins, E. S. Ireland, J. B. Jones, F. M. Kester, F. L. Lucas, J. A. Neill, H. D. Reed, T. E. Seliger, J. L. Shorman, Bess Turrentine and Rex Tynes.

## ADULT CLASS OF METHODISTS ELECT MRS. DUNKLE PRESIDENT

The Adult class of the Methodist church met in the home of C. B. Williams, retiring teacher, Monday night to elect officers. Mrs. R. O. Dunkle was selected president; C. W. Anthony, vice president; Mrs. C. C. Acker, secretary; Mrs. Leslie Robinson, treasurer; and Mrs. T. E. Major, assistant teacher.

A pleasant evening was spent and choice home-made candy and salted nuts were served.

The first social under the new administration was announced for next Tuesday evening at 7:30 o'clock in the basement of the church. It will be an apron and

**CREAM WANTED—23c**  
We pay the transportation. Being an Independent Farmers Creamery where we have eliminated all unnecessary cost in securing the cream from you farmers, and selling the butter direct to the retail trade is the main reason we can pay you the highest market price for cream. If we know it no farmer will ever become dissatisfied with us because we guarantee to satisfy you.  
**FALLS CITY CREAMERY CO.**  
Falls City, Nebr.

## Miss Frances Guinn Hostess to Otra Vez

A beautifully appointed entertainment was given by the Otra Vez club in the home of Mrs. G. H. Guinn, 710 Lee Avenue, with Miss Frances Guinn as hostess, Wednesday afternoon, January 7.

The color scheme was pink and green, shown in the tallies, score-pads and nutcups. The salad course served was also in pink and green. Six tables of bridge were occupied during the afternoon. Club high score went to Mrs. B. M. Wiltshire and club low to Mrs. Finis Owen. Mrs. J. A. Neill took guest high and Miss La Juana Hanna guest low.

Club members present were Mrs. J. K. Blythe, Tom Carter, Finis Owen, Jas. Witherspoon, J. M. Posey, Lloyd Edwards, Alton Fraser, B. M. Wiltshire, A. S. Hales, R. M. Corbett, Egbert Bradley, Misses Dessie Mae Steele, Frances Oberthier, Frances Guinn.

The guests were Mrs. J. C. Parker, V. T. Downes, Hal Bruner, J. A. Neill, A. N. McWright, Misses Emma Jeanne Donald, Imogene Wilson, Inez Clark, La Juana Hanna, Floyd Wilson and Martha Duncan.

## P-T-A HAD FINE MEETING WITH LARGE ATTENDANCE

An unusually large attendance and a very interesting program were features of the P-T-A meeting January 6. Mrs. T. J. Page of Claude gave a talk on the "New world challenge to parents and teachers."

The association is giving prizes to the class room that has the most parents present, and the room of Miss Eunice Rutherford won the award.

It was decided to extend the cafeteria service to the high school students, and beginning Monday a hot lunch will be available for the higher grades.

The regular monthly forty-two party will be given January 23 at the court house, starting at seven o'clock, announces Mrs. S. C. McAdams.

overall party. All members are expected for a good time and are requested to bring prospective new members, those not affiliated with other Sunday schools.

## Seen On the Screen at The Star

"Sweethearts and Wives", with Billie Dove and Clive Brooks, is seen at the Star Theatre today. Thursday, for the last time. It will be followed Friday by "The Fall Guy", with Jack Mulhall in the leading role.

A stirring drama, "Men of the North", starring Gilbert Roland, will be the center of attraction for Saturday matinee and night.

There have been great aviation pictures in the past, but there has never been one like the "Dawn Patrol". This latest, presenting Richard Barthelmess, opens at the Star Monday for a two-day run, and it stands in a class by itself for thrills, terrors, triumphs and sweep of sheer reality. There is a great cast in a great story. The story is a plot filled with iron quality that exerts a power over the spectator. Here is the real thing, it is claimed, the war as it was actually fought—a moving panorama of tragic drama.

Buddy Rogers is back again next Wednesday and Thursday, January 21 and 22 in "Along Came Youth."

## Party Honors Departing Murrays

A farewell party to honor Mr. and Mrs. C. W. Murray, who left the following Monday night for Phoenix, Arizona, was given last Thursday evening by Mrs. John Olson and Mrs. John Patton at the latter's home, 410 Miles avenue.

One feature of the entertainment was four tables of bridge, after which date pudding and coffee were served to Messrs. and Mrs. J. C. Parker, John Cunningham, Carl Cockrell, J. T. Gilbreath, Hubert McEntire, C. W. Murray, John Olson, John H. Patton, and Mrs. Claude Benton and daughter, Genevieve Sue.

## Mrs. B. T. Bell Is Honored At Dimmitt

Dimmitt, January 14.—Mrs. W. A. Wright entertained the old-timers and elderly ladies of this city last Wednesday afternoon, honoring her house guest, Mrs. B. T. Bell of Hereford, who was one of the pioneers of Castro county.

Stories, thrilling experiences and hardships of the early days here were lived again by the group. Mrs. Ellen Carter, known as "Mother" Carter, and her family who were the only white people in the county for six years, told of many interesting and exciting incidents. These were followed by experiences of later days by all the guests.

Refreshments were served to the following, who upon departing, declared they were ten years younger: Mrs. M. L. Hardy, Etta Brashers, B. D. Woodlee, S. P. Crawford, C. E. McLean, W. A. Tate, J. R. Hastings, J. W. Bell, Mark Cowser, Ellen Carter, J. M. Gollehon, Percy Estes, G. A. Barnett and the honoree from Hereford.

## Mrs. Carroll Gave Recent Bride Shower

A beautiful shower honoring Mrs. A. N. McWright, a recent bride, was given Friday afternoon in the home of Mrs. Onias Carroll, 205 Kibbe street. The hostesses were Mrs. Bessie Smith, Mrs. Onias Carroll and Mrs. I. O. Crosthwaite.

As a preliminary program Faye Crosthwaite gave a reading; Martha Duncan toasted the bride, and Beatrice Buchanan gave a toast to the home. Little Jo Ann Rosson and Wanda Jean Smith brought the pretty gifts to the honoree in a small wagon.

Angel food cake and hot chocolate were served to 40 guests.

## Relief Units Are Organized In Communities

In order to coordinate the relief work of the county and unify all efforts directed in line with the recent campaign to find jobs for the unemployed and give direct assistance where needed, community committees met in Hereford Monday and discussed the situation.

Each community represented decided to form a unit for taking care of those less fortunate who lived in the vicinity.

The committee selected at the

## Home Demonstration News

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

The county home demonstration council meets Saturday, January 17, at 3:30 p. m. in the club room at the court house.

Miss Gunter gives the following monthly itinerary for 1931. It will be noted that Mondays are reserved for office work, that morning work is with girls clubs and the afternoons with women's clubs. With these in mind, it will be an easy matter to keep up with the schedule of the agent, provided, of course, the itinerary is clipped and filed:

- First Week.**  
Monday: Office all day.  
Tuesday: Dawn in morning; at Frio in afternoon.  
Wednesday: Office in morning, Progressive in afternoon.  
Thursday: Summerfield both morning and afternoon.  
Friday: Ford all day.  
Saturday: Office.
- Second Week.**  
Monday: Office all day.  
Tuesday: Office; Wyche.  
Wednesday: Ward; Ward.  
Thursday: Sims; Dean.  
Friday: Westway, all day.  
Saturday: Office all day.
- Third Week.**  
Monday: Office all day.  
Tuesday: Dawn all day.

recent mass meeting in the courthouse to invite the rural sections to participate in the work comprises Misses Emma Gunter and Nell Hall; R. O. Dunkle and Earl W. Wilson.

The following community committees have been named and most of them were at the Monday session:

Mrs. W. J. Stewart, Mrs. A. T. Frye, H. H. Miller, A. J. Morris, Dawn.

Mrs. H. E. Weathered, Lester Galley, Carl Luke, Askren.

Mrs. Joe Thurman, Cop Phillips, Hubert Thompson, Daniel.

Lee Moore, Mrs. C. Cretzinger, J. J. Boiling, Union.

Elmer Womble, Mrs. L. Womble, Otto Smith, Fairview.

Mrs. J. L. Park, Ira Ricketts, Jim Childree, Progressive.

A. S. Higgins, Mrs. Roy Wagoner, Higgins.

Mrs. W. M. Schwartz, Howard Morel, Harley Benson, Ford.

Mrs. J. M. Chapman, N. O. Phillips, Jack Fortenberry, Sims.

Zerrel Thomas, Thomas.

Mrs. Lee Crawford, Arlie Dean, Bennie Fulkerson, Dawn.

Mrs. T. W. Roberson, Jim Lipscomb, W. P. Caraway, Ward.

Mrs. L. O. Gore, H. D. Culppeper, Elmer O'Farrell, Walcott.

Z. J. Steen, E. Burns, Bippus.

G. W. Wells, Mrs. R. C. Valentine, Valentine.

Mrs. J. T. Guinn, Geo. Messenger, Paul Ramsey, Messenger.

Mrs. Tom Vaughn, G. C. Hartman, J. A. Roe, Westway.

Chas. Walseer, J. L. Lookingbill, Mrs. John B. Davis, Summerfield.

Mrs. C. E. Tice, J. B. Harlan, Frio.

Mrs. Carl Frye, Easter.

Mrs. Nola Elliston, Wes Brady, Noah Ewton, Wyche.

Wednesday: Office; Com. work.  
Thursday: Summerfield; Com. work.  
Friday: Ford; Com. work.  
Saturday: Office, Council meet.  
**Fourth Week.**  
Monday: Office all day.  
Tuesday: Visit club demonstrators.  
Wednesday: Ward.  
Thursday: Sims all day.  
Friday: Westway; home visits.  
Saturday: Office all day.

The following women have signed up to be their first club demonstrators for 1931 in their respective projects:

- Living room improvement demonstrators: Ward, Mrs. Fred Saltzman; Dean, Mrs. L. L. Crawford; Wyche, Mrs. R. W. Elliston; Summerfield, Mrs. Ray Johnson; Frio, Mrs. W. A. Springer; Ford, Mrs. Floyd Benson; Westway, Mrs. C. C. Pierce; Progressive, Mrs. Jeff Roberson.
- Poultry Demonstrators: Ford, Mrs. J. W. Berry, Mrs. H. Koch. 4-H pantry demonstrators: Ford, Mrs. W. M. Schwartz; Progressive, Mrs. Ira Ricketts; Wyche, Mrs. H. E. Smith; Dean, Mrs. S. A. Miller; Summerfield, Mrs. J. A. Nolan; Westway, Mrs. G. C. Hartman; Frio, Mrs. C. E. Tice.
- Clothing and wardrobe demonstrators: Progressive, Mrs. James Park; Wyche, Mrs. Noley Elliston; Summerfield, Mrs. Ben Davis; Ford, Mrs. D. S. Larson; Westway, Mrs. Tom Vaughn; Frio, Mrs. Erx Williams.

## I. H. Dealers Bring Special

As a part of the centennial celebration of the invention of the reaper, Buchanan & Rosson, International Harvester dealers in Hereford, announces that a five-reel motion picture, entitled "Romance of the Reaper", will be shown here January 29. Hour and place will be given later.

AUDITORIUM  
**AMARILLO**  
Feb. 6th Night Feb. 7th Night  
Feb. 7th Matinee Feb. 7th Night  
Third American Tour - Season 1930-1931  
**GERMAN GRAND OPERA COMPANY**  
A CAST OF WORLD FAMOUS STARS  
A COMPANY OF ONE HUNDRED FIFTY  
COMPLETE ORCHESTRA AND STRIPPED ORCHESTRA



Mme. Johanna Gadski  
There are thirty stars in the cast of players, among them are Mme. Johanna Gadski, Johannes Sembach, Carl Braun, Allen Hinckley, and many others. Also Max Von Schilling is the leading conductor of the orchestra.

The company has an orchestra of 54 pieces and travels in a special train of 7 baggage coaches and 6 Pullmans. Prices range from \$1.00 to \$5.00 per seat. For further information write Wilbur C. Hawk, care The Globe-News, Amarillo, Texas.

## Small Damage Results From Fire Thursday

No material damage resulted from the fire which was discovered in the building at 213 Main street early last Thursday morning. The alarm was sounded at 8:40 o'clock and the fire department was on the scene, only two blocks away from the station, within a minute or two, but the water hose was not necessary.

The blaze had burned a hole in the floor about 20 feet from the

door and a few feet from the north wall. An axe was used to chop out a working space in the floor and chemicals smothered the fire at once.

The building is owned by W. B. Farmer and is occupied by the Hereford recreation club. J. W. Mobley, the manager, said he was unable to figure out how the fire originated. He discovered the blaze and smoke Thursday morning upon opening the front door. There was no damage to his equipment, he said, excepting a few chemical stains on some of his tables.

The Palmer building was occupied by Chick-Hagood Variety store up until December when removal was made to the present location in the new Norton store house.

## NIGHT OR DAY

Your Can Get

### My "Drive It Yourself" Service Car

There is no question about whether it is ready to go. IT ALWAYS IS. New tires, puncture-proof tubes, a dandy heater, and with Prestone in the radiator.

I have put a very low service charge for using such good equipment. Only FIVE CENTS A MILE, plus a small hourly charge will give you the use of this quick service.

Phone Either 216 or 430—It'll Be Ready!

## W. F. Ball

## Announcing Change of Ownership

J. G. (Glenn) Weir has purchased the stock and fixtures of the

### Chick-Hagood Variety Store

and will conduct the business at the same location, 318 Main Street, under the name of Weir's 5c to \$5.00 Store. This stock has been bought at a considerable saving and we are able to pass this on to our customers. The new management assumes no past due accounts or obligations of the former company, and invites the general public to visit and become acquainted with the new personnel and the stock of merchandise.

# WEIR'S

5c to \$5.00


# STORE

# PIGGLY WIGGLY

All Over the World

**SPECIALS FRIDAY and SATURDAY**

CARROTS - TURNIPS ...	7c
Bunch, each .....	
GRAPE FRUIT ...	25c
Six For .....	
SOAP ...	35c
P. & G., ten bars .....	
CAKES ...	25c
Bulk Fig Bars, two pounds .....	
POST TOASTIES ...	25c
Two packages for .....	
COFFEE ...	42c
Schillings, 2 lb can 83¢, 1 lb can .....	
PEACHES ...	52c
Gallon size .....	
STRING BEANS ...	11c
No. 2 can .....	
MACARONI - SPAGHETTI ...	25c
Four for .....	
PORK & BEANS ...	15c
Wagon, two for .....	



## Be Careful of Colds

Many malignant illnesses begin with simple colds, and this is the time of year of their greatest frequency. Treat colds as a serious proposition—they are dangerous.

We have a full and complete line of the best known and most highly recommended cold remedies and preventatives. Let us advise you.

### CITY DRUG STORE

PHONE 300. FREE DELIVERY

## Closing Out All Winter Merchandise

REGARDLESS OF COST

### Our Whole Stock at Reduced Prices

North Main Street **Popular Store** Hereford Texas

CHARTER NO. 5604 RESERVE DISTRICT NO. 11  
REPORT OF THE CONDITION OF THE  
**FIRST NATIONAL BANK**  
OF HEREFORD

In the State of Texas, at the Close of Business, December 31, 1930.

**RESOURCES**

1. Loans and discounts	\$338,020.31
2. Overdrafts	329.47
3. United States Government securities owned	90,000.00
4. Other bonds, stocks, and securities owned	1,500.00
5. Customers' liability on account of acceptances executed	NONE
6. Banking house, \$11,108.71; Fur. & Fix. \$4,752.00	15,860.71
7. Real estate owned other than banking house	NONE
8. Reserve with Federal Reserve Bank	28,281.82
9. Cash and due from banks	83,614.89
10. Outside checks and other cash items	5,402.10
11. Redemption fund with U. S. Treasurer and due from U. S. Treasurer	2,500.00
12. Acceptances of other banks and bills of exchange or drafts sold with indorsement of this bank	NONE
13. Securities borrowed	NONE
14. Other assets	NONE
<b>TOTAL</b>	<b>\$565,569.30</b>

**LIABILITIES**

15. Capital stock paid in	\$ 50,000.00
16. Surplus	NONE
17. Undivided profits—net	43,914.03
18. Reserved for dividends, contingencies, etc.	NONE
19. Reserves for interest, taxes, and other expenses accrued and unpaid	NONE
20. Circulating notes outstanding	50,000.00
21. Due to banks, including certified and cashier's checks outstanding	7,312.46
22. Demand deposits	329,110.63
23. Time deposits	85,232.18
24. United States deposits	NONE
25. Agreements to repurchase U. S. Government or other securities sold	NONE
26. Bills payable and rediscounts	NONE
27. Acceptances of other banks and bills of exchange or drafts sold with indorsement of this bank	NONE
28. (a) Acceptances executed by this bank for customers and to furnish dollar exchange	NONE
(b) Less acceptances of this bank purchased or discounted	NONE
29. Acceptances executed by other banks for account of this bank	NONE
30. Securities borrowed	NONE
31. Other liabilities	NONE
<b>TOTAL</b>	<b>\$565,569.30</b>

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss:  
I, E. B. Posey, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
E. B. POSEY, Cashier.  
Correct—Attest:  
F. A. GYLES,  
CRISS RENFRO,  
GEO. L. MUSE, Directors.  
Subscribed and sworn to before me this 6th day of January, 1931.  
(SEAL) EDNA PARK, Notary Public.

CHARTER NO. 6812 RESERVE DISTRICT NO. 11  
REPORT OF THE CONDITION OF THE  
**WESTERN NATIONAL BANK**  
OF HEREFORD

In the State of Texas, at the Close of Business On December 31, 1930.

**RESOURCES**

1. Loans and discounts	\$177,051.08
2. Overdrafts	450.30
3. United States Government securities owned	50,500.00
4. Other bonds, stocks, and securities owned	10,750.00
5. Customers' liability on account of acceptances executed	NONE
6. Banking house, \$4,000.00; Fur. & Fix., \$2,700.00	6,700.00
7. Real estate owned other than banking house	4,538.67
8. Reserve with Federal Reserve Bank	10,507.37
9. Cash and due from banks	17,984.53
10. Outside checks and other cash items	NONE
11. Redemption fund with U. S. Treasurer and due from U. S. Treasurer	2,500.00
12. Acceptances of other banks and bills of exchange or drafts sold with indorsement of this bank	NONE
13. Securities borrowed	NONE
14. Other assets	NONE
<b>TOTAL</b>	<b>\$281,500.95</b>

**LIABILITIES**

15. Capital Stock paid in	\$ 50,000.00
16. Surplus	15,000.00
17. Undivided profits—net	258.50
18. Reserved for dividends, contingencies, etc.	NONE
19. Reserves for interest, taxes, and other expenses accrued and unpaid	NONE
20. Circulating notes outstanding	50,000.00
21. Due to banks, including certified and cashier's checks outstanding	15,346.21
22. Demand deposits	98,216.71
23. Time deposits	20,950.31
24. United States deposits	NONE
25. Agreements to repurchase U. S. Government or other securities sold	NONE
26. Bills payable and rediscounts	31,819.22
27. Acceptances of other banks and bills of exchange or drafts sold with indorsement of this bank	NONE
28. (a) Acceptances executed by this bank for customers and to furnish dollar exchange	NONE
(b) Less acceptances of this bank purchased or discounted	NONE
29. Acceptances executed by other banks for account of this bank	NONE
30. Securities borrowed	NONE
31. Other liabilities	NONE
<b>TOTAL</b>	<b>\$281,500.95</b>

STATE OF TEXAS, COUNTY OF DEAF SMITH, ss:  
I, G. O. Acker, Cashier of the above named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.  
G. O. ACKER, Cashier.  
Correct—Attest:  
G. A. F. PARKER,  
M. L. PARKER,  
E. B. BLACK, Directors.  
Subscribed and sworn to before me this 7th day of January, 1931.  
(Seal) FLOYD WILSON, Notary Public.

**Summerfield**  
BY MRS. L. JOHNSON

Sunday school officers were chosen last Sunday as follows: Joe Kendall, superintendent; Obe Roberson, assistant superintendent; Mrs. Obe Roberson, secretary; G. P. Owens, teacher adult class; Mrs. Ky Lawrence, advance class; Mrs. Joe Kendall, young people's class; Mrs. Gerald Morgan, intermediate; Mrs. J. B. Davis, juniors; Miss Letrus Walser and Mrs. Brit Clark, primary classes. Mrs. A. M. Walker returned home with her baby son last Saturday from the hospital in Hereford.

Mr. and Mrs. Ray Johnson returned Saturday from a month's visit with relatives at Palestine, Waco and Dallas.

Mrs. Lee Curry was leader of the W. M. S. last Wednesday afternoon. The class is studying the book on Lottie Moon, and will be examined next Wednesday.

Mr. and Mrs. Chas. Roberson of Hereford visited in the home of his mother, Mrs. Bulah Roberson, one day recently.

Christine and Ruth Atchley and Louise Suttle entertained several girl friends to dinner Sunday.

Walter Hawkins received the sad news of the death of his father, J. Hawkins, who died at Lamesa. He, with his family, left at once to attend the funeral.

Mr. and Mrs. Praetor of Stonington, Colo., visited her sister,

NO. 1531  
OFFICIAL STATEMENT OF  
FINANCIAL CONDITION OF  
THE

**First State Bank**  
AT HEREFORD,

State of Texas, at the close of business on the 31st day of Dec., 1930, published in The Hereford Brand, a newspaper printed and published at Hereford, State of Texas on the 15th day of January, 1931.

**RESOURCES**

Loans and discounts on personal or collateral security	\$208,748.38
Loans secured by real estate	8,618.43
Overdrafts	NONE
Acceptances of other banks	NONE
Securities of U. S., any State or political subdivision thereof	NONE
Other bonds and stocks owned	NONE
Customers' bonds held for safekeeping	NONE
Banking House \$5,500.00, Furniture and Fixtures \$2,940.70	8,440.70
Real Estate owned, other than banking house	10,783.42
Cash in bank	16,720.00
Due from approved reserve agents	77,055.57
Due from other banks and bankers, subject to check on demand	NONE
Interest in Depositors' Guaranty Fund	NONE
Assessment Depositors' Guaranty Fund	NONE
Other Resources: Live Stock acct. 756.05, Commercial paper 5,000.00	
<b>Total</b>	<b>\$336,122.64</b>

**LIABILITIES**

Capital Stock	\$ 50,000.00
Surplus Fund	NONE
Undivided profits, net	8,000.00
Reserved for taxes, etc.	2,635.30
Dividends unpaid	NONE
Due to banks and bankers, subject to check	21.28
Individual deposits subject to check, including time deposits due in 30 days	245,299.50
Time Certificates of Deposit	27,803.95
Cashier's Checks Outstanding	2,362.61
Bills Payable	NONE
Rediscounts	NONE
Customers' Bonds deposited for safekeeping	NONE
Other Liabilities	NONE
<b>Total</b>	<b>\$336,122.64</b>

STATE OF TEXAS, County of Deaf Smith.  
We, C. B. Williams, as President, and H. B. Fritz as vice-president and cashier of said bank, each of us do solemnly swear that the above statement is true to the best of our knowledge and belief.

C. B. WILLIAMS, President.  
H. B. FRITZ, Vice-President and Cashier.  
CORRECT—ATTEST:  
E. S. IRELAND,  
J. A. PITMAN,  
H. G. CONKWRIGHT, Directors.  
Subscribed and sworn to before me this 7th day of January, A. D. 1931.  
(SEAL) VIOLA CARPENTER, Notary Public, Deaf Smith County, Texas.

Mrs. Lee Curry, last week. They were enroute to Clarendon to visit relatives there.

C. S. Woods, living for several years east of here, moved to the J. L. Lookingbill place last week.

Mr. and Mrs. Lloyd Lookingbill and family moved to a place near Friona last week.

Mr. and Mrs. Wayne Murdock are enjoying a visit with her father and brother from Iowa.

Misses Edah Park and Edna Ellis of Hereford were Sunday callers in the L. Johnson home.

**Black**  
BLACK SEVENTH GRADE ENGLISH CLASS

F. E. McMurry was called to the bedside of his father in Oklahoma Sunday. His father was dangerously ill with pneumonia, and passed away soon after the arrival of his son.

Several students have entered school since Christmas.

The Outside basketball team of Summerfield played the Black town team Wednesday, Black winning 13-9. A return game was played Friday when Black went to Summerfield, again winning.

Miss Lena Johnson visited in Black Thursday.

Doak Roberson lost a valuable cow last week.

A basketball game will be played here Friday afternoon by the older men of the community, sponsored by the P. T. A.

Mrs. Claburne Carr of Summerfield was here Thursday.

Howard Elmore and children left for Oklahoma last week.

P. T. A. met Friday evening of last week and gave an interesting program, followed by a business session, when several new members were taken in. Next meeting the second Friday night in February.

Rain Friday night and Saturday was much enjoyed by all.

Misses Lucille and Noble McLean spent the week end with Misses Mildred and Elizabeth McMurry, who were at home from Friona school.

The young people were entertained at the Ray Price home New Year's night, the older folks also enjoying a party there.

Mr. and Mrs. T. F. McLean of Durant, Okla., spent last week in the H. L. McLean home.

Mr. and Mrs. Presley have moved here from Oklahoma and will make their home in this community.

County Agent Dunkle brought the Summerfield agricultural club to see the Bud Bennett registered calves Thursday.

Chas. Hays, Jr., and Lem Welch visited Hereford Sunday.

Ray Price was in Amarillo one day last week.

Mr. Legg and family of North Texas have been visiting in the A. Hawks home here.

Mrs. Oren Bennett entertained a group of girls Sunday.

Jas. McLean was in Friona Friday.

Mr. and Mrs. Kirmie Deaton are the proud parents of a baby

boy, born Monday morning.

Mr. and Mrs. Jesse Hines spent Sunday in the Blair home, Friona.

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

J. J. Crawford and family spent Sunday in the Russ home.

Bill Moke and Leo Lawhorn spent Sunday with Wilson Vines.

H. B. Hinds and family visited G. E. Hines and family Sunday.

Bessie and Irine Galloway spent Sunday in the Vines home.

C. Carr and wife visited the Crawford home Sunday.

J. L. Mann spent Sunday with Roger Rayor.

Mrs. Anna Lemans who has been visiting her daughter, Mrs. Jesse Hines, has gone to Johnson, Kas., for a visit.

Messrs. and Mmes. Jesse Hines and Russell Lemons took Mrs. Lemons to Amarillo Friday.

Mr. and Mrs. Halseell Davis and son of Collin county, King Hartley and Mrs. Winnie Moreland and children of Painsview visited Mr. and Mrs. J. T. Hartley Tuesday.

Miss Leela Thomas visited Mrs. Horace Baird Wednesday.

Mr. and Mrs. DuBois Walker, Mr. and Mrs. W. L. Hall, Mrs. J. W. Hall, Mrs. Clem Gilliam, Mrs. M. L. Simpson, Marion Powers, Ed Wilson and Lecca Thomas visited in the L. E. Beck home Wednesday.

Albert Schofield was in Amarillo Wednesday.

Mrs. Thomas visited Mrs. Andrews Wednesday.

Mrs. Bell of Hereford sp. ut last Wednesday night with Mrs. M. L. Hardy.

Mr. and Mrs. M. L. Hardy visited in the E. S. Ireland home last Thursday.

Mr. King is in Oklahoma on a business trip.

Livelle Beck spent Saturday night with Juanita McGinnis.

Hazel Battles who attends Dimmitt school spent the week end with home folks.

Juanita McGinnis of Hereford is visiting the King home.

Mr. and Mrs. Pinckert visited Mr. Hacker Monday.

The ladies club met at the school house Friday with 21 present and an enjoyable program was given. Next meeting Miss Drenner will demonstrate rug making.

Several attended the ball game at Summerfield Friday between Jumbo and Summerfield, which resulted in defeat for both boys and girls. Summerfield plays at Jumbo Friday.

Bro. Gaines spent Sunday night with Mr. and Mrs. Bob Axe.

Messrs. and Mmes. Beck and Oxford visited Mrs. Marvin Mondelle who is in the hospital at Hereford, Sunday.

"A rose by any other name were just as sweet." Likewise RICES Instant Tire Service by any other name would be just as good. 1-1c

**Jumbo News**  
BY EDNA HALL

Mr. and Mrs. M. L. Hardy visited in the E. S. Ireland home last Thursday.

Mr. King is in Oklahoma on a business trip.

Livelle Beck spent Saturday night with Juanita McGinnis.

Hazel Battles who attends Dimmitt school spent the week end with home folks.

Juanita McGinnis of Hereford is visiting the King home.

Mr. and Mrs. Pinckert visited Mr. Hacker Monday.

The ladies club met at the school house Friday with 21 present and an enjoyable program was given. Next meeting Miss Drenner will demonstrate rug making.

Several attended the ball game at Summerfield Friday between Jumbo and Summerfield, which resulted in defeat for both boys and girls. Summerfield plays at Jumbo Friday.

Bro. Gaines spent Sunday night with Mr. and Mrs. Bob Axe.

Messrs. and Mmes. Beck and Oxford visited Mrs. Marvin Mondelle who is in the hospital at Hereford, Sunday.

"A rose by any other name were just as sweet." Likewise RICES Instant Tire Service by any other name would be just as good. 1-1c



**Financial Worries Relieved**  
*Have Money*

MANY families are wondering how they will get through a "tight" place, because at one time or another they spent their money in foolish extravagance.

If they had a few DOLLARS in reserve their problem would be solved.

START SAVING REGULARLY NOW  
We Welcome YOUR Banking Business

THE FIRST NATIONAL BANK OF HEREFORD  
—a strong bank thoughtfully managed

HEREFORD, TEXAS

MEMBER FEDERAL RESERVE SYSTEM

**Brand Want Ads Pay Good Dividends!**

**THE NEW FORD**

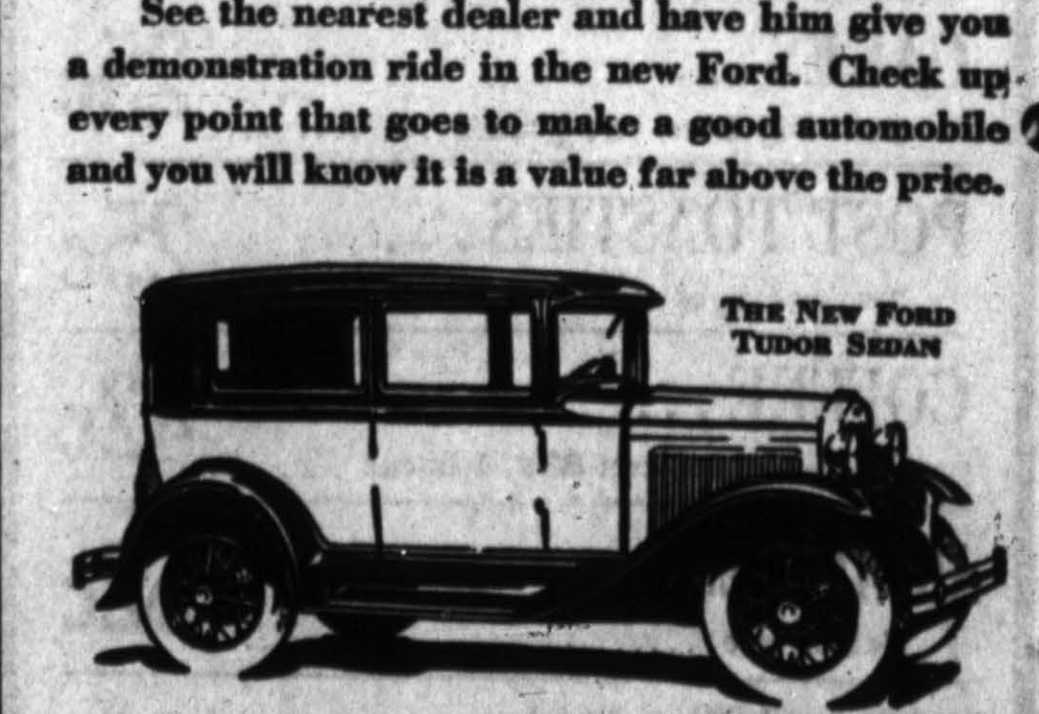
**Everything**  
you want or need  
in a motor car

THE more you see of the new Ford, the more you realize that it brings you everything you want or need in a motor car. . . . And at an unusually low price.

Its substantial beauty of line and color is apparent at a glance. Long, continuous service emphasizes the value of its simplicity of design and the high quality that has been built into every part.

The new Ford accelerates quickly and it will do 55 to 65 miles an hour. It is an easy-riding car because of its specially designed springs and four Houdaille double-acting hydraulic shock absorbers. It has fully enclosed four-wheel brakes and the added safety of a Triplex shatter-proof glass windshield. Operation and up-keep costs are low and it has the stamina and reliability that mean thousands of miles of uninterrupted service.

See the nearest dealer and have him give you a demonstration ride in the new Ford. Check up every point that goes to make a good automobile and you will know it is a value far above the price.



LOW PRICES OF FORD CARS  
**\$435 to \$660**

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

Ford

**PLENTY OF**  
**COD LIVER OIL**  
in MERIT EGG MASH



Here is a ration that contains all the necessary ingredients for steady, high egg production—and also plenty of cod-liver oil to aid the health and vitality of the hen, which in turn means more winter eggs.

MERIT EGG MASH is mixed to a formula, not to a price. It gives your flock, in most useable form, the 14% protein, 10% fat and 11% minerals every egg must contain—or there is no egg, and profits fade! Test the egg-making economy of MERIT EGG MASH with your own hens. You'll be astonished at the production increase!



To keep the three egg-making organs of the hen working full time, robust health is essential. The cod liver oil in MERIT EGG MASH is the answer.

West Texas Feed and Seed Company  
Phone 265



# International Sunday School

## Lesson

BY DR. J. E. NUNN

January 18, 1931

MINISTRY OF JOHN THE BAPTIST

Luke 3:7-17

Golden Text: Bring forth therefore fruits worthy of repentance.—Luke 3:8.

### Introduction.

There was a wide divergence of opinion among the Jews as to what the kingdom of God they were expecting was to be like, and how it was to come; but a general agreement that its King Messiah was

to be preceded by a forerunner; in accordance with numerous Old Testament prophecies, such as that quoted in verses 4 and 5 from Isaiah 40, "Prepare ye the way of the Lord."

John is in many respects a typical Old Testament prophet; like Amos and Micah inveighing against the unrighteousness of his people, insisting upon thoroughgoing positive moral reformation, preceded by honest repentance. Now this is exactly the kind of preparation that the coming of the kingdom of God (or heaven) requires. It is inconceivable that the hard-of-heart, the hypocritical, the sinful, be found in it (cp. Rev. 22:15; 20:8). It was inevitable, then, that "repent" should be the big word of John's proclamation.

**A Voice Crying in the Wilderness.**—The wilderness in which the voice was crying is the barren waste and desolation of the Jewish life of that day; but the "way of the Lord" is ever a way of holiness. Moffatt renders: "Clear the way for the Eternal through the waste, level a highroad for our God across the desert!" The teaching of Jesus is figuratively anticipated: At the very outset

the kingdom demands that the proud and mighty be humbled—at least brought down to the common level—and the humble and meek, the common people, lifted up. "Crooked shall be made straight"; no obstacles or menacing difficulties should be able to resist or hinder the labors of the pioneers of the kingdom of God. (Cambridge Bible.)

The locality of his ministry was the sunken Jordan valley north of the Dead Sea. It was not altogether unsettled, let Robinson describe it: "A more frightful desert it had hardly been our lot to behold."

### John, the Preacher.

"When John appeared as a preacher, he did not need to beat up a congregation. There went out to him all Judea, scribes and Pharisees, publicans and sinners, soldiers and civilians. Mere were conscious that a new power had appeared among them. Something, perhaps, was due to his appearance; the soft livers in the cities wondered at the unkempt, shaggy figure, whose trumpet tones shook them. His enaciated, weather-beaten face, from which there gleamed an eye all the darker and more piercing for the pallor and thinness of the features surrounding it, suggested to them that this man had gone into deeper experiences, and knew currents of feeling quicker and more profound than any they had ever been conscious of."—Prof. A. B. Davidson.

**Fruits Worth of Repentance.**—"Bring forth therefore fruits worthy of repentance." Moffatt translates it, "Now, produce fruits that answer to your repentance." Fruits that match it and prove it.

"Savonarola, called to the death-bed of Lorenzo di Medici, who appeared to be in agonies of penitence, refused to speak words of hope because the dying man declined to give back its liberties to Florence, which the great preacher demanded as proof that the despot's repentance was genuine."—New Century Bible. "And begin not to say within yourselves, We have Abraham to our father." The Jews exalted themselves beyond measure in their pride in their great ancestor, Abraham (John 8:39), hardly believing it possible that any descendant of that noble pioneer could be lost. They were right in honoring Abraham, as we are right in our praise of Washington, but the more honorable the ancestor, the more disgraceful it the ignoble descendant.

"And the multitudes asked him, saying, What then must we do?" All preaching, all Sunday school teaching, all home instruction, all private meditation on God's Word, should have issue in this question. Thus after his vision of the Lord on the road to Damascus the conscience-stricken and converted Saul cried out, "Lord, what wilt thou have me to do?" Compare Acts 2:37; 16:30.

### John Instructs Publicans.

"And there came also publicans to be baptized." The Romans farmed out, the taxes to knights who agreed to pay certain sums to the government. They, however, collected as much more as they could, keeping the balance as their

profits—a cruel system. These knights hired the publicans for the actual work of gathering the taxes and these publicans made their own profit in turn, plundering the people right and left. They were, therefore, the most hated of all classes. "And they said unto him, Teacher, what must we do?" John's preaching must have been powerful to touch the hard hearts of such men, and make them feel the need of reformation.

"And he said unto them, Extort no more than that which is appointed you." The publicans, as a class, had misrepresented the government and abused their power, and so fostered dishonesty and selfishness in the land, and sadly lowered the tone of public morality. So, without wasting words, he added the force of his stern command to the authority of their aroused consciences, and plainly told them to cease exacting from the defenseless people more than was just.

### John's Greatness in Humility.

"There cometh he that is mightier than I." In recognizing his littleness in the presence of Christ, John showed his real greatness. "The latchet of whose shoes I am not worthy to unloose." The "latchet" means the leather thong by which the sandal was laced together. "To bear the shoes of a person or unloose his shoe-latchet was among the humblest offices performed by slaves; and thus John protested that he was not worthy to be even the slave of the Messiah."—James Stalker. "He shall baptize you in the Holy Spirit and in fire." Thus the coming Messiah would infinitely surpass John in John's own province. The medium of water would be replaced by the medium of fire, the flaming presence and power of God's Spirit, by which true converts to Christ would be surrounded, penetrated, upheld, inspired and empowered, so that the least child of Christ's kingdom would be greater than John the Baptist, though he was the greatest of all men up to his time.

### Baptism of Spirit and of Fire.

"So it came to pass that Jesus entered upon his mission in a country morally awake. There was a new spirit over all the land because John had spoken. Jesus had an audience to which he could utter words they could not have understood had John never preached. But Jesus brought more than an emphasis on John's message. He brought a satisfaction of all the need John's ministry had brought to light. Sin was a dreadful monster the consciousness of whose presence John's ministry had roused. But John was unable to slay the monster. Some sudden sense of a dealing with sin more fundamental than any of which his ministry had been able to tell flashed through the mind of John when he said of Jesus, 'Behold the Lamb of God, that taketh away the sin of the world.'—Rev. Lynn Harold Hough, D. D.

"We may all adopt the words of the Baptist and tell our living Head that we have need to be baptized of him—need to be plunged into the fiery baptism; need to be searched by the stinging flame; need to be caught in the transfiguring, heaven-leaping energy of the Holy Spirit, borne upon his bosom into the rare atmosphere where the seven lamps burn always before the throne of God. The blood of the Lamb and the fire of the Holy Spirit are thus inextricably united."—F. B. Meyer.

**John's Martyrdom.**  
"John was sincere and thorough. He could not rebuke the sins of the common people, of the Pharisees, of the publicans, of the soldiers, and remain silent concerning the glaring sins of the head of the land in which he was preaching. Herod Antipas. Herod was guilty of many crimes, but his outstanding iniquity was his living with his brother's wife, Herodias. John's bold rebuke of this wickedness made Herodias his implacable enemy, and the faithful young preacher soon found himself incarcerated in the gloomy dungeon of Herod's palace prison of Machaerus, a black and forbidding fortress situated near the northeast shore of the Dead Sea. Canon Tristram visited the ruins in that scene of 'weird-like desolation', finding the remains of dungeons with 'small holes still visible in the masonry, where staples of wood and iron had once been fixed. One of these dungeons must surely have been the prison-home of John the Baptist. There the free spirit of the man of the wilderness and of the fresh air must have chafed and worn itself out against the pitiless masonry, until the plotting of the base Herodias, combined with the dancing of her daughter, Salome, at last procured from the half-hearted Herod the great man's execution."

### Christian Church Conference.

Christian churches of the Panhandle held a one-day evangelistic conference of missionary societies at the First Christian church, Amarillo, Wednesday. This was in preparation for pre-Easter and pre-pentecostal campaigns.

In the afternoon J. W. Boutinghouse, pastor of the church here, gave an address on "Enriching the spiritual life of our churches."

# Courthouse News

Capitol—Freehold trustees to O. L. Myers, N½ section 29.2N.3E; \$1.00 etc.

Lee Lambert to Nannie Mae Mauk, seven feet of lot 5 and all lot 6, block 21, Whitehead addition; \$150.

B. Barnett to Evelyn Barnett, SW¼ of NW¼ section 18-4N-4E; \$10 etc.

Leland C. Lee to W. D. Tenney, lot 5 and N 10 feet of lot 4, block 2 Whitehead addition; \$10.

S. E. Lester to Mrs. D. A. Sutton, SE¼ section 98, K-7; \$4138.

D. R. Grimes to U. P. Evelt, 52 by 168 feet of lots 11, 12, 13, 14, Barclay & Bullocks subdivision, blk 5, Womble addition; \$4000.

U. P. Evelt to D. R. Grimes, NW¼ section 50, K-8; \$3400.

A. M. Gillespie to J. F. Ward, 50 by 139 feet, beginning 175 feet south of NE corner block 9, in Evans addition; \$10 etc.

O. J. Beene to Jim Blagg, S½ section 8, K-8; \$12,200.

Garrett and Panny Smith to J. M. Pitman, lot 27, Hough subdivision, block 33, Evans addition; \$100.

D. B. and Fannie Roberson to Ross Fuller, 150 by 140 feet, NW part block 22, Whitehead addition; \$10 etc.

D. B. and Fannie Roberson to S. S. Jones and Ross Fuller, part of block 22, Whitehead addition, beginning 200 feet NE of NW corner; \$10 etc.

Chas. S. Wilson to Bessie M. Hill, lots 11 and 12, Hough subdivision, block 5 of Evans addition; \$450.

J. E. Hill to J. C. Ricketts, one half interest in W½ section 82, K-7; \$10 etc.

Troy Womble to H. C. Van Bibber, lot 6 of First Christian church

subdivision, block 19 Evans addition; \$300.

Chas. P. Hussey to Howard C. Van Bibber, W½ section 07, M-7; \$10 etc.

Mary Hegeler Carus to Herman D. Carus, E½ of SW¼ and NW¼ of SW¼ 1-4 section 44, M-7; \$10 etc.

L. J. Wilson to C. N. Hobson, NW¼ section 30-2N-4E and SW¼ section 30-2-4; \$7,600.

L. J. Wilson to C. N. Hobson, NE¼ and SE¼ section 30-2-4; \$7,600.

J. A. Vernon to Troy Womble, SE¼ section K-7; \$8900.

J. H. Meeaskey to Ewell Pow.

all, section 31.6N-4E; \$14,925.40.

Jacob Laufer to Mrs. Beulah Caldwell, section 58, K-7; \$19,515.

Ren Hanson to T. W. Medina, section 16-4N-3E; \$19,550.

**Royalty Deed.**  
John C. George to H. C. Elliott and John Elias, one-half interest in oil and gas of E½ section 5-3-3; \$1 etc.

Mr. and Mrs. W. W. White of Peachville, Missouri, who spent the holidays in Hereford, left Monday of last week for Hot Springs, Arkansas, to remain two weeks before returning to their home. While here they visited Mrs. White's mother, Mrs. Rosa Speer, and her sister, Mrs. B. F. Marrs.

# HELP YOURSELF

## FRIDAY AND SATURDAY SPECIALS

COMPOUND	
Eight-pound pail	98c
SUGAR	
Ten-pound cloth bag	62c
SYRUP	
White Swan, gallon	88c
TOMATOES	
No. 2	10c
CRACKERS	
Two pounds, Saltine	28c
CHEESE	
Full cream, pound	25c
APPLE BUTTER	
Quart	22c
PEANUT BUTTER	
Quart jar	34c
COFFEE	
Three pounds, Admiration	\$1.16
BLACK-EYED PEAS	
Three cans	25c

# Good Millwork

The interior beauty of your new or rebuilt home is enhanced as much or more by the woodwork as by any other thing. The window and door facings and trim stand directly in the observer's eyes, no matter which way they look.

The millwork going out from our yard enjoys a reputation of years standing, and every home built around Hereford from our lumber bears testimony to the beauty and finish of high grade of materials we recommend.

We would like to take you to some of these homes and let you see for yourself. A call to our office will meet a prompt response.

## R. H. Kemp Lumber Company

# Poultry Supplies

- Dr. Hess' Poultry Pan-a-min
- Dr. Hess' Worm Powders
- Dr. Hess' Instant Louse Killer
- Poultry Tonic
- Sodium Fluoride
- Epsom Salt
- B. K. (Powerful Disinfectant)
- Super-ol (for Poultry Houses)
- Dip and Disinfectant
- Charcoal
- Oyster Shells
- Pearl Grit

PURINA POULTRY FEEDS—A complete line of feed for every purpose.

## Visit the Poultry Show

Make Our Store Your Headquarters.

# McLean & Pitman

PHONE 1

# Cut Price-YES! Cut Quality NO!



You'll be surprised at its price—amazed at its performance

Want to cut car costs? Here's a way to do it. Buy Goodrich Cavaliers... oversized... a long wearing tread designed by men who know... built on a webless cord carcass and water cured throughout for toughness... Everything you want in a tire is in the Cavalier... and at a cost of tires less than "bargain tires." Come and see for yourself!

CAVALIER PRICES	
30 x 3½	\$4.75
29 x 4.40	\$5.40
30 x 4.50	\$6.15
30 x 5.25	\$9.05
32 x 6.00	\$11.40
33 x 6.00	\$11.75

## Goodrich Cavalier



# Cal Farley Tire Shop

HAYDEN ATCHISON, Hereford Manager

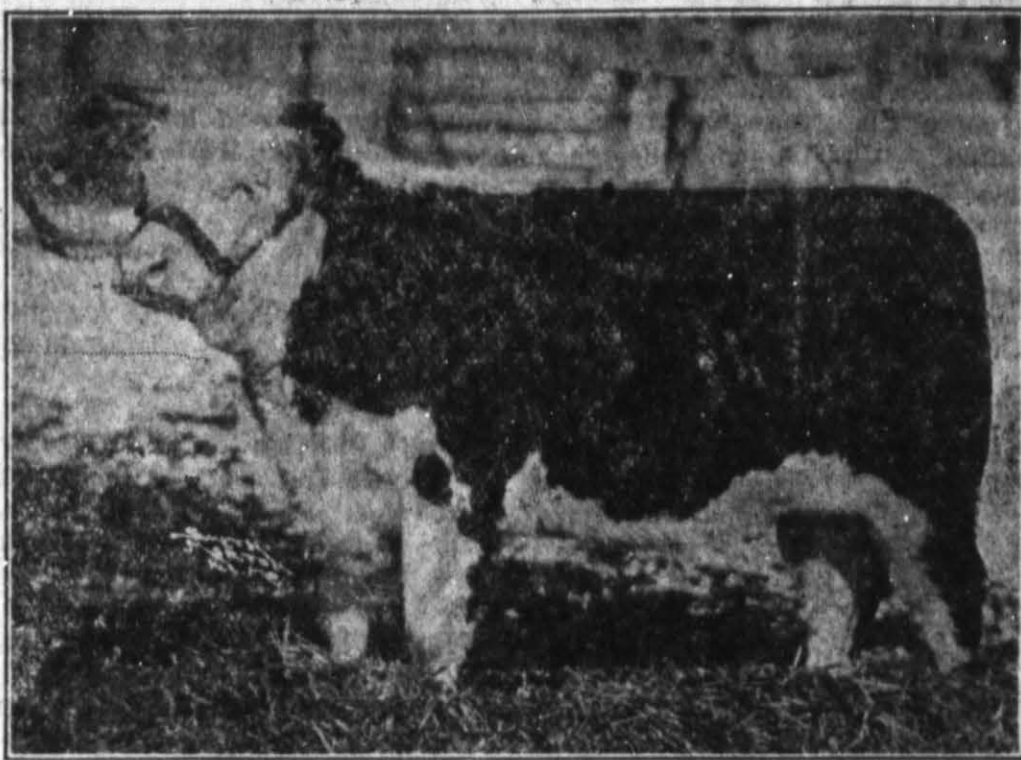
Free Road Service—Phone 68

**She May Settle Human Problem**



Scientists who have for a long time argued as to whether heredity or environment is predominating as a human factor, look to this eight-year-old Chinese girl for their answer. She was left on the steps of the American mission at Foochow, China, when an infant and adopted by Dr. and Mrs. Wesley Bissonette of the mission. She is shown arriving in Los Angeles with her foster parents, and will be brought up as an American.

**World Record Set In Last Year  
Hereford Cattle Sale; Breeders  
Ready for January 28 Auction**



**DONNA ANNA** 68th This 15-month-old heifer set a new record by selling for \$5,200 at the annual auction of registered Anxiety 4th strain of Hereford cattle in Hereford last year. Fred Reppert, registered livestock auctioneer of Decatur, Illinois, will be here to handle the sale again.

**FOUR BASIC RULES FOR FLOCK UPKEEP OUTLINED**

Profits from poultry raising depend in large measure upon maximum egg production. And this in turn hinges upon the observance of four basic rules of flock upkeep, any one of which if disregarded, will decrease the efficiency of the birds.

1. Proper feeding.
2. Providing a comfortable house with plenty of room for exercise.
3. Maintenance of healthy, vigorous birds.
4. Stocking the flock with birds bred to lay.

Ready mixed poultry mash is very satisfactory and if readily available and not too high priced may be fed. Feeding should be done at regular hours, preferably twice a day, once in the morning and once in the evening. While

their appetites should always be kept keen, the birds nevertheless should be fed all they want to eat.

Chief among the features embodied in the properly built poultry house are adequate space for the desired number of birds, adequate distribution of sunlight, adequate ventilation, comfort in quarters and equipment and durability and convenience.

The poultryman is finding that vigorous, healthy birds bred to lay are assured if he replenishes his stock with baby chicks obtained from a reliable hatchery.

**Fox Announces Sale,**

Beginning Friday morning at nine o'clock, January 16, an event of much importance to the buying public will open at the Fox Mercantile company. Reductions have been made in every department and prices have been slashed to a level never before seen in Hereford since pre-war days, say the Fox brothers.

Wide publicity has been given the sale, and the store is closed today to get the goods marked down. A four-page circular was printed for the firm by the Brand, and this is probably the first instance of the kind here handling for local concerns a four-page broadside.

The Brand has the facilities for putting out promptly and efficiently every kind of printing in demand by Hereford citizens. The merchants are coming to recognize this, and are keeping their money in circulation at home by using home facilities rather than Dallas printshops.

**Private Primary School.**

Mrs. V. R. Green, experienced primary teacher, will open a private primary school in her home Monday, January 19. Tuition \$3.00 a month. Mothers may see her at her home, 702 25-Mile avenue, across street from Central school, 1-1p

**Card of Thanks.**

We want to thank all those who were so kind and helpful to her and us during the illness and death of our dear wife and mother. Words cannot express our gratitude and appreciation. May each of you find as kindly assistance when your dark hours come.

Jim Chamlee and the Boys.

**Sale at Popular Store.**

A big merchandising sale is being conducted by the Popular Store, under Gaston Baer, manager and owner. Publicity matter for Mr. Baer was handled through the printing plant of the Brand, and he states that satisfactory results have been obtained. Big reductions have been made by the store on all reasonable merchandise.

**Walcott School**

Saturday's snow is still on the ground.

The highway crew is working on the roads in this district.

Winners for last semester contests were, Health, Kathleen Martin school pride, Ella Wolfington first, Henry Mason second; play writing, and production, Jewel Mason.

Bad weather has kept everyone from attending Sunday school, but Sunday night singing at the homes has been inaugurated.

Mr. and Mrs. Culppeper visited the Garrett home Sunday.

The Mason family visited Mrs. Auvel Jones Sunday.

Visitors at school last week were Mrs. J. F. Ross, F. E. Kuykendall and children, Elmer Reynolds and daughter, Miss Verna Culppeper, Mr. Reynolds, Mr. Smith and Mr. and Mrs. Auvel Jones.

Clyde Kuykendall has left this community.

E. H. Pligg of Vernon was here a few days taking care of business interests.

**Scherer Items**

By MRS. B. F. FULKERSON

Palo Duro Homemakers club met with Mrs. B. F. Fulkerson January 8, with all members present but one. Roll call answered with What I am going to make for my living room as a cooperator. Mrs. Voht talked on What to buy in floor covering, Miss Gunter gave a talk on wall paper and draperies for the average farm home. Next meeting with Mrs. W. H. Hubbard.

The health meeting will be with Mrs. B. R. Fulkerson January 15. Misses Alma and Lucille Foxall have returned from a vacation in Decatur.

Mr. and Mrs. Bruce Plummer have moved to Hereford.

Mrs. W. H. Hubbard called on Mrs. Duncan Wednesday.

Mr. and Mrs. B. R. Fulkerson, Jack and J. W. Hubbard called in the Lee Crawford home Sunday night of last week.

Neighbors and friends surprised Mrs. Lee Crawford with a dinner Sunday. Her birthday was Monday and also her wedding anniversary. There was plenty to eat and everyone enjoyed the occasion.

Sunday school was held at the Crawford home Sunday with 27 present.

Mary Louise Dean spent Sunday night with Polly Anna Crawford.

Al Ellwart called on B. R. Fulkerson Monday.

**Wyche Items**

MRS. L. P. PERKINS

Mrs. Perkins was a school visitor Friday afternoon.

Dorothy and Edward Perkins visited their grand father, P. G. Perkins, Sunday.

Ted Young and wife visited the paternal home Sunday.

A mistake last week stated that Mrs. R. W. Elliston had returned from St. Louis. She is expected any day.

Mr. and Mrs. L. P. Perkins ate dinner in the Hicks home at Walcott and called in the Mason home while in that community.

Martha Neil Ewton was at home for the week end.

P. G. Perkins Jr. is hauling feed from the Franklin place, Westway.

Our daily mail route is a wonderful improvement.

Joe Cozier, Roswell, visited N. G. Elliston the past ten days and may locate here.

N. G. Elliston and family visited his mother in Hereford Monday.

N. G. Elliston and wife visited the Neill home Sunday.

Frank Neill and wife of Westway visited his father here Sunday.

Mmes. Smith and Spencer called in the Cook home Tuesday.

Mesars. and Mmes. Thiele and

Eberle called in the Elliston home Tuesday.

Mr. and Mrs. C. C. Cook visited the Ed East home Sunday.

Mrs. Bernhart and Mrs. Ott visited friends in Nazareth Friday.

Mrs. Ira and Lee Ott visited Grandma Neill Sunday.

Lucille Hoffman returned from the Kuper home at Westway Sunday.

The club met with Mrs. Thiele January 13, and each member received a year book. The next meeting will be with Mrs. Ira Ott, on January 27.

**Ford Doings**

BY MISS EDITH MANN

There were 81 present at Ford Sunday and singing in the evening was well attended.

The boys had two basketball games with outsiders last week, scores being 50-14 for first game in favor of the school boys, and 13-9 also favoring the boys in the second game. The local boys play the Vega first team there Friday night, January 16.

Bessie Lee, five months old daughter of Mr. and Mrs. Rye Casey, is very ill.

Mr. and Mrs. J. D. Jenkins, Clyde Mann, Chester Norton and Lucky Leavelle attended the basketball games in Vega Friday evening.

Mr. and Mrs. J. L. Hight visited the F. W. Brunson home Sunday.

Mrs. Will Leavell and sons returned from Oklahoma last week.

Chester Norton spent Friday night with Clyde Mann.

Mr. and Mrs. J. Y. Norton and family, Thomas and Floyd Simpson visited the D. B. Mann home Sunday.

H. L. Morel called in this vicinity Friday afternoon.

Mr. and Mrs. Symms have moved to their recently purchased farm two miles north of the school house.

**Westway Items**

MRS. PINK GILLILLAND

Several new pupils have enrolled since the holidays.

Mr. Slaton has planted 35 Chinese elm trees along Harrison highway on the Sharon Plains place.

Community club met Friday with 15 members, one new member and two visitors present. Roll call answered with What I plan to make for my living room this year as cooperators. Mrs. Manjeot discussed floor coverings, Miss Gunter talked of wall paper and draperies suitable for the farm home.

Arvil Houser is visiting relatives at Fort Worth.

G. C. Hartman and Grady Wilson were in Amarillo Thursday.

P. M. Houser was in Lubbock on business Tuesday.

There was a good crowd at our singing Sunday.

D. T. Smith has returned from Anton.

L. A. Kelly and family attended singing at Progressive Sunday night.

Mr. and Mrs. W. J. Gilliland spent the week end in the home of their son, P. H. Gilliland.

Ernie Evtitt sold his place to Dave Grimes and moved to town.

Mr. Holland bought the Walton place recently and has moved to it.

Homer Gore bought a house and moved it to his father's place and will make it his home.

Westway 4-H club girls met January 9 at 10:30 in the school house with 8 present. Miss Gunter demonstrated working emblems on the cap. Pauline Wilson was elected reporter. Other officers are Stella Mae Gore, president; Estelle Wilson, vice president; Cecelia Czermer, secretary - treasurer. The assignment for January 23 is have club aprons completed and emblem worked on cap. Next demonstration will be on buttonholes.

**Timely and Important News**



**Coats and Dresses**

Fur trimmed, newest colors and styles—

**1/2 PRICE**

—Creme and light weight wool dresses, all of the new colors—

**\$7.95 - \$14.95**

**Value Suits and Top Coats**

—What is value? Is it the lowest price? Usually not! Value is the attaining of the buyer's money's worth. Our values are not always

the lowest price to be found. Usually they are not the very lowest

prices, for low prices usually mean shoddy merchandise. But every

piece of merchandise you buy from us is a good dollar's worth for a

dollar. And that is what you want. Your money's worth and a little more. That is what we offer you.

These are the famous Curlee Suits.

\$35.00 Values ..... **\$17.95**

\$42.50 Values ..... **\$22.95**

—Extra pants for small extra charge.

Be sure to see our line of Top Coats, SPECIAL,

**Half Price**



**SWEATERS**

For men, women and children; slip-over and coat styles. You can buy a sweater for any member of the family during this special at—

**HALF PRICE**

**FREE—Merchandise!**

—On the first Monday in February we are going to give absolutely free several items of cash and merchandise:

- First Item ..... **\$15.00 CASH**
- Second Item ..... Choice of \$16.95 Coat, Suit or Dress
- Third Item ..... Dress or Coat, Value \$10.95
- Fourth Item ..... One Pair Shoes, Value \$6.00
- Fifth Item ..... One Pair Shoes, Value \$4.00
- Sixth Item ..... One Dress Shirt or One Pair Ladies' Hose



**SHOES**

—About 500 pairs of Enna Jettick Shoes, all widths—  
\$5.00 Values ..... **\$2.95**  
\$6.00 Values ..... **\$3.95**

One Lot of **Arch Support Shoes**

—Ties and Straps, In Kid Leather; colors, black and brown—

**SPECIAL—**

**\$2.89**

**Sprouls-Cronin & Co.**

HEREFORD

# THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



## The Whiteface Roundup

Pauline Smart, Editor-in-Chief

**THE STAFF:**  
Lols Sowell, class reporter; Maurine Spradley, club reporter; Della Weeden, Society Reporter; Clyde McMahon, Sports Editor; Opal McMahon, Feature and Joke Editor.

### Dramatic Club.

The dramatic club took up a new phase of its work in a program on the arts of costume and make-up Friday. Miss Ardelle Foster gave a talk on how to make up a gown, and Miss Wilma Jo Jones talked on how to make-up a ramp.

Misses Della Weeden and Marie Seed gave interesting lectures on the various foreign costumes. Miss Mildred Pennington, chairman of the play-reading committee, gave a synopsis of several plays. The next meeting will be postponed until January 23 on account of examinations. Miss Billie Hill will have charge of the program at that time.

### Home Economics Club.

Miss Pauline Fincher was elected Friday as the new secretary of the home economics club and will assume her new duties at the next meeting Friday, January 23.

At the meeting Friday, it was decided that to promote greater interest in the club it would be wise to take up the project of making floor pillows. These pillows will be sold at a reasonable price and the public may be sure that they will be both beautiful and useful.

### Work After Play.

Here we are in school again after a real whirlwind of social events. Wasn't it fun to go places without having a guilty feeling of interfering with school work?

During the two weeks of vacation parties were given to welcome former Hereford high students who are now attending college in other towns. To start the vacation off right several class parties were given at the beginning of the vacation period, and there was no limit to the number of social events given in the intervening time.

Many of the Hereford students spent their vacation in other

towns or entertained out-of-town friends in their homes, but you may rest assured that they were entertained.

Now that we have had a long rest from school obligations let us snap into it and see if we can make the best record Hereford has ever heard of.

### Senior Class Meeting.

Wednesday morning the seniors had a class meeting to revise the plans of the newspaper staff. There had been fifteen on the staff and it was found difficult to receive the cooperation needed. It was decided to reduce the number to seven. There were two new members to be elected, the sport editor and class reporter. Clyde McMahon was chosen sport editor and Lols Sowell class reporter.

There has been a question for some time in the senior class as to changing the class flower, which is now a lilac. It was moved and seconded to strike out the word lilac and insert the word cockleberry. This was voted upon and tied. The president cast his vote for the lilac. The girls gave a shout and the boys met their loss with a frown.

### Band Gets New Coat Sweaters.

Why do we see certain students with heads bigger than their bodies? Why of course, can't you guess? They must be band members, the latest is that they have their new sweaters. They must have made a big profit on the pep squad carnival which was given last month. Those uniforms are enough to make ten dozen peacocks look tame, which will probably mean that a few more members will join the band just for the sweater.

The band says it is much easier to play in these sweaters and assures us the best music we have heard from H. H. S. band and orchestra.

### Schedule.

The schedule for semester examinations has been completed and will be placed on the bulletin board. Those students who have an average of A for the semester and not over ten demerits for any six weeks will be exempt from the examinations. All new courses will begin Monday, the 19th. Trigonometry will be taught in

stead of commercial law. Economics instead of civics, advanced sewing instead of advanced foods. Advanced arithmetic instead of geometry. Occupations instead of physical geography.

There will be no new courses offered.

### Miss Seed Entertains.

Friday night, January 2, Miss Marie Seed entertained a group of friends at her home. About 9 o'clock refreshments were served and all of the guests went to the second show. Those present were Zelma Ruth Shore, Woodrow Gilbreath, Opal McMahon, Andrew Pat Jones, La Verna Womble, Hal Kester, Peggy Mitchell, Jack Russell, Woodrow Ireland, W. B. Wilson and Robert Bell.

Out SMART-ing Em

### LOYALTY

Loyalty! What an inspiring word and what a vast field it covers. But do you really understand the meaning of the word? Loyalty is a state of quality of being loyal, fidelity to a superior, or to duty, or law. Loyalty, in modern usage often connotes the feeling of sentiment, often strong, or even enthusiastic, accompanying a sense of allegiance.

Then, what better resolution could we make for 1931 than to be loyal in all our undertakings? We can better realize what our homes would be like if our parents did not feel a sense of duty toward other members of the family, and what the public health would be if it was not for the fidelity of our doctors. Then again I fear students would not learn all that they do if it was not for the loyal teachers.

Being loyal is not only doing what we are required to do, or that which we feel a sense of duty toward, but doing more than our requirements. Yet, better is the requirement that does only that that is required, than one who never feels a sense of duty. That sense of duty called loyalty comes to every person and it is his chance or opportunity for success, for we realize that little success is had without it.

Considering loyalty, let us be loyal at home, in school, and in our outside dealings, especially in friendship. Did you ever have a friend who was not "true blue"? Well, he was not a friend in the sense of the word then. A true friend will go through the greatest difficulties for the one he loves.

A group of French officers were on night watch. One unfortunate man went to sleep at his post and of course was caught in the act and turned over to a superior officer for his punishment. He was tried and sentenced to be put to death on a certain day. Now while this soldier was in this trouble, a loved one at home became ill. He asked for leave, but the superior officer would not grant his request. At last one of the soldier's friends—a true blue one—came to his aid.

The friend at last persuaded the officer to let the man go home for a short while and if he did not return at the date of his execution he was to die instead. The request was granted and the young soldier went home, but returned on the appointed day.

Such a true example of loyalty was shown that the superior officer released both.

People, let us be more loyal. When we have a sense of duty, let us act. Let us aim for the very highest this year so our finding will not be so disappointingly slim, and let us mean it on doing what we should, or that which we feel like we should do, and do it to the fullest extent and to the best of our ability.

### Debate Club.

The Debate club of Hereford high school has started to work in earnest. At the regular meeting on Tuesday at four o'clock formal debates are given on the Intercollegiate League subject, "Resolved, that there should be a substitute for trial by jury." Last week Woodrow Ireland and W. B. Wilson took the affirmative and G. T. Higgins and Robert Bell, the negative. The affirmative won by a small margin. Prospects for a winning debating team are good.

## Hot Lunch Will Be Installed at High School

The P. T. A. is making necessary arrangements to open a cafeteria in the high school building soon after mid-term. This hot lunch room has been a much needed addition for several years, and it is hoped that enough students will patronize it to pay expense of operation.

All food used will be cooked in central school kitchen and carried to the high school building in closed containers. By using only one kitchen the association plans to lower expenses enough to help pay for equipping the cafeteria.

Food will be served from the foods laboratory and the old English class room is being equipped for a dining room. Students may bring part of their lunch and then buy a hot dish to supplement it. The same menus will be served in both high and central school lunch rooms. Prices and amount of food will be larger, however, at the high school.

Between 60 and 80 students have promised to patronize the lunch room regularly, and this number will no doubt be doubled in more stormy weather.

### Boys Tie—Girls Win.

The Whitefaces played the Fri-ona five last Friday night in the fastest game of the season, and although both sides fought desperately to take the long end of the score, the final whistle called it off with a 12 to 12 tie.

The Hereford girls had better luck over Friona females, winning in a clean and interesting game, 46 to 20.

The game that was to have been played with the Happy Jacks at Happy last Saturday night was called off on account of the rain. The match with Happy will be played at a later date.

### CITATION BY PUBLICATION

STATE OF TEXAS.

To the Sheriff or any Constable of Deaf Smith County, Greeting:

You are hereby commanded to summon V. A. Thompson by making publication of this Citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your County, if there be a newspaper published therein, but if not, then in the nearest County where a newspaper is published, to appear at the next regular term of the Honorable District Court of Deaf Smith County, to be holden at the Court House thereof, in Hereford, Deaf Smith County, Texas, on the First Monday in February A. D. 1931, the same being the 2nd day of February A. D. 1931, then and there to answer a petition filed in said Court on the 19th of December A. D. 1930, in a suit, numbered on the docket of said Court as No. 1835, wherein Louise Wright Thompson is Plaintiff, and V. A. Thompson is Defendant, and said petition alleging:

That the Plaintiff, Louise Thompson has resided in the State of Texas for a period of twelve months prior to the exhibiting of the petition and for six months next preceding the filing of the suit, and the residence of the defendant is unknown to plaintiff. That on or about the 4th day of October, 1918, plaintiff and defendant were lawfully married and continued to live together as husband and wife until on or about the 13th of July, 1930, at which time Plaintiff was forced and compelled to abandon defendant on account of cruel and harsh treatment and improper conduct toward plaintiff by defendant. That Plaintiff was always kind and affectionate toward defendant, and that said marriage relation still exist. That their further living together as husband and wife insupportable. That one child, Vincent Alphonse Thompson, Jr., was born to said Marriage Union, said child being a boy child 10 years of age, and alleging her ability to give said child the proper care, maintenance and education. Plaintiff prays for a divorce, and for the care, custody and education of said child and for cost of suit expended by reason of having filed said cause of action.

Herein fail not, and have you before said Court, at its aforesaid next regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the Seal of said Court at office in Hereford, Texas, this 19th day

of December A. D. 1930.  
(SEAL) L. H. FOSTER,  
Clerk, District Court, Deaf Smith County.

## Arney News Items

—BY MRS. F. W. FORTNER

Light rains fell over the past week end.

Mrs. A. W. and Flossie Fortner were in Canyon Wednesday.

Mr. and Mrs. R. Crane returned from Childress last week.

Argus Nix and wife returned to Shamrock after visiting relatives here and at Joel.

Ben Fortner is at home from a trip to Borger and New Mexico.

Mr. and Mrs. Roy Reed of Plainview spent the week end in the Emmett Tipton home.

Mrs. J. E. Boyd spent Monday

with Mrs. Emmett Tipton. The Kimmens boys were at home from Canyon Sunday. The ladies club met Tuesday at the home of Mrs. John Hammond.

### CORRESPONDENT MONEY USED TO BUY PICTURES

Pay for service of sending in news from the Walcott school is used to buy pictures for the class rooms, writes the Brand's correspondent. The community appreciates a column each week in the newspaper and the writer thinks the Brand is a fine publication.

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

A TUMBLE BUG is wise, and attends to his "OWN BUSINESS" exclusively.

Our business is helping you to attend to "YOURS"—If you need our service, list your property with us and we will help you to attend to yours.

RALPH BARNETT  
Phone 122

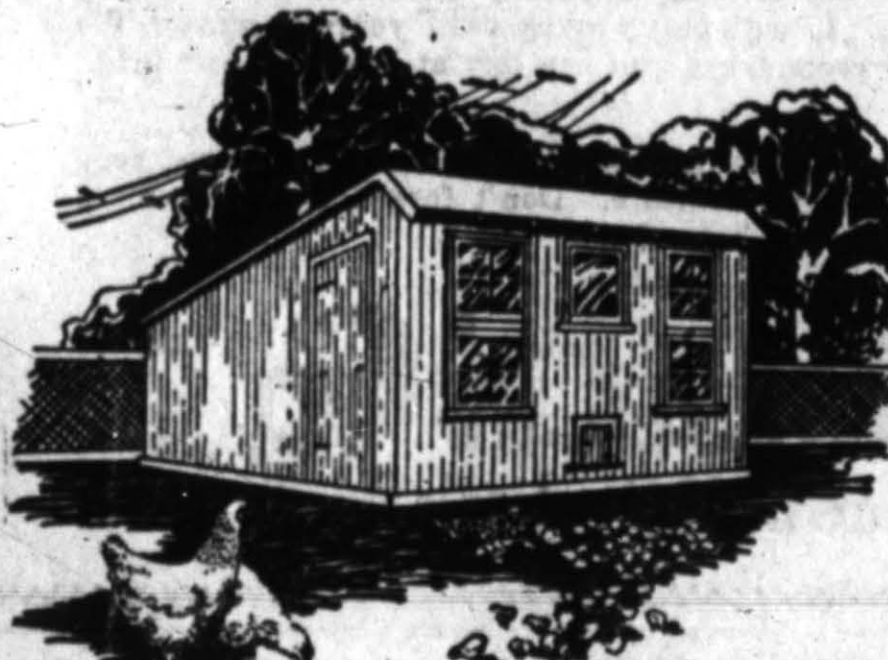
## Always Extra Select

You know you are going to get only the VERY BEST fresh and cured meats here. Why take a risk!

Our Baby Beef Cannot Be Excelled!

## Texas Meat Market

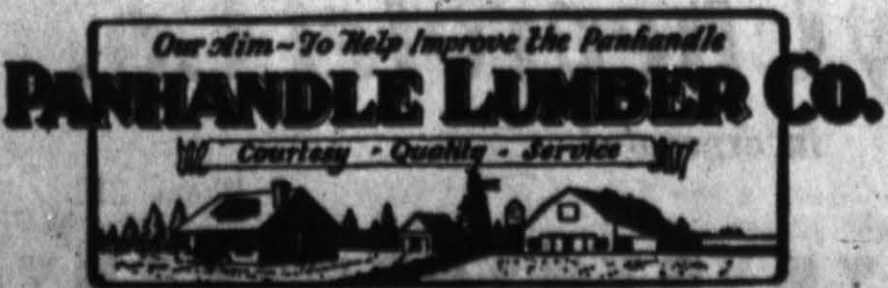
FOR RENT, FOR SALE CARDS AT BRAND OFFICE. CHEAP.



## Now! A Panhandle-Plains BROODER HOUSE

Has the storm-proof, ventilation and easy heating features so necessary for this area. Comfortable and sanitary, yet easily moved to give the clean range required to develop sturdy, healthy chicks. Designed by our own Extension Service Department to provide a practical, economical and easily built brooder house.

FREE WHILE THEY LAST. Write, phone, or stop in for Constructor No. 2, our new descriptive folder on this 500-chick, colony system brooder house.



# "I'm Thanking You!"



Pat Crawford Miller

For the many, many beautiful, useful and appropriate gifts given in recognition of our son's, Pat Crawford Miller, birth as the first white baby born in Deaf Smith County in 1931, we want to thank each and every one and express our appreciation. This is extended especially to the following men and business firms:

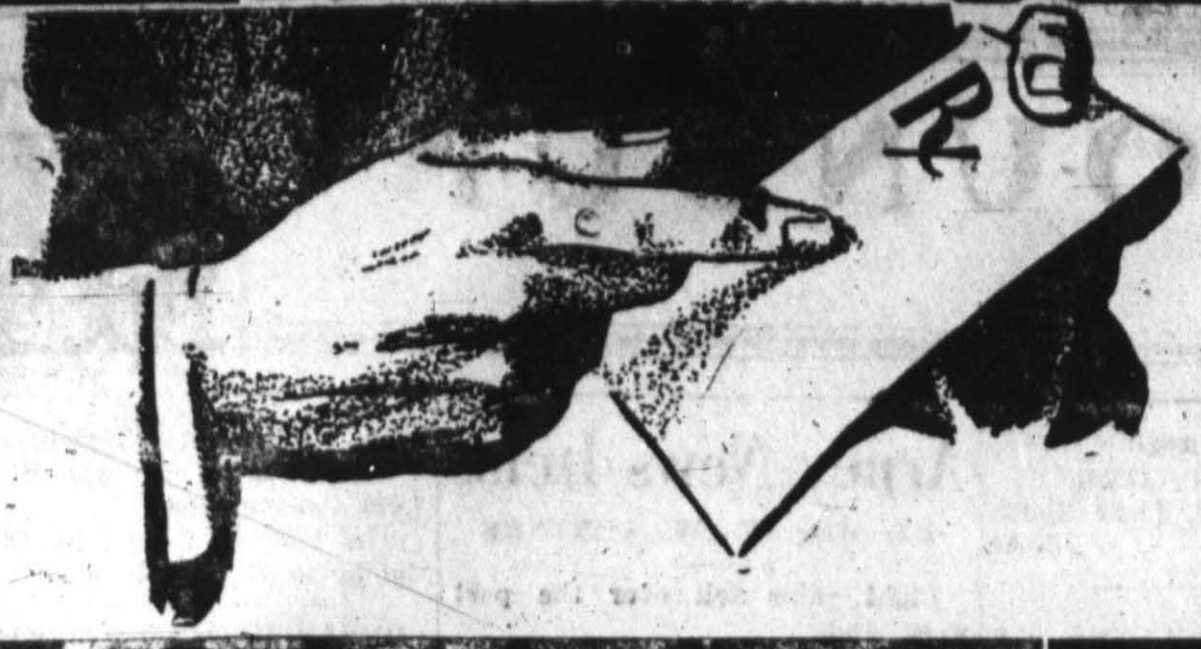
- W. D. Kelielor
- Fox Mercantile Company
- D. E. Gass & Son
- Prairie Dairy
- Skelton's Variety Store
- Sprolls-Cronin & Company
- City Drug Store
- R. J. Richardson
- Rice Drug Store
- Chocolate Shop
- Hill & Ricketts
- Popular Store
- J. O. Newell
- Rountree Plumbing Company
- First State Bank
- Carl's Cash and Carry Store
- Womack's Cash Grocery
- John Patton
- John H. Olson

- Corner Drug Store
- Bentley's Jewelry
- Baker's Grocery
- Carlyle's Grocery
- Kester & Son
- W. H. Ray
- Streu Hardware
- E. B. Black Company
- Hereford Brand
- Hereford Bakery
- Consumers' Fuel Association
- John McLean
- Troy Womble
- Ralph Barnett
- Western National Bank
- First National Bank
- Hanna & Hanna
- Whiteface Printing Company
- Brooks' Barber Shop
- Chick-Hagood Variety.

Sincerely Yours,

## Mr. and Mrs. H. H. Miller

DAWN, TEXAS



# Did You Ever Stop and Think Corner Drug Store

The *Rexall* Store

Your grocer can make a mistake and send you flour when you order coffee and no harm is done, but if your pharmacist makes a mistake when he fills your prescription it is likely the next man you call will be

**YOUR UNDERTAKER**

Have your prescription filled by those who know how.

(Agents for Star-Telegram)  
Day Phone 105 Night Phone 238 or 473-J  
"We Fill Any Doctor's Prescription."  
The Best In Drug Store Goods—The Best In Drug Service

# Locals

John Renfro underwent a major operation in Temple Wednesday morning.

There's another storm coming. Is your car equipped with tire chains? RICE sells them. 1-1c

Mrs. W. F. Orr and daughter, Mrs. Lula Lewis, left Wednesday morning for Temple.

4.75 x 19 Brunswick Heavy Duty six-ply tires, \$10.20 at RICE'S—and insured, of course. 1-1c

J. M. Heinz of Texico, New Mexico, was a visitor here Wednesday in connection with the poultry show.

Morris Kellehor of New York City left Wednesday for his home

after visiting here for several weeks with his parents, Mr. and Mrs. W. D. Kellehor. Morris is connected with the General Motors Corporation. For two years he won the grand prize for head salesman of his department in distribution of electric refrigerators.

Brunswick 4.50 x 21 Heavy Duty six-ply tires, \$8.75, at RICE'S. Yes, they are insured. 1-1c

Miss Kathleen Cronin was home for the week-end from college at Canyon.

If RICE can't suit you with car jacks, you are hard to suit. 1-1c

Miss Ina Mae Hastings visited her parents, Mr. and Mrs. Henry Hastings, the past week end. She is a student at Canyon.

## WILL OPERATE

(Continued from Page One)

subjects instead of having both of them prescribed for them as is done at present. It will release a room in the Central school building which may enable the schools to postpone a building program that has seemed imperative for this next summer.

Fifty more children are being taken care of now than at the same time last year. A similar increase next year would make some very serious housing problems and might interfere with efficient work.

## KIBBE'S CAR

(Continued from Page One)

home he found his car missing. Late Tuesday afternoon Clyde stopped at a farm home seven miles north of Hereford and while there observed a partially stripped motor car which he recognized as belonging to his father. Roy Scott was present, living there with his brother-in-law. Nothing was said about the automobile, but Clyde hurried to town and reported to Emmett Hales, deputy sheriff, who rushed back to the scene.

However, when he arrived Scott had disappeared. A thorough search of the house and premises was made, and Mr. Hales drove back to town. Later in the night he and Deputy Sheriff Allred made another trip to the place of the suspect and found Mr. Scott sleeping in his room, with a shotgun lying nearby on the floor. He was arrested and taken to jail, and refuses to make any statement. Roy Scott has served a term in the penitentiary for automobile theft at Vernon, it is claimed, and has been living in this county for about a year.

Scott brought the Kibbe car to the home of his brother-in-law Monday night, and the next morning told his relatives he had traded his old Buick for the Chevrolet and the shotgun which he was carrying. The gun belonged to Mr. Kibbe and had been left by Clyde in the car.

Scott had spent part of Tuesday, according to his relatives, in removing parts from the vehicle. That afternoon he drove his old car up to the Hereford Wrecking company at Miles and West Third and left it, stating that he wanted to sell it for anything he could get, according to the managers, Lusk & Clark.

## Stork Specials.

Born to Mr. and Mrs. A. W. Walker, Summerfield, boy, January 3.  
J. M. Berneaver, Route 3 Hereford, boy, Lewis Joe, January 9.  
Marion Mundell, boy, Von Earl, January 9.

## Ladies' Night for Lions Club Next Wednesday

Sixteen members were at the Lions club luncheon Wednesday, and all pledged closer allegiance and cooperation in making the organization more useful in the community.

In view of the Eastern Star using the Hereford Hotel dining room next Wednesday, it was decided to have another ladies' night function, for which a dinner will be prepared at one of the cafes that evening. Dr. B. M. Wiltshire, J. Stanford, R. O. Dunkle are the committee arranging the affair.

A play has been selected, books ordered, and a cast is being made up for the club play to be staged as soon as ready, stated T. E. McCollum. Proceeds from the play will be applied on playground equipment for children here.

## Mrs. Chamlee Died at Home Here Sunday

Early Sunday morning death claimed Mrs. Lois Chamlee, wife of Jim Chamlee, and funeral services were held in the afternoon at the residence by Rev. V. M. Cloyd, Baptist pastor. Interment followed in West Park cemetery.

Mr. and Mrs. Chamlee returned to Hereford about a month ago from near the Progressive community. They lived on East Tenth street, just north of Lake Park, where Mrs. Chamlee has been under a physician's care since moving back.

Deceased was a daughter of Mr. and Mrs. H. Terry, former residents here. She was married July 6, 1904, in Amarillo and her home has been made here for most of the ensuing period. She is survived by her husband and two sons, Buel and Pat.

5.00 x 19 Brunswick Heavy Duty six-ply tires, \$10.95. At RICE'S. Insured? Of course! 1-1c

## Thanks Public.

I wish to thank my good neighbors for their assistance in saving our furniture from the flames which destroyed our home recently. Also, I wish to acknowledge the valiant service rendered by the Hereford fire department in the hard work put in to suppress the fire. L. A. RAY.

TRY A WANT AD IN THE BRAND.

## TELLS OF GOING UNDER NORTH POLE ICE FLOES

The man scheduled to crawl over the floor of the world beneath the ice floes of the north pole in the interest of science, Lieut. Crilley, now a civilian diver but formerly of the navy, takes the microphone this week during the "Chevrolet Chronicles" program over WDAG, Amarillo, Thursday, January 15, at 8:30 o'clock.

His part on the novel exploration will occupy part of his time on the air, while the major portion will be devoted to experiences while a navy diver which made him recipient of the medal of honor.

## Nunn Made Colonel.

It is Colonel J. Lindsey Nunn now. Governor Arthur Seligman has announced the selection of Mr. Nunn, who is president of the Nunn-Warren Publishing company, as a colonel on his staff. The recipient of this honor is prominent in newspaper and civic affairs of both New Mexico and Texas.

FOR JOB WORK, TRY THE BRAND.

## Presbyterian Church, Manse Taking Shape

Construction crew on the new Presbyterian church building has been busy this week pouring concrete for the walls of the first unit and laying brick for the manse. The manse will probably be open for occupancy by the pastor's family some time next month but the church will not be ready until April or May.

Seventy working days were stipulated in the contract with C. S. Lambie for completion of the edifice, not including time consumed in demolition of the old structure. The work is necessarily slow on account of the cold weather which cuts short the hours for handling concrete.

Forms are being erected for the full height of the first floor, 11 feet above ground, and several of the steel beams have been put in position.

FOR JOB WORK, TRY THE BRAND.

## John M. Rose At Hospital, Is Paralyzed

Condition of John M. Rose, former resident of this vicinity, is reported very serious. He is under care of the Northwest Texas Hospital in Amarillo. His arms are paralyzed and the lower part of his body is completely immobile.

On Christmas day Mr. Rose was working on a barn south of Amarillo when he slipped and fell to the ground, striking a pile of concrete debris. He lay in the cold for about two hours before being found and was nearly frozen to death. He was removed to the hospital and has been helpless as result of his injury.

While visiting a friend in the hospital E. N. Gregory met Mr. Rose and was apprised of the accident. He brought the information back to Hereford and stated that the victim of the fall was in need of assistance and that it would mean much to him if his acquaintances would go see him.

# STAR THEATRE

HEREFORD, TEXAS

Last Times Today  
THURSDAY, JANUARY 15  
BILLIE DOVE  
in  
"Sweethearts  
and  
Wives"  
—with OLIVE BROOKS

Tomorrow  
ONE DAY ONLY  
FRIDAY, JANUARY 16  
JACKMULHALL IN  
"The Fall Guy"

Saturday Only  
Matinee and Night  
JANUARY 17  
A story of intrigue, featuring  
GILBERT BOLAND in a scene  
of wild beauty—

"Men of the North"

Coming Soon  
GARY COOPER.  
in  
"Morocco"

RICHARD Barthelmess in The DAWN PATROL

TWO DAYS ONLY  
Monday and Tuesday  
JANUARY 19 AND 20  
A close-up view of aviation during the war.

Wednesday and Thursday  
OF NEXT WEEK, JANUARY 21 AND 22  
BUDDY ROGERS in his own type of picture  
"ALONG CAME YOUTH"  
and a STAN LAUREL-OLIVER HARDY Comedy

U.B. Thrifty says

## The Eternal Triangle!

A Hog Pen Full of Hogs.  
A Cow Pen Full of Cows.  
A Chicken Pen full of Chickens.

These three, together with a feed crop and the will to do will put any farm in Hereford territory out of the reach of hard times!

Witness—when wheat fails, the man who practices diversification is still in good shape.

Others can do the same and the Western National Bank would like to help you if you want to try it.

## Western National Bank

1901 1931

## We Have Served You For Almost Thirty Years

As we enter this thirtieth year, we do so with no other idea in mind but to render you better service than it has ever been possible to do before. We have constantly in mind your interest and the advancement and welfare of our town and county.

It has always been our aim and desire to procure for you the very best values in all departments of our store, and sell them to you at the most reasonable price possible. We cordially invite you to join hands with us in making this one of our great years. It can be done!

Our big store is brimming full of new and up-to-the-minute house furnishings—such as bedroom furniture, living room furniture, breakfast suites, gas ranges and heaters. We are offering extremely attractive prices during January on all these goods. It will pay you to avail yourself now. We have a few extra nice living room suites you can buy at less than half price. See them quick!

We have quite a lot of used furniture on hand that is being offered very low. We accept trade-ins on new furniture. Don't forget, if better values in furniture are to be had we will have them.

# E. B. BLACK CO.

The Big Store With The Little Price

CHEVROLET

The NEW YEAR is starting off good with us and if you want to cash in on these bargains we are now offering you should get busy NOW. Our stock is complete; we can give you anything you may desire in a USED CAR.

1930 Ford Coupe that is as good as a new car; lots of extras. Only 6000 miles, can hardly be told from a new car; you can save around \$200 on this one. SEE IT.

1929 Chevrolet Coach, looks like a new car and runs perfect. Tires are good; in fact hardly a flaw in this car. You can save around \$300.00 on this car.

4—1929 Ford Coaches, every one in the very best of condition. Some have new pistons, etc. Priced from \$250.00 up.

5—1929 Ford Coupes. Some standard and some sport coupes. Every one is good looking and in best mechanical condition. Priced from \$200 up. SEE THESE BARGAINS.

1930 Chevrolet Sedan, one of our very best and in the pink of condition. This car can be bought for \$300 less than the new price.

1929 Chevrolet Six Coupe, just overhauled and the tires and finish is like new. If you want a real buy in a coupe, see this one.

Yours For Sales and Service

# Brumley Chevrolet Co.

Incorporated  
"A Reliable Institution" Phone 216.