

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 52.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JANUARY 8, 1931.

FIVE CENTS PER COPY.

Helping Hand Extended By Giving Jobs

The citizenship is becoming aroused to the importance of responding to the urgent demands created in the county on account of lack of employment of some of the residents, and the committee appointed by the chamber of commerce to devise ways and means has lost no time in starting to work.

At a meeting Tuesday morning at the city hall it was stressed that only bona fide residents of the trade territory of Hereford could be included in whatever re-

WHEAT WANTED

People who have wheat stored away to feed livestock or have a surplus are invited to make donations to the provision committee in amounts from one bushel up. This committee, composed of Nestor Gans, J. D. Buchanan and C. W. Humble, will receive the wheat, provide storage, arrange for its conversion into flour at the Community Mills, and see that it is properly dispensed.

It is to be clearly understood that these gifts of food will be used without discrimination among both rural and city residents. If the case is within Hereford's territory, no matter if it is 50 miles away on the state line, it will receive the same attention as if on Main street.

Measures instituted and that people coming here for the sole purpose of being assisted would have to be omitted from the emergency helping hand.

The employment assist coupon which is carried elsewhere on this page was adopted by the committee, and a direct appeal is made to substantial citizens to realize the situation as it is with a few score men, women and children of this section and act quickly.

There will be jobs that will naturally arise and there are others that can be created just now to bridge the gap. "Man's inhumanity

(Continued On Page Six.)

Fire Destroys Home of L. A. Ray Saturday

Fire of unknown cause destroyed the home of L. A. Ray Saturday evening, located in East Hereford just outside the city limits and about a block north of the tourist camp. The alarm was sounded at 8:15 o'clock and the volunteer fire department made the run at once, but due to the distance from a plug, water was not available at once. The blaze was suppressed, preventing even the windmill tower immediately adjacent to the residence from catching fire, but the home was a complete loss.

Mr. and Mrs. Ray were absent from home and neighbors carried out practically all the furniture, some of it being badly damaged in the rescue. Some insurance was carried on both the structure and contents but not enough to cover the loss, said Mr. Ray.

Mr. Ray had left Saturday morning to visit a brother in Floyd county and close a sale for his property here. He could not be reached until Sunday morning to be notified that his residence had been burned.

Fire was first discovered in the roof of the building, and remained in the top until that part had been consumed. The location of the fire permitted the contents to be carried out to safety and delay in getting water was another factor in less damage to the furnishings.

BERNARD SEED WAS HIGH SCORER IN COWBOY GAME

The close basketball tilt Monday night between the Baylor Bears and Simmons Cowboys at Abilene brought to light that Bernard Seed, a Hereford star last year on both gridiron and court, can more than hold his own with Texas collegiates.

Simmons barely lost, 21 to 25, but Bernard Seed, who scored 22 for the Cowboys, ringing up 14, more than all his team mates put together.

TROY WOMBLE OFFERS SACK OF FLOUR TO EVERY NEW YEAR ARRIVAL

As a supplement to the Stork Shower for the first white child arrival in Deaf Smith county for 1931 and somewhat more comprehensive in numbers to be gifted, Troy Womble announces that he has a sack of home-grown flour for every child born in the county on January 1, whether first or tenth.

This is done, Mr. Womble said, in remembrance of his own birthday, which is January 1. The flour is ready and will be presented when called for by the parent. He declined to make any announcement about his offer holding good for January 1, 1932.

Great Work of Health Service Done, Outlined

Under inspiration of the new year together with that which grew out of the presence for the first time of the rural health chairman, what is declared to be the best meeting of the year was held by the county health committee Friday, January 2. With President W. E. Dameron presiding, the meeting was in order at 2 p. m. in the county court room with rural chairmen in attendance as follows: Ward, Mrs. Wiley Roberson; Frio, Mrs. Harlan; Dean, Mrs. Arlie Dean; Progressive, Mrs. Weathered; Ford, Mrs. Schwartz.

A comprehensive resume of the ten months' health work completed revealed much difficult ground already satisfactorily covered and an excellent foundation laid for the work of the ensuing year which is already tentatively outlined by Miss Hall.

The program distributes the work over four fields: natal, preschool, beginning school, and adolescence with special stress for the spring months on preparation for what is termed the summer health round up, namely, getting in touch with health conditions among all children who will enter school for the first time next fall.

This program looks toward physical fitness for the child as it enters this new and basic period of life. In this connection Miss Hall made a most interesting and illuminating talk, pointing out that if the children during the preschool period were made ready for school life and were vigilantly car-

(Continued On Page Six.)

Schools Reopen With Net Gain of Enrollment

The Hereford public schools went back to work Monday, following a two weeks vacation, with 10 to 15 new pupils enrolled. There has been some loss, but the additions have made a small gain, according to C. H. Dillehay, superintendent.

Up until suspension for the holidays 854 pupils had been enrolled and 794 were still in attendance. The regular attendance at present is around 800.

Employment Assist Coupon

In order to assist in solving the unemployment problem in the Hereford territory, I agree to have the following work done, to-wit:

Kind of work needed _____
When Wanted _____
I will need a man for _____ hours, or _____ days.
Address _____
Signed _____
(Fill out and mail to Chamber of Commerce office, Hereford, or phone the Secretary, No. 267.)

WANTS EMPLOYMENT

I am out of work and am in real need of employment. I am fitted to perform _____ (Kind of work)
Address _____
(Notify Chamber of Commerce at City Hall)

School Board Thinks Split Taxes Unwise

The school board of the Hereford independent school district is of the opinion that it would be unwise to postpone payment of half of the taxes to August 1. Ninety per cent of the total taxes will be needed by the close of school, says the board, and failure to get the money by the third week in May would put a burden on the board by forcing them to borrow money at not less than eight or ten per cent.

The members of the board are in favor of getting the legislature to split the payment of taxes, making due dates fall on December 1 and June 1.

The following statement is issued by order of the board in reply to the petition requesting that school tax payments be split so that one-half may be paid by February 1 and the other by August 1:

"The school board feels that it would be unwise to postpone the payment of half of the school taxes until August 1, for the following reasons:

"First, the school needs more than 60 per cent of its total income each year by the close of school, which is usually about the third week in May.

"Second, if the state school money does not come in earlier than usual, there will probably be \$4000 or more from that source that will not be available until July or August. It is probable that state school funds will be apportioned even more slowly than usual this year.

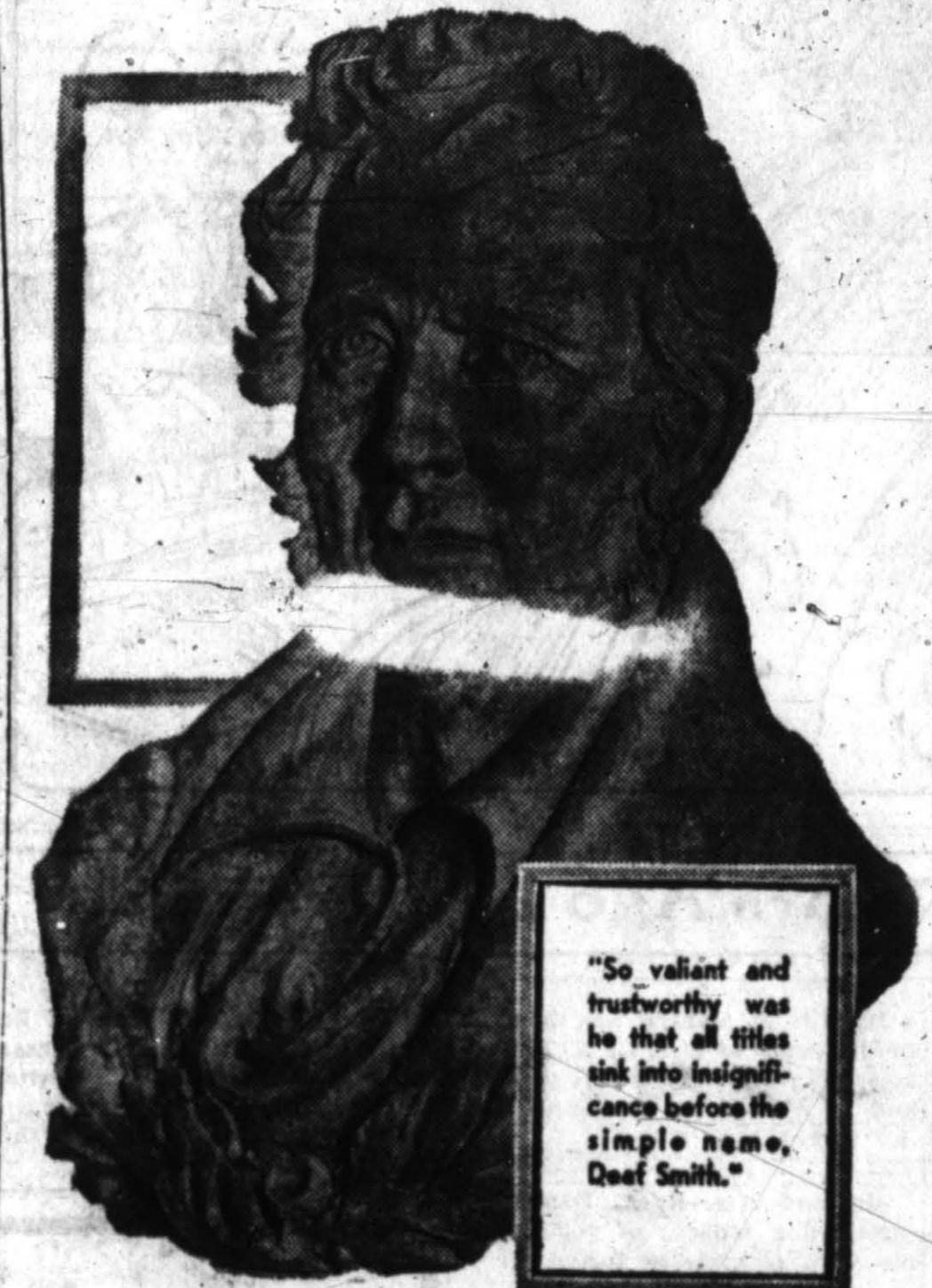
"Finally, even if the depository bank were in position to lend the schools money that would have to be borrowed probably in April or earlier, the interest rate would doubtless be not less than 8 or 10 per cent. The petitioners requested a six per cent rate on the deferred payment. The difference in interest charges, together with the additional clerical expense, would place added burdens on the school funds.

"To postpone the second payment until May 1, or even until June 1, would probably not help a sufficient number of tax payers to justify the additional expense and confusion incident to the division of tax payments.

"Members of the board would like to see the legislature provide by law for semi-annual tax payments, and will join other tax payers in seeking to have such laws passed. Since the school money is largely spent within a period of nine months, a plan that would permit school taxes to be paid on December 1 and June 1 would save the schools from having to borrow so much money. It might also be used to assist in breaking up the total tax payments for all purposes, school, city, state and county. Into four or six installments if they be paid by February 1 and August 1, or at some other time to miss the school payment dates.

"Done by order of the school board, by
"A. H. STREU, President.
"E. B. POSEY, Secretary."

Man From Whom Deaf Smith County Derives Its Name



ERASTUS (DEAF) SMITH
—Photo through courtesy of Dallas News

An imposing memorial, the likeness of which is shown in the photograph, will soon be erected at Richmond to the patrons of Deaf Smith county, who is no other than the original "Deaf" Smith. Graven on the granite shaft is a sentence which discounts all high-sounding titles, scorns military official captions, and reverts back to the nickname by which the Texas hero was known: "So valiant and trustworthy was he that all titles sink into insignificance before the simple name, 'Deaf Smith.'"

Winter Term of District Court Convenes Feb. 2

Winter term of district court will convene in Hereford February 2 under Judge Reese Tatum. Judge Tatum did not preside on any cases here in the August term, having exchanged benches with Judge Joseph Jones of Del Rio and Judge C. R. Sutton of Marfa. Good headway was made by both these visiting jurists toward cleaning up the docket.

Two important criminal cases to be called on the docket will be the rape charge, postponed from last session, and a cattle theft charge, indictment for which was returned just before the last court's adjournment.

Palmer Norton Loses Two Toes In Gun Accident

Palmer Norton, son of Mr. and Mrs. Ezra Norton, received a serious wound Friday while out hunting as result of a discharge from his small-shotgun. The gun was fired accidentally and the shot mangled the toes of his right foot, necessitating amputation of two of them.

Palmer was given attention by Dr. G. E. LeGrand who stated Wednesday that the youth was apparently recovering nicely.

Return to A. & M.

The following young men left Sunday morning for A. & M. College: Newt Gilliland, Ralph Glenn, J. C. and Woodrow Glibreath, Paul Wright Barnett and Paul Wilson.

Clerk's Force Unchanged.

There is no change in the county and district-clerk's office force. Retention of Mrs. Effie Rutherford and Mrs. J. J. ... deputy clerks has been announced by L. H. Foster.

Car Licenses Going Slowly, Says Sheriff

Only 300 motor car licenses had been issued by Tax Collector J. B. Miller up to Wednesday morning, including both automobiles and trucks. The sheriff stated that highway tags were being called for rather slowly and he urged that car owners use some of the speed exercised on the road in coming ground and getting the new plates, in order to avoid the inevitable last-minute rush.

Automobile owners have until February 1 to discard the old tags. No law is being violated in waiting until then, but it will be far more convenient to both collector and owner to drop in now and be promptly served, said Mr. Miller.

Legion Sends Out Baskets to 60 Homes

An account of the American Legion's Christmas cheer activity is late in being recorded. While in olden times the boys may have performed to the sound of a drum or blast of a trumpet, yet when they start out playing Santa Claus they carry no press agent along, and the youngsters made happy and the parents whose homes were brightened are the only ones who can give a report of the legionnaires' doings on Christmas Eve.

New Blockman On Job.

M. M. Harding is the new blockman for the International Harvester company. While his headquarters will be at Clovis, most of his time will be spent in the Hereford territory, working with Buchanan & Rosson, local McCormick Deering dealers.

POWELSON OFFERS TO REPAIR SHOES GRATIS

As an individual contribution of service and material toward relief of a few people under present circumstances, the Powelson shoe shop, West Third street, has volunteered to repair as many as 25 pairs of shoes without cost, provided they are donated wherever needed. People who have shoes which they would like to use in this manner and which require fixing, such as half soles, or new heels, may take them to Mr. Powelson and he will do the work gratis, with the understanding they are to be given away.

Prizes, Rules Announced for Poultry Show

The show which will be held in Hereford January 15, 16 and 17, either in the Garrison building on the corner of Main and Second streets, or in the basement of the court house, has been officially named Tri-County Poultry Association show.

The show is under the management and direction of the vocational agriculture classes of the local high school, and the boys have been putting in some hard work to make the exhibition a success and from their own flocks will swell the entries several hundred.

Rules and lists of prizes were compiled Wednesday by the director, B. H. Hopkins, and this is first announcement. Poultrymen are asked to clip out the following for their guidance:

Regulations.
All birds entered will be banded and bird must be entered with the secretary by the exhibitor.

Birds showing symptoms of disease on arrival will be excluded from the show.

Birds will be received Wednesday and Thursday, January 14 and 15. Entries will close Thursday at five o'clock.

This is a free show and no entry fee will be charged.

Judge of the show will be John H. Woods, licensed A. P. A. Judge Winnings under an A. P. A. Judge will mean a great deal to the exhibitors and will aid in future sale and flock improvement.

Birds will be judged by comparison and the American standard of perfection will govern in awarding premiums.

Judging will be done Friday.

(Continued on Page Six.)

Hunters Slay 557 Rabbits In Friday's Drive

Averaging more than 21 rabbits for each hunter and getting a total of 557 for the seven-hour forenoon, the band of 26 men who went out last Friday probably set a local record.

Since the Salvation Army of Amarillo was over-supplied and had asked that no more jackrabbits be shipped in, the Hereford hunters were concerned only with scalps. When Referee Vern Wierspoon had cast up all returns, it was found that Capt. Doyle Rose and his platoon had 318 pairs of ears and Capt. Chas. Boyd and his squadron could produce only 239.

Losers in the contest had Stockman's cafe prepare a supper for the winners, and Omar Baker, the cafe proprietor, was listed among the defeated.

No exact figures were kept by each one on the number of rabbits slain and high men could not be determined. Some creditable records were made by Kirk Bippus and Earl Phillips as a team, with 57, and R. E. Keasie brought down 31.

While one of the main objects of the drive, to furnish Amarilloans with fresh meat, was discounted before the appointed day, the hunt was carried out as scheduled in an effort to reduce the rabbit population which has increased so rapidly this year as to be a menace to future crops.

Mr. and Mrs. R. W. Miller and little daughter of Dumas, stopped over for a while in Hereford, enroute to their home from a month's visit in California. Mr. Miller is owner of the Dumas newspaper.

Dawn Infant Is Winner of Stork Shower

Pat Crawford Miller, son of Mr. and Mrs. Hubert Hill Miller of Dawn, has been officially declared the first white child born within Deaf Smith county in 1931, and the 38 shower articles laid out by business and professional men of Hereford to welcome him into the community's midst will be delivered at once, announces W. D. Kellehor, prime mover in commemorating the event.

The Stork Special lost no time in winging its way into the county. There was no vacation on New Year's day and Pat Crawford is certified to by Mrs. Edna Bruner and Dr. D. K. Robison as becoming a new citizen at the hospital here at 8:00 o'clock Thursday morning, January 1.

Perhaps no child in all West Texas has received such a royal welcome and warm reception of gifts as Pat Crawford. He doesn't know what it is all about now, but he will be comforted, amused and perhaps later repay with great honor these thoughtful acts.

The parents are both native Oklahomans and both the same age, born in 1893. They were married August 26, 1917, in Amarillo.

A. W. GREGG TALKS ON TRIMMING TREES TOO HIGH

Shade trees in this vicinity are being trimmed too high, says A. W. Gregg, and he has advised against the tendency. Tree trimming is a science, he says, and he proposes that property owners might help out some in the labor situation by hiring help to put their trees in shape for spring and summer growth.

High trimming of trees throws the growth upward so that the tree finally becomes top-heavy. Mr. Gregg said, and in this country the stiff winds are bound to do heavy damage to both fruit and shade trees that have been improperly pruned.

Install Million Gallon Well at Cost of \$1,800

Irrigation projects of the Hereford territory were added to recently in the completion of a 1000-gallon capacity well a minute by J. E. Springer, who lives ten miles southeast of town. The big pump is 140 feet deep.

The second strata of water sand was struck at 81 feet, where the pump was set below the water line sufficient for the dropdown. Power is furnished by a 40-horsepower Case tractor.

One surprising feature about the project is the low cost. The tractor is used on the farm for other purposes, and exclusive of this motive power the total cost of digging the well and equipping it for water delivery was only \$1800. An improved type of pump has been installed in which the lift is said to be made with less power than formerly.

The 1000-gallon capacity means 60,000 an hour, or 1,440,000 gallons daily. Mr. Springer estimates that his plant is capable of watering around 140 acres. He will irrigate alfalfa and various row crops.

Markets Home Flocks Reach \$218,000 Year

Deaf Smith county has been marketing \$218,000 in poultry products annually for the past five years was the surprising statement made by R. O. Dunkle, county agent, at the chamber of commerce meeting Monday. This information was advanced by the extension service man to show the importance of the industry and to aid in assembling a good prize fund for promotion of the poultry show in Hereford next week.

Mr. and Mrs. Ross Payne of Dumas, Texas, were visitors Saturday. Mr. Payne is the new editor of the Castro County News.

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

To help the family in need of aid by giving a job to the breadwinner instead of resorting to charity has become the popular thing to do. It is not only popular, but it is logical. No self-respect is lost; dangerous and whimpering self-pity has no chance to get in its deadening work as is so often the case with a physically strong man made an object of charity.

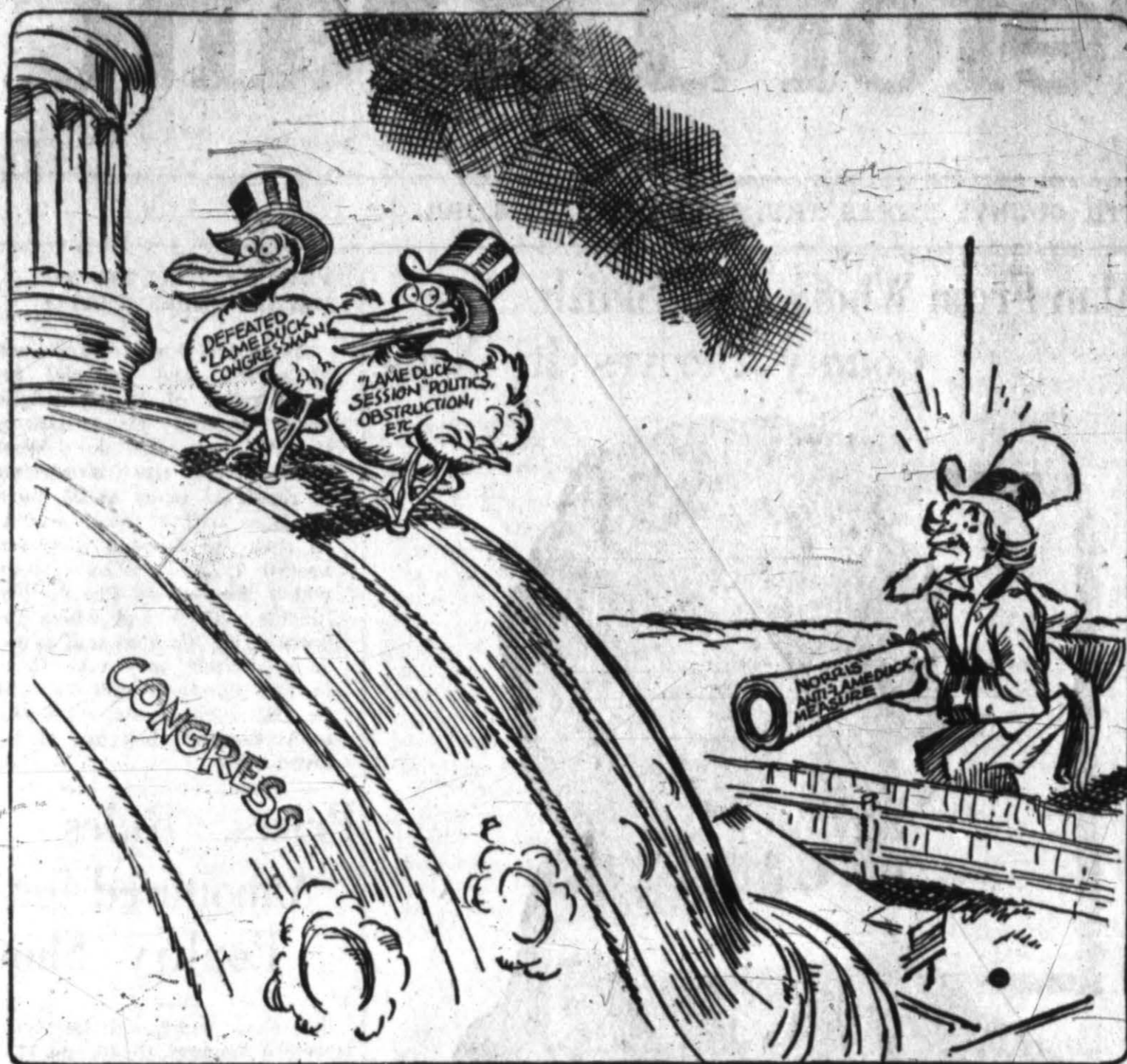
Right here in Hereford are a few people who need jobs. They do not need work so that they may invest in the present-day luxuries, but that they may purchase the bare necessities to sustain life and keep their bodies warm. In a few homes there is want, that gaunt and primordial want which has ever sprung up in all the ages of famine and freeze, signal of physical decay, forerunner of stark death. The heads of families, who have their growth, may go through periods of less food and scantier clothing, without lasting harm, but want is no respecter of persons and attacks the children, where development is retarded, health impaired, vitality weakened, guards removed for invasion of disease.

And there is sentiment in Hereford to handle the situation in the best manner possible, and that is by finding jobs for these men. It is not difficult to list the families who must have special care, and an organized effort should be able to cope with their distress with honor to the community and preservation of pride in self and citizenship in those where circumstances have brought about distress.

Responsibility for seeing the unfortunate and underprivileged through a trying time is squarely up to us as a city and community, and our responsibility is the more keen and applicable, because those in need are so few that they can be looked after. If distress were so prevalent that its cure should be beyond our means, failure to bring relief would be excusable. But we cannot dismiss our duty by explaining that the task is too heavy.

What may be suggested? For one thing, there are improvement projects contemplated. It is understood that later in the year a lot of paving is planned. Why not do it now? It can be done as cheaply and there are laborers clamoring for a day's pay. Paving in front of a 50-foot lot costs around \$200, and it may be settled upon easy payment plan. For an outlay of \$20 by the end of the year, one-tenth the total cost, jobs will be made available to our citizens. They are our people, they must live, they will spend their wages here, business will be

A CHANCE TO BAG TWO BIRDS WITH ONE SHOT!



Nineteen Years Ago In Hereford

(From the Files of the Brand, January 5, 1912.)

Business men were optimistic for the outlook in 1912. "It looks good—better than during the past four years", was the summation of interviews with C. W. Warren, F. H. Britain, D. R. Gass, E. B. Black, A. P. Murchison, D. L. McDonald, J. E. Garrison, Eli Dunlap, George Muse, W. H. Ray and A. J. Lipscomb.

The heavy snow had driven jack rabbits into the city, and A. W. Gregg and E. E. Ramsey were killing a score or more each day.

Starting off December 23 with one degree below zero, the sub-zero condition continued to 12 below on the 27th and the last day of the year was 10 below. On December a "flying frost" fell or accumulated, getting as thick as three inches on wires and posts.

Henry Hubber, constable, was the first entry for city office, coming out for marshal and collector.

Mr. and Mrs. Vern Witherspoon visited the R. L. Wilson home at Summerfield Christmas day.

A Mexican shepherd, employed by H. C. Stevens, 30 miles west of town, was found frozen to death ten miles northwest of Friona. He had walked about 40 miles without finding cover from the extremely cold weather.

Overcome by Monoxide.

Mrs. Ira Connell was partially asphyxiated by monoxide gas last Friday afternoon while working in her kitchen. Fumes did not suf-

stimulated, and no one has lost anything. Also, property values have been enhanced by a permanent improvement.

Other things might be listed; other things might be done. It is not charity that is demanded, but mere jobs. The laborer is worthy of his hire; he gives value for the money paid him. With general employment, even the most humble has a modicum of prosperity, and there is a quickening of the pulse of trade all down the line. Who will take the lead in this?

Before the holidays there were paving, sewerage and drainage building, extension of

Mrs. J. E. Barker was honored in the home of Mrs. G. A. F. Parker, with special friends present and a six o'clock five-course dinner served.

Mr. and Mrs. R. A. Daniel entertained a number of young people with progressive forty-two.

Mr. and Mrs. Clarence Smith set a 12 o'clock dinner for Rev. J. M. Sherman, L. H. Spratt, O. J. Beene, Lloyd Snyder and Eagle Henderson.

C. J. Paddock reported that he had about finished his harvest of jackrabbits.

Mrs. J. M. Boone was using the Brand Want-ads to "rent a room with electric lights, \$7.50 a month."

Born to Mr. and Mrs. W. H. Ray, December 29, a girl.

Arthur Thompson was down from Kansas to spend a few days with home folks.

Nearly everybody in Hereford had been busy chopping wood and water during the week.

Mr. and Mrs. E. W. Harrison had returned from a visit with relatives in Seymour.

Lots 2 and 3, block 1 of Whitehead addition, were offered at \$225 for both.

ciently escape from the room, as she was making candy over a gas stove, and Mrs. Connell was so overcome that medical attention was necessary. She has recovered from the poisoning effects.

the water system, and about 25 families were given a means of livelihood, an honorable living to which they were entitled as American citizens. But these projects have been completed and others need to be started.

Let's go ahead. Give everyone a job of some kind. All should join in, the county, the city, each individual. Have some one dig holes for the trees which you will plant. Start those needed repairs on your buildings. Don't delay if you contemplate a new business house or residence, and by all means line up with the paving improvement districts.

Messrs. Tiefel and Winn of Friona were caught in the blizzard as they returned from Plainview and had to abandon their car and walk 15 miles before finding shelter.

TO THE STOCKHOLDERS OF THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY:
You are hereby notified that the Board of Directors have called a meeting of the stockholders to be held in the City of Amarillo, County of Potter, State of Texas, at the principal office of the Company on the 10th day of February, 1931, between the hours of 10 o'clock A. M. and 4 o'clock P. M. to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "gen-

eral mortgage" or by such other name as may be determined, on all of its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the bonds and other indebtedness of the Company, other bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads and properties now or hereafter owned, and for other lawful corporate purposes, each series of bonds to be issued to mature at such time and provide for the payment of such lawful rate of interest, to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and conditions as may be determined prescribed by said Board, and such mortgage to contain such terms and conditions as may be prescribed or authorized by the stockholders at said meeting.
J. N. FREEMAN,
Secretary.

M SYSTEM

Miss Lucy and H. D. Reed
Owners and Operators

Bargains for Friday and Saturday

Preserves, Pure Fruit	2 pounds	49¢
	4 pounds	88¢
SOAP, P. & G., ten bars		38¢
DUTCH CLEANSER, three for		25¢
BAKING POWDER, Rumford, one pound		25¢
CANDY, stick, assorted, pound		19¢
COFFEE, Peaberry, four pounds		95¢
COMPOUND	4 pounds	53¢
	8 pounds	95¢

WE DELIVER PHONE 249

January Specials

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 **ONE-HALF PRICE!**

Boys' Suits

One lot of Boys' Suits of all wool material; good colors; two-pair pants. Special—
\$3.00 to \$6.00

Curlee Suits

Suits For All Sizes
\$35.00 Suits **\$17.95**
\$42.50 Suits **\$22.95**
Small extra charge for extra pants to match these suits. You are the one to benefit by these prices.

Ladies' Coats

Fur-trimmed coats in the newest shades, materials and styles. Regularly priced \$16.95 to \$65.00—
SPECIAL, ONE-HALF PRICE

Men's Suits

One rack of Men's Suits, hand-felled collars; all wool. These suits have two pair pants.
SPECIAL—\$12.50

Overcoats

Our stock of overcoats is one of the most complete in town. Never before have we offered such handsome, well-tailored garments at prices as low as these—
\$15.00 Value **\$10.00**
\$20.00 Value **\$12.95**
\$25.00 Value **\$16.95**

Dresses

We have a complete line of late Winter and early Spring Dresses—all new colors and styles—
\$7.95 to \$14.95

Shoes

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

Shoes

One lot of Arch Support Shoes—ties and straps, in kid leather; colors, black and brown—
SPECIAL—\$2.95

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.

Sprouls-Cronin & Co.

HEREFORD

International Sunday School

Lesson

BY DR. J. E. NUNN

January 11, 1931.

THE CHILDHOOD OF JESUS

Luke 2:40-52

Golden Text: Jesus advanced in wisdom and stature, and in favor with God and men.—Luke 2:52.

Introduction.

"Not the least notable achievement of the masterly statesmanship of Augustus was his institution of an imperial census, recurring at regular intervals of four or five years and comprehending all the subject provinces and tributary kingdoms of his far-flung Empire."—Prof. David Smith, because he was descended from David, Joseph the carpenter of Nazareth came down to David's town of Bethlehem to be enrolled; and he took with him his betrothed, the Virgin Mary. He found the little town so crowded with visitors on the same errand that there was no room for them in the inn, and they had to seek a stable, probably one of the limestone caves of the region, where the Saviour of the world was born, and was tenderly laid on the straw in a rock-hewn manger.

Announcement to the Shepherds.
"A further token of Christ's humility was the choice of common workmen to receive the announcement of his birth, rather than some of the great of the earth. To those humble shepherds an angel came bringing them 'glad tidings of great joy which

shall be to all the people," the birth on that very day of "a Saviour, who is Christ the Lord." Then suddenly the sky parted, and a multitude of the heavenly host was seen, their wings shining in the soft light, while on the air descended their birthday greetings to the Son of God.
"Glory to God in the highest degree,
Peace on earth to men of good will."

The shepherds left their sheep camp in the care of subordinates and hastened to Bethlehem, where they found the manger with the new-born Babe, told their marvelous story, and gave Mary still more to ponder in her heart.

Simeon's Prophecy.
"On the fortieth day after the birth of a little boy, when he was nearly six weeks old, he was taken by his parents to the temple to present him to the Lord. The only peace-offering they can give is a pair of turtle-doves, for they are poor. Were they richer folk they would give a lamb."—E. Frances Boutwell.

"Jerusalem was the center of Jewish worship and Messianic expectation. We find in the holy city two choice souls in whose rich soil the seed of Messianic hope had flowered into fruition—Simeon and Anna. Simeon lived in the very atmosphere of the Holy Spirit, who revealed to him the fact that he would live to see the long-looked-for Messiah, the world's Saviour."—Prof. Byron Hoover DeMent. Led by the Spirit to the temple at the hour when

Jesus was brought there, he recognized the Babe at once as the Messiah, took the child in his arms, and blessed him with the fourth hymn recorded by Luke, the Nunc Dimittis, Luke 2:29-32. He prophesied that Jesus should be "A light for revelation to the Gentiles, and the glory of thy people Israel."

The Marvel of the Incarnation.

The doctrine of the incarnation teaches that "God was in Christ reconciling the world unto himself." (2 Cor. 5:19); that Jesus was perfect God and perfect man, the complete entering of Deity into humanity, for the remission of sins and their atonement, the reunion of the divine and human natures. "We can never hope to comprehend how the infinite God and a finite humanity can be united in a single person."—Prof. Benjamin B. Warfield. But neither can we hope to understand our own natures, and innumerable mysteries of the physical world, which we know to be true, and by the use of which we live.

The Growth of Jesus.

"And the child grew, and waxed strong." Luke pictures the physical growth of our Lord. Like John the Baptist, he was an outdoor man. His body was made robust by the work with his father in the carpenter's shop of Nazareth. He was able during his ministry to walk incessantly over the tortuous paths of Palestine, enduring many hardships, and working in miracles which drew on his physical energies as well as his spiritual powers. The house of life must have three foundations, good health, knowledge and religion. Jesus' life was undergirded in this triple fashion. "Filled with wisdom." This was the mental training which Jesus received, which consisted almost entirely of the study of the Bible and committing it to memory. We have the same Bible that Christ had, with the priceless addition of the New Testament. Can we not do as he did, and store it away in our memories.

Christ's First Passover.

"And his parents went every year to Jerusalem at the feast of the passover." The passover was the great annual commemoration of the Jew's escape from bondage in Egypt, when the death angel passed over the houses of the Israelites, marked with the blood of the passover lamb sprinkled on doorpost and lintel, and went on to destroy all the first-born sons of the Egyptians. The festival began in the evening of the fourteenth day of the month Abib or Hisan, corresponding roughly to our April, and lasted for a week.
"And when he was twelve years old." At this age a Jew was required to keep the ordinances of his religion. He was now called a "son of the law."—New Century Bible. "They went up after the custom of the feast." The pilgrims from Nazareth slowly wended their way toward Jerusalem, resting at night by the roadside under booths of mats or leafy branches, and starting forward again at sunrise. They joined themselves with other parties on the way, until there was a great concourse journeying on together afoot; while here and there accompanying the procession were sun-browned shepherds with their flocks of lambs or goats destined for the sacrificial feast."—Clifford Howard.

The Lost Boy.

"As they were returning, the boy Jesus tarried behind in Jerusalem, and his parents knew it not." Jerusalem was crowded with about three million pilgrims, among whom it was impossible to keep track of an active lad who had reached an age when he was responsible for himself; and our Lord was a self-reliant person, evidently trusted by his parents to take care of himself. "Early maturity of children is characteristic of the East. A Syrian youth of twelve is more mature than one of that age in America or England. Boys of fifteen and younger marry in the East, while girls seldom wait beyond that age for marriage."—Rev. Hardin W. Rice, D. D.

"But supposing him to be in the company." People of nearby villages travelled together, strung out for a long distance along the narrow paths. "They went a day's journey." About twenty miles. "And they sought for him among their kinsfolk and acquaintances." They naturally assumed that the boy would be with some relative or friend, and the evening encampment gave them their first chance to look for him. "And when they found him not, they returned to Jerusalem, seeking for him." "There would be little sleep for Mary that night, and with the morning light she and Joseph would set off seeking as they went madly over the yesterdays' march."—Alexander Maclaren.

Jesus in the Temple.

"And it came to pass after three days." This probably does not mean three days of searching, but after one day spent in going toward Nazareth, one day in returning to Jerusalem, and one day or part of a day spent in hunting for the lost boy. "They found him in the temple." They would naturally look first at their lodging or camping place and in its neighborhood; but knowing Jesus' delight in the temple, they would not be long in turn-

ing their search thither. "Sitting in the midst of the teachers." "Both hearing them and asking them questions." Listening to the wise and asking questions of them, of books and of nature—there are the two ways of becoming wise ourselves. "And all that heard him were amazed at his understanding and his answers." Wisdom is needed to ask a wise question, as those teachers well knew.

Religious Training of Children.

The development of the body and mind must accompany the development of the soul. No one of these elements of the complete life must be allowed to withdraw from the others their proper share of attention. For instance, if health is neglected both mind and soul suffer; and, on the other hand, if athletics and physical sports attract too much attention, as they often do with the modern youth, the mind is neglected, and the things of the spirit are quite overlooked.

Obedience is the necessary basis of any education worth the name. If the Lord of heaven and earth gladly submitted to the will of two Palestine peasants, what folly is the rebellious attitude of many modern youths toward their father and mother?

Chevrolet Gets Its Fourth Year Honor Position

When the doors opened Saturday on the 31st National Automobile show at Grand Central Palace, New York, the Chevrolet Motor company occupied the position of honor on the show floor for the fourth consecutive year.

Each year the National Automobile Chamber of Commerce awards first place at the national automobile show to that member company doing the largest volume of business during the previous year. The award is one much coveted

within the industry, for in addition to the distinction it conveys it also carries with it the right to first choice of exhibition space at the national automobile shows at New York and Chicago.

Back in the days of the four cylinder Chevrolet this honor fell first to the company. Since that time the margin between the lead-

er and the runner-up has measurably widened, even since the change over from a four to six.

Try a Want Ad in THE BRAND.



A Year of Better Business



Well, here is 1931, a New Year, symbol of the fresh, pristine vigor that will again set industry teeming and bustling. Old Father Time points the way. There have been other periods of depression followed by strong rallies, and history repeats itself. This Bank pledges itself to the support of sound business—Always!

First State Bank

THE GREAT AMERICAN VALUE

At the National Automobile Shows

Chevrolet wins first place

for the fourth time

First place at the National Automobile Shows—a position granted on the basis of annual sales volume—is again awarded to Chevrolet.

This is the fourth consecutive time that Chevrolet has achieved this honor. And the reason lies in the exceptional value which Chevrolet cars consistently provide.

This year, in its bigger and better Six, Chevrolet is offering an outstanding example of the value which has brought it such record success. In fact, no previous Chevrolet car has ever represented such a high degree of quality and advancement, and sold at such low prices as



Front view of Chevrolet Six Model

today's Chevrolet Six—the Great American Value.

With its longer wheelbase; roomier, more luxurious Fisher bodies; new lines of smart, modern beauty; smoother, 50 h. p. six-cylinder engine; many important mechanical improvements; and greatly reduced prices—the new Chevrolet Six is the Great American Value.

New low prices

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

NEW CHEVROLET SIX

See your dealer below

Brumley Chevrolet Co., Inc.

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, \$355 to \$695, f. o. b. Flint, Michigan

NEW
JANUARY 1st
Silent-Shift
Syncro-Mesh Transmission
and Torque Tube Drive
in
BUICK'S
EIGHT
at \$1025 f. o. b.
Flint, Mich.
A GENERAL MOTORS VALUE

NORTON MOTOR COMPANY
HEREFORD, TEXAS

WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM



Have Money

Resolve to
Stop Needless Spending

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THE FIRST NATIONAL
BANK OF HEREFORD
—a strong bank thought
fully managed
HEREFORD, TEXAS

MEMBER
FEDERAL RESERVE
SYSTEM



Good Foodstuffs are the Secret of Good Cooking
 The right recipe AND the right ingredients are essential to a first-class meal. Careful housewives approve of foods from CARLYLE'S—and of the prices, too.
 Plenty of free parking space at the rear of our store. Drive up the alley.

Hereford Wholesale Grocery Company

L. W. CARLYLE
 PHONE 164

WANT Ads

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

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

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

Wanted

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

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. 49-4c

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 ensure you the best in workmanship. M. E. Moore, one miles north on 25-Mile Ave. 52-1c

WANTED: Whoever borrowed our large outdoor kettle last spring, please return it as we need it badly. Mrs. W. I. Valentine, phone 9028-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. 41-1c

WANTED: Laundry work. Flat work finished at 50 cents a dozen. Mrs. J. B. McCord, phone 104. 52-1c

WANTED: Landry 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: Modern light house-keeping rooms, close in. Mrs. Maggie Hopper, 110 W 6th St. 52-1c

FOR RENT: Two rooms, close in, will be furnished for light house-keeping or bed rooms if preferred. Mrs. W. I. Valentine, Telephone 9028-F2. 52-2p

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

FOR RENT: Three room furnished apartment, close in. Mrs. Grace Hughes Dyer, phone 418. 52-1p

FOR RENT: Light housekeeping rooms, close in. See 206 West 6th Street. 52-1p

FOR RENT: Nicely furnished apartment for rent. See Mrs. J. B. McCord, phone 104. 52-1c

FOR RENT: Rooms for light housekeeping, furnished or unfurnished. Mrs. M. A. Barnes, 302 East Second street. 52-1p

SHEEP FOR LEASE: Due to a shortage of pasture I will place several bands of sheep ranging from 50 to 100 each, with farmers or stockmen, for a period of several years, who have grass and feed. Will furnish the ewes bred to drop lambs in the spring and give half the wool clip and lamb crop. Farmer must have proper facilities and furnish reference as to ability and responsibility. Address E. L. Shelton, Room 10, Nunn Building, Amarillo, Texas, stating references and give full particulars as to range and feed in first letter. 52-1p

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

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

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. 49-1c

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. 44-1c

FOR SALE: Bundle cane and baled alfalfa. R. R. Jackson, telephone 9000-F1. 52-2p

BATTERY Set Radio in good condition, to trade for bundle feed or milk cow. C. O. Lee. 51-2p

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. 51-1c

FOR SALE: 277 acres fine wheat land located in northwest part of Farmer county; price \$5000.00. See us for bargains in West Texas farm lands. M. A. Crum, Friona, Texas. 52-1p

FOR SALE or trade for cows, six room house in north part of town. Jim Blagg, Rt. 4. 52-1p

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

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

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

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. 51-1c

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

FOR SALE or trade: Model T Ford truck, 2-wheel trailer; electric washing machine; 16-gauge Browning automatic shotgun. Telephone 179-R. 320 Catalpa. 51-2p

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

GOOD Oklahoma land for sale, or will trade for West Texas land or business in Hereford. J. M. Bullard, Box 232, Duncan, Okla. 51-1p

FOR SALE—\$7,800 for improved 140 acres only 3 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. 23-1c

\$30 per acre for 320 located 29 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. 23-1c

Lodge Directory

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

HEREFORD LODGE
 NO. 849, A. F. & A. M.

Stated meetings on each Second Monday ever month. Lodge instruction each Thursday night. Visitors are Welcome.
 L. A. RAY, W. M.
 J. S. JONES, Secretary.

HEREFORD POST NO. 192
 AMERICAN LEGION
 Meets at 2:00 p. m., first and third Thursday night in County Court Room. 45

HELPING HAND

(Concluded from Page 1)

to man makes countless thousands mourn," but it should not be said this community has permitted anyone to suffer here for long; and the committee asks that all readers take the matter as an individual problem and let down a lifeline in the form of a job, be it temporary or permanent.

The second section of the coupon applies to those who need a job to provide for themselves and families. It is to be filled out and mailed or taken to the chamber of commerce office in the city hall, where an effort will be made to find an employer for every would-be employe.

Every organization within the county is lining up to take part in this humanitarian service, and every individual is expected to fall in line and solve the problem. Among the workers who are busy are the ministers and churches, teachers in the schools, chamber of commerce, county and city governments, American legion post, Lion's club, doctors, merchants, ladies' organizations and others.

GREAT WORK

(Continued from Page One)

ed for from a health standpoint after entering school, that the health problem would to a large extent be solved, health conditions

be revolutionized, much suffering and often permanent invalidism prevented, to say nothing of the financial expenditure both public and private which such a course would eliminate.

Defects Among Children.

Pertinent facts revealed in Miss Hall's monthly report included that of 343 school inspections with 465 defects found; that among 316 defective children, 10 per cent were underweight, and that 34 corrections had been recorded. This response among parents in having corrections made is considered fair better understanding of the crime of health neglect among children as an end to be devoutly hoped and worked for, advised Miss Hall.

The per cent of underweights, she pointed out, shows a distinct relation between malnutrition and physical defect, hence more attention must be given to supplying nourishing foods, some form of hot school lunch being strongly advised. A hot lunch campaign is to be taken up throughout the county and easy ways of providing the hot lunch will be demonstrated.

The number of diphtheria immunizations recorded at the health office is 325, but this number is incomplete as the toxoid is still being administered by various doctors as children continue to be brought to them. Both Miss Hall and local physicians express gratification at the response to the immunization campaign and their conviction that it will prove a most valuable health measure.

Doctors Thanked.
 The health committee advises that it is deeply appreciative of the support, complete cooperation, constructive influence and altruistic service being constantly rendered by the physicians and dentists. From the beginning they have given their time and skill unreservedly, an example being the immunizing of the 325 children without charge. To these persons the committee gives much of the credit for the success of the health program.

PRIZES, RULES

(Continued from Page One)

January 16. Exhibitors are asked to refrain from asking the judge questions until after the judging is completed.

Saturday afternoon at 2 o'clock there will be a lecture by the judge in the county court room, explaining disqualifications and answering all questions.

There must be at least three entries in each class before first money will be awarded. In the event there are less than three entries in a class first ribbon and second money will be awarded if the entries are worthy. No bird can be entered in more than one class.

There will be a separate class for light and dark Barred Plymouth Rocks.

The birds will be fed and cared for by the management of the show.

Premium List.

	First	Second	Third
Old Pen	\$1.00	.50	Rib
Young Pen	1.00	.50	Rib.
Cock	.75	.50	Rib.
Hen	.75	.50	Rib.
Cockerel	.75	.50	Rib.
Pullet	.75	.50	Rib.
Capon (any breed)	1.50	1.50	50
Old Tom	1.00	.50	Rib.
Young tom	1.00	.50	Rib.
Old hen	1.00	.50	Rib.
Young pen	1.00	.50	Rib.
Old Pen, cock and four hens over one year old. Young pen, cockerel and four-pullets under one year old.			
Cock, male bird over year old.			
Cockerel, male bird under year old.			
Hen, female bird under year old.			
Pullet, female under one year.			
Ducks, bantams, guineas will be entered, placed and given ribbon but no cash award.			

Egg Division.

The egg exhibit will be in charge of Miss Emma Gunter. Eggs will be judged according to uniformity, size, shape, color, texture of shell and cleanliness. Fifteen eggs constitute an exhibit. There will be two classes, white and brown-shelled eggs. Prizes on eggs are first, \$1.00; second, 50c; third, a ribbon.

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

1901

1931

To the Trade:—

We greet you with a glad hand as we enter the New Year. We think this is a mighty good time for everyone to join hands and make this year one of the very best in our history. Let everyone do all he can to improve our town and county during this good year.

Our country is in good farming condition and everything points to much more prosperous times. We are candidly of the opinion that this year of 1931 will be a much more prosperous year than last.

Let every one do his or her part toward improving our community in general, and prosperity will be general.

E. B. BLACK CO.
 The Big Store With The Little Price

PURINA FEEDS

Best by all tests—the results obtained

There is a

PURINA FEED

for every use, each carefully compounded, for the results desired, and tested in actual demonstration BEFORE being marketed, and constantly during the time of its sale—to study and determine how it may be further perfected.

McLean & Pitman

PHONE 1

MAC A Big Change BY MUNCH



THE GREAT AMERICAN HOME

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mr. and Mrs. Cecil Allred visited in Plainview last week. Mrs. C. O. and Bernadine Phillips attended the funeral of her grand-father at Gatesville, visiting Mrs. Phillips' parents and sister at Itasca.

Otto Smith and family visited the Odell home at Dimmitt during the holidays.

A. G. Grisham and wife of Littlefield visited the Dick Allred and Oglesby homes Christmas week.

Mr. and Mrs. E. W. Womble had many guests at Christmas-dinner. D. R. Burns of Hot Springs, N. M., was here last week.

Dick Allred and wife visited the Oglesby home Friday.

Jim Allred spent Wednesday night with Cecil Oblesby.

Syble Smith of Dawn spent the holidays with Leda Smith.

J. M. Heaton and family visited in Oklahoma last week.

The Tom McClain and C. Cret-singer families visited the Jim LeGrand home Christmas day.

Clarence McBroom and wife spent Christmas with her parents in Oklahoma.

R. L. Campbell and wife visited the R. A. Campbell home in Amarillo during Christmas.

Mr. and Mrs. W. O. Comingoer visited relatives at Conway and other points Christmas week.

Cecil Allred and wife spent new year's in the J. C. Allred home.

Miss Iona Bearson of Plainview visited the Cecil Allred home last week.

Grover Thomas spent Friday night in the Sam Griggs home.

Jim Allred spent Friday night with Cecil Allred.

Mrs. Curtisinger taught two days at Fairview last week in the absence of the teacher because of illness.

Mr. and Mrs. A. Griggs of Will-dorado spent Sunday in the Sam Griggs home.

Mr. and Mrs. E. W. Womble were in Silverton last week.

Messrs. and Mmes. Grabbie, E. W. Womble and Cret-singer visited the Boling home recently.

Messrs. and Mmes. Cecil Allred and W. O. Comingoer played 42 in the Phillips home Wednesday night.

Messrs. and Mmes. W. R. Moore and W. O. Comingoer took Sunday dinner in the Oglesby home.

Cecil and Burl Oglesby spent Sunday in the Moore home.

There was singing at the L. C. Moore home Sunday night.

Pauline and Ruth Moore spent Sunday with Lela Mae and Maudene Oglesby.

Billy Price has entered school. Dick Allred is working on a farm near Memphis.

Dave McClain was in Hereford one day last week.

Mrs. L. H. Cantier and boys and Mr. and Mrs. C. O. Phillips played 42 in the L. C. Moore home Saturday night.

Found Guilty



COLQUITT DAVIS

An Oklahoma jury has found Colquitt Davis guilty of murder on a charge of slaying a deputy sheriff at Wirt. Davis escaped in the officer's car following the shooting and was captured by Emmett Hales, Hereford officer, about three miles east of this city. Mr. Hales earned a \$500 reward offered by the governor of Oklahoma for apprehension of the bandit.

of San Angelo have come to make their home with her brother, W. L. Shugart.

Mr. and Mrs. Joe Thurmond and daughter have returned from a holiday visit with relatives at Rhame, Decatur and Fort Worth.

Mr. and Mrs. O. L. Shugart and daughter spent the week end in the Joe Thurmond home.

B. O. Chain and so on were in Hereford Friday.

Mrs. Royce Young spent the holidays with her parents in Plainview.

Here and There

BY MRS. C. E. TICE

School started Monday after a two weeks vacation.

Mattie and Elsie Andrews spent the holidays with Oklahoma relatives.

Mr. and Mrs. Walter Tice visited at Dawn and Umberger Sunday.

Ralph Haggard Gillespie was ill Sunday, but is improving.

L. W. Dillard and wife, Groom, spent Christmas at the H. D. Robbins home.

Miss Blanche Beanford has returned to school at Canyon.

Mr. and Mrs. J. B. Harland spent Sunday at Jack Roberson's.

C. M. Bell and Leo Williams were in Memphis last week.

Messrs. and Mmes. J. W. Berry, Alfred Grant, Dimmitt, Mr. J. W. and Bill Hacker took birthday dinner with Mrs. Hazel Sparks Saturday.

Jaunita Beanford was on the sick list last week.

Mrs. Nettie and Joe Green spent Friday at the Robbins home.

Mrs. Frank Axe entertained relatives and friends at dinner Sunday, honoring Mr. and Mrs. Lynn Axe, newlyweds.

Mr. and Mrs. J. B. Holland spent Sunday at the W. R. Scheihagen home.

Misses Alma and Ruby Andrews spent Sunday afternoon with Miss Maxine Tice.

Last week was party week and many enjoyable social events were enjoyed by residents of our community. These events were too numerous to be mentioned here, but needless to say, all were enjoyed to the fullest extent.

Summerfield

BY MRS. L. JOHNSON

Rev. Clous preached Sunday morning and night and will be here again the third Sunday.

A baby boy was born to Mr. and Mrs. A. M. Walker January third.

There were lots of parties here during the holidays, in fact they were too numerous to mention in detail.

Mrs. Bob Wilson, Hereford, is teaching here in the absence of Mrs. Walker.

Mr. and Mrs. Gilbreath, Hereford spent Sunday in the Gerald Mongan home.

Mrs. Walker, Pampa, is visiting her son, A. M. Walker.

Several young people have returned to school at Hereford.

Mr. and Mrs. M. Stephens left for a visit with East Texas relatives last week.

Mr. and Mrs. Lonie Huckert have been visiting relatives at Vega.

O. J. Benne of Hereford spent several days in the home of the Morgan brothers.

A New Year's dinner was enjoyed by the community when all met and enjoyed the day.

Mr. and Mrs. Bernard Roberson are visiting in Merker for several weeks.

Elton Johnson has gone to Fredericksburg after spending several days with home folks.

Judge Wilson and Miss Hall were

here to attend the community dinner.

Mr. Welty visited his son at Muleshoe recently.

Messrs. and Mmes. B. C. Obe and Bernard Roberson attended a dinner at the J. P. Roberson home in Hereford recently.

Mr. and Mrs. J. H. Murdock of Lubbock spent the holidays here with relatives and friends.

A. M. Walker and Vernon Harrison went to Tucuman Saturday.

Dr. and Mrs. B. M. Wiltshire have returned from a holiday trip to Abilene, where a few days were spent visiting his parents, Mr. and Mrs. W. B. Wiltshire.

CREAM WANTED—23c We pay transportation on cream. We do not pay express charges on eggs and poultry, but deduct from your check. Egg prices include the case:

Fancy eggs, 23 oz. and over, fresh laid 24c
No. 1 eggs 15c
Small and dirty 12c
Colored breed hens 17c
Leghorn hens 12c
Springs, not stagg 15c
Old roosters and stags 10c
Capons, 8 lbs and over 25c
Above prices subject to market change, if any.

FALLS CITY CREAMERY CO. Falls City, Nebr.

Everyone is back in school after two weeks' vacation. Grades 4 to 7 had a Christmas play which had a part for each pupil.

Marvin Garrett spent Saturday night with the Masons.

Many hogs have recently been butchered.

Fred Wolfington broke an arm while cranking a car. He is getting along all right.

Roy Mason returned from Brownfield December 20.

Miss Addie Hicks spent the holidays with her parents. She teaches at Perryton.

Miss Hoskinson spent vacation at her home in Roscoe.

Margaret Camp visited friends in Floydada, Silverton, Canyon and Amarillo recently.

Forty or fifty rabbits were killed here by holiday hunters.

Mattie Priddy visited the Culpeper family Sunday.

The Barnett family of Black visited the Garretts recently.

Mrs. T. C. Martin spent Monday afternoon with Mrs. Culpeper.

Mrs. Ross visited school Monday.

O. A. Olson of Kemp was here Chick-Hagood Variety store last week helping invoice stock.

Home - Cooked MEALS

HOME - BAKED PASTRY

CLUB CAFE

Phone 498

FRIDAY and SATURDAY SPECIALS

- FLOUR, Pillsbury's Best, 48 pounds \$1.46
- TOMATOES, three No. 2 cans 28c
- PEACHES, gallon, sliced 51c
- BEANS, three cans No. 2 stringless 32c
- PINEAPPLE, two cans No. 1 flat 23c
- COFFEE, Schillings, one pound 41c
- COCOA, Mother's, two pound package 29c
- GRAPEFRUIT, medium size, five for 23c
- SPINACH, two cans No. 2, White Swan 29c

WE GIVE SILVERWARE COUPONS.

Carl's Cash and Carry Grocery

Phone 324

Suppose All Your Bills Were Reduced 28%

How Cheap Your Rent Would Be! And Your Clothes! And Everything Else!

Your electric service bill, however, already has been reduced.

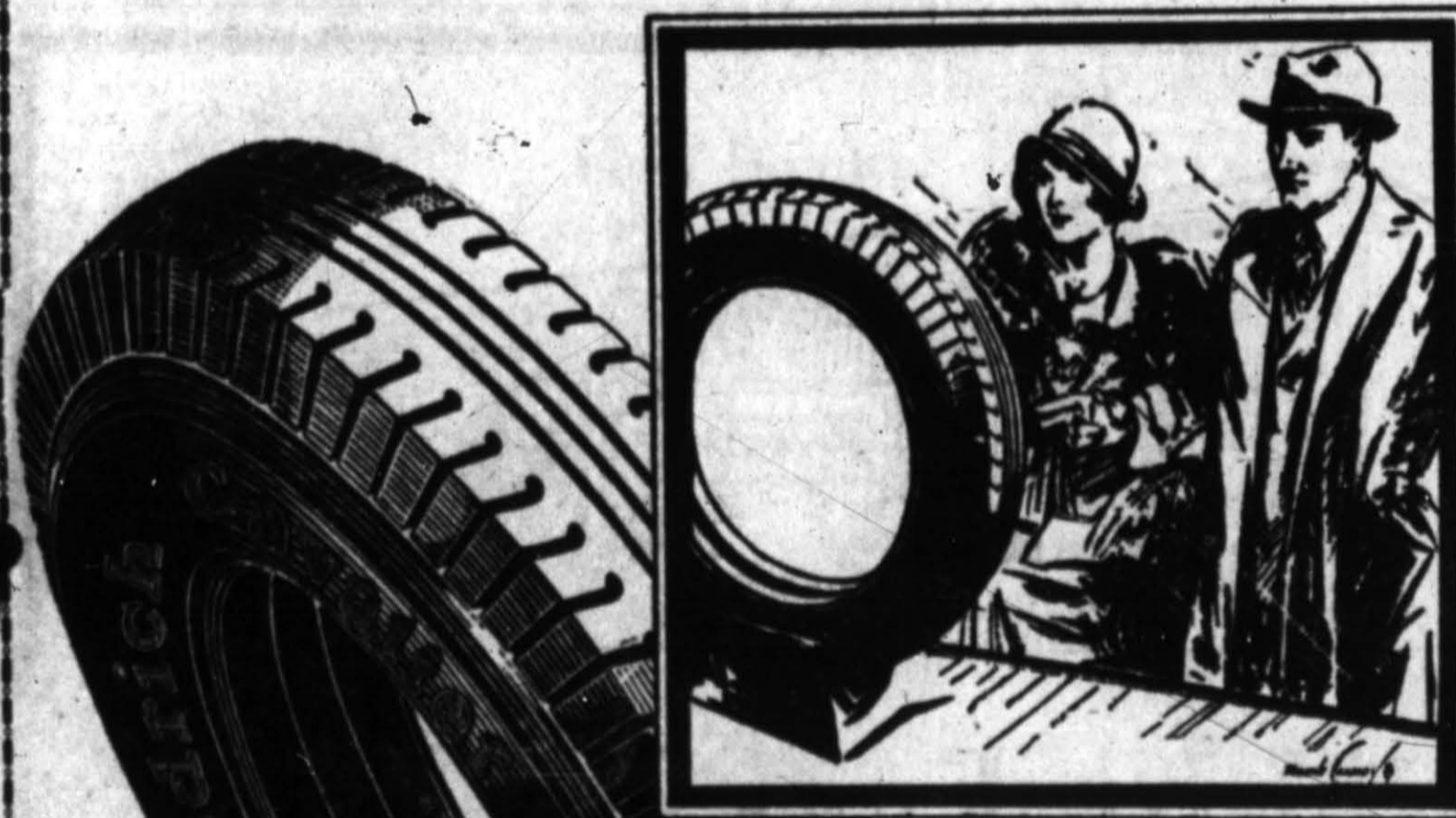
While the cost of living has increased 71 per cent above the pre-war level, the average price of domestic electricity has been reduced 28 per cent below the pre-war level.

And this in spite of the increased cost of material and labor.

Improvements in generating and distributing electricity, and increased efficiency in the management of the business, have made this possible.

Texas Utilities Co.

Cavalier tires are EASY TO BUY



As You Can See By These Prices

30 x 3 1/2	\$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
35 x 6.00	\$11.75

Don't let anyone tell you good tires must be costly.... A few minutes in our store will convince you that Goodrich Cavaliers are good tires... and these prices are better than the prices asked for "Bargain Tires" of unknown vintage. Come in and see these wonderful values yourself.

Goodrich Cavalier



Cal Farley Tire Shop

HAYDEN ATCHISON, Hereford Manager

Free Road Service—Phone 68

Daniel News

BY MRS. JOE THURMOND

Mr. and Mrs. Earl Green of Canyon spent Sunday with Mr. and Mrs. B. F. Stice.

Irene Dinkie spent Thursday night with Angie Jacobs.

Mr. and Mrs. Durwood Vernon spent Sunday with his parents in Hereford.

Mr. and Mrs. Lewis Smith ate New Year's dinner with Mr. and Mrs. B. F. Stice.

Mr. and Mrs. Joe Moore spent Christmas with relatives in Plainview.

Mr. and Mrs. Floyd Tomlinson visited in Dallas and Cisco during the holidays.

Mrs. D. A. Sutton and daughter

Wisconsin Woman LOST 11 LBS.

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

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

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

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

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

Social and Society

MUSIC CLUB WILL STUDY WAGNER IN MONDAY SESSION

The Music Study club will meet January 12 with Miss Frances Oberthier and Mrs. C. C. Ferguson as hostesses. The subject for Monday is Wagner and his music dramas, with Mrs. G. A. F. Parker Parker leading.

Music Study members are asked to note the following radio programs as having a direct bearing on the club study. They are selected from the Etude of January: WJAF and WJZ and associated stations, Friday from 12 to 1 noon, appreciation hour. Same stations Saturday evenings 10 to 11, orchestra. Both programs are under Walter Damrosch.

WJZ and others Saturday evenings from 11 to 12, Chicago Opera. Same stations Monday evenings from 11 to 11:30, orchestra. WJAF and others Sunday evenings from 10:15 to 11:15, special concerts.

LITTLE FOLKS HELP BETTY CONNELL ENJOY THIRD BIRTHDAY

Over a dozen little folks had a big time at the home of Mrs. Ira Connell Tuesday afternoon when the third birthday of Betty was observed, her natal day falling on January 5.

A pretty cake with three pink candles marked the purpose of the celebration. Many games were played and angel food cake and punch were served to the guests. Little baskets of candy were favors that went to those who came to help Betty enjoy her birthday.

Attending were Betty Rose Graham, LaNell Palmer, Hayden Connell, Billie Charlotte Connell, Billie Raynor, Billie Jean Angelo, Mary Elizabeth Angelo, Nancy Neill, Betty Rountree, Wanda Jean Smith, James Neal Smith, Henry Allen Weems, Betty Connell and Eddie Jo Connell.

JUNIOR MUSIC CLUB MEETS AT THREE O'CLOCK SATURDAY

The Junior Music club meets Saturday afternoon at three o'clock with Wilma and Bettie Jones, with the following program to be rendered:

Chamber 13 of History of Music, Schubert, Genevieve Eberle is leader. Opera study: roll call answered with names of operatic composers before the time of Wagner. Life of Wagner: Nancy Conkwright. Story of the Flying Dutchman: Betty Bruce Jones. The program will close with music.

Roy Lusk and L. P. Clark were in Amarillo last Friday on a business mission.

Junior Music Entertained With Luncheon

The Music Study club entertained the junior club with a most delightful four course New Year luncheon at the home of Mrs. Homer Fox, president of the senior club. The four small tables were fittingly decorated with tall tapers in crystal holders, in the center of each, with tiny tapers cleverly inserted in the decorated nut cups at each plate.

Original place cards had the music from more or less familiar songs written on them. Between courses the girls were asked to sing and name the songs, which caused much merriment.

Mrs. Ardelle George of Canyon gave a most inspiring talk on Ideals for the coming year. An hour of musical games, stunts and quizzes was enjoyed before the guests departed.

Guests were Mary Broadwell, Ardelle Foster, Billie Hill, Wilma Jo Jones, Bettie Bruce Jones, Mary Ellen Parker, Maurine Spradley, Mary Elizabeth Stanford, and two new members, Elizabeth Ireland and Ruth Marie Mountz.

The senior members who arranged and served the luncheon were Mmes. Homer Fox, C. H. Dyar, C. C. Acker, Carl Mountz and H. L. Broadwell.

Mmes. George and Broadwell are sponsors for the club.

CHRISTMAS CAROL BORN IN R. E. BRAZIL HOME

La Noel, "The Christmas Carol", is the name of a little girl born Christmas morning in the home of Mr. and Mrs. R. E. Brazil of Tucumcari, according to a message received in Hereford by Mr. and Mrs. R. P. Brazil, parents of the father.

R. E. Brazil is county superintendent at Tucumcari. He was reared in Hereford.

ANNOUNCEMENT FOR YOUNG MARRIED PEOPLE'S UNION

Subject of the young married people's B. Y. P. U. next Sunday evening is, "The Four Kinds of Soil", taken from the parable of the sower. These meetings are held every Sunday at 6:30 o'clock to help each other and be helped.

Mrs. Ted Matthews is leader, assisted by the following who have parts on the program: Mrs. Aubrey Daniel, Ercel Young, Ted Matthews, Mrs. Lucille Olson, Mrs. Everett Payne and Mrs. Young. John Biggs will sing a special song.

Flowers "Bloom" on Winter Frocks

SATIN ROSES, VELVET GARDENIAS LEND UNUSUAL TOUCH OF COLOR TO SOMBER COSTUMES WHEN WORN CLOSE TO THE NECK OR AT THE WAISTLINE

BY HARRIET

FLOWERS bloom in the winter time on many of the loveliest costumes.

Not real flowers, of course, but some of the prettiest of artificial flowers. They are made of chiffon, organdie, velvet and even patent leather. When out of the right color, there is nothing more trim, more feminine.

Arranging flowers as trimmings demands a real artistic sense. If a woman is chic, she can add such a touch herself to enhance completely the charm of a gown.

A black velvet gown, for instance, can have a velvet or satin rose placed just right at the side of her waist and presto, she has on a lovely costume. White gardenias used as shoulder straps may totally change the aspect of a black gown. The newest of novelty necklaces is composed of little flowers made of colored crystal. One of the outstanding party gowns this year had for an accessory a necklace of chiffon flowers exactly matching in color the blue of itself.

A trailing cluster of flowers becomes a young girl charmingly. The same may also apply to slender mature women. But on sophisticated, flowers may be placed more carefully, chosen more artistically.

ONE of the popular ways to wear a single lovely and colorful flower is to place it right at the center of the V front neck. This, for instance, might be done with a lace and chiffon dress that was developed in bois de rose and dark brown. The flower should be browner than the rose and rosier than the brown.

A new Paris gown, for dancing has rosettes of flowers around the bottom, like ruching. It is a chiffon organdie, in pastel tone, and the ruching makes a lovely, spring-like finish. The very short sleeves have a diminutive ruching around them for finish, too.

Two of the new ways to wear flowers are right close to the neck, under one ear, where the coat or



These Jean Patou creations illustrate how artificial flowers, correctly worn, may become darker frocks. On the black chiffon evening gown, left, there is a cluster of three large violet chifon roses. The black velvet coat, right, depends on a large velvet rose for its dash.

frock closer, and at the right side of the waistline, rather than the left.

Both demand some thought. Suppose you have a little black velvet jacket that you wear with your afternoon as well as your evening things. Get a velvet rose, in the color of your gown and attach it firmly in the center of the scarf collar that ties on one side. This makes a party garment of the coat, ties it up to the dress, makes a costume of the whole.

If you want to wear flowers at your waistline, you must have a decided waistline. Flowers are especially lovely above a peplum-cut skirt. It is a good idea to have a couple of flowers, make a kind of nosegay of them, and attach them firmly at the right side of the center front. If you have a black chiffon frock, for instance, three violet colored chifon roses, with lovely shading in each, make an unusual adjunct to the frock and a lovely accessory.

R. C. Hamilton Dies Sunday of Pneumonia

Funeral services were held at the E. B. Black funeral home Sunday afternoon for R. C. Hamilton, age 53, who died Sunday morning at four o'clock following an attack of pneumonia. Rev. J. M. Fuller, Methodist pastor, had charge of the rites.

Mr. Hamilton had been ill for only two weeks. He had been a resident of Hereford for over a year, employed for most of the time as caretaker of the cemetery. His boyhood home was Newport, Texas.

Deceased leaves a daughter, Miss Annie Lee Hamilton, this city; two sisters, Mrs. S. A. Carr, Henrietta; Mrs. Deck Lack, Talbert;

MOTHER OF C. R. SMITH IS BURIED AT TULLA

Mrs. J. L. Smith of Hart, age 79, who died there at the home of a daughter December 21, was the mother of C. R. Smith of this city. Burial was made at Tulla, her old home.

Mrs. Smith and her husband were pioneers of this part of West Texas, coming to Tulla in 1891. She is survived by two sons, Deas and C. R. Smith; three daughters, Mrs. J. W. Skipworth, Hart; Mrs. W. E. Cantrell, Toppenshaw, Washington, and Mrs. Ellsworth, Plainview.

and one brother, Felix Hamilton, Newport.

Mr. Hamilton and his daughter lived in an apartment in the home of Mr. and Mrs. D. L. Rutter, 114 G street. Miss Annie Lee departed with her aunt, Mrs. Carr, to make her home in Henrietta.

Get Ready for THE LITTLE CHICKENS

Just a few more days now and the old setting hens and the incubators everywhere will get on the job of hatching the 1931 crop of fryers.

It isn't only the early birds, but also the best-cared-for ones that bring the real money.

We are offering an assortment of odd sizes in various grades of lumber that you will find usable in making poultry houses and coops; and using for odd-end repair jobs about the place.

Very Attractively Priced

R. H. Kemp Lumber Company

Friendship Class Will Hear Lecturer

The Friendship class of the Methodist church announces that Mrs. Marian Hill of Amarillo, teacher and lecturer of note, will give an interesting talk to the membership next Sunday morning, and all are urged to attend.

An average attendance of fifty during the three months the class has been organized under Mrs. C. C. Bowman as teacher is only one of the good records set up by the Friendship class. A large box of cake for a sick family, contribution to the orphanage, a successful attendance and membership contest conducted, and holding of two socials are other worthwhile achievements.

"The new year beckons for our services", says Mrs. Bowman; "our good will and cooperation are wanted, and we invite all young people to be present at our Sunday school hour."

MRS. GEORGE RETURNING TO RESUME VOICE INSTRUCTION HERE

There are many people in Hereford who will be pleased to learn that Mrs. Ardelle George will resume her voice instruction here in the home of Mr. and Mrs. J. E. Bever, 406 McKinley avenue.

Mrs. George will be here Friday, January 9, to open the work and it is understood that she will take only a very limited number of pupils. Lesson period reservations may be arranged by telephone.

At Methodist Church.

Come to the Methodist church for the second number of our series on the topic, What is the greatest need of the church for this day? Theme Sunday, The Baptism of the Holy Spirit. We appreciate the great crowd which came Sunday, also the response at close of evening service. The masses of the people are hungry for the plain truth and a gospel which will bring conviction of sin and at the same time point them to a Saviour who is able to save them from their sins. We said some very plain things Sunday and will continue to say them. Everyone cordially invited to these services, especially folks who have gotten out of the habit of attending church. Sunday school at 9:45, a class and department for all ages. Preaching at 11, Leagues at 6:15. Evening worship at 7:15.

J. M. FULLER, Pastor.

Resumes Hotel Building.

Dimmitt, Jan. 6.—Work has been resumed on the \$60,000 hotel here and will be rushed until completion, giving the town first class accommodations for the traveling public. W. H. Witt will have

Families Enjoy 6th Roberson Dinner, January 1

Following out a custom of five years standing, the sixth annual Roberson dinner and reunion was held on New Year's day at the home of Mr. and Mrs. J. P. Roberson of West Hereford. This event is always held on the first day of the year in the revered home of the senior Roberson.

Close to 30 people of the related families were present, each bringing a covered dish, and all enjoyed the affair to their heart's content.

Attending were Messrs. and Mmes. J. P. Roberson, B. C. Roberson, D. B. Roberson, H. J. Roberson and children, Billy, Imogene and Molly Joe; Doc Roberson and children, Wilma and Wendell; Bill Smith and son, James Neal; Bernard Roberson and son Wendall; Miles, Lloyd, Durwood, Dean and Emma Roberson.

Surprise Mrs. Kerr With New Year Party

One of the most enjoyable surprise parties ever given in Hereford was participated in by members of the Witherspoon-Estes class of the Presbyterian church on Monday night, December 29, at the residence of their teacher, Mrs. C. F. Kerr.

The event was to celebrate the closing of two years of Mrs. Kerr's endeavors to instruct the Bible class along spiritual lines, as well as to open the doors of her lovely new home in East Hereford to all Christian influences.

Mrs. Kerr answered a knock at her front entrance and was greeted with a cheerful New Year's gift from the group who had kept the visit quiet until they had assembled in a body on her front porch, bringing coffee and pumpkin pie with whipped cream.

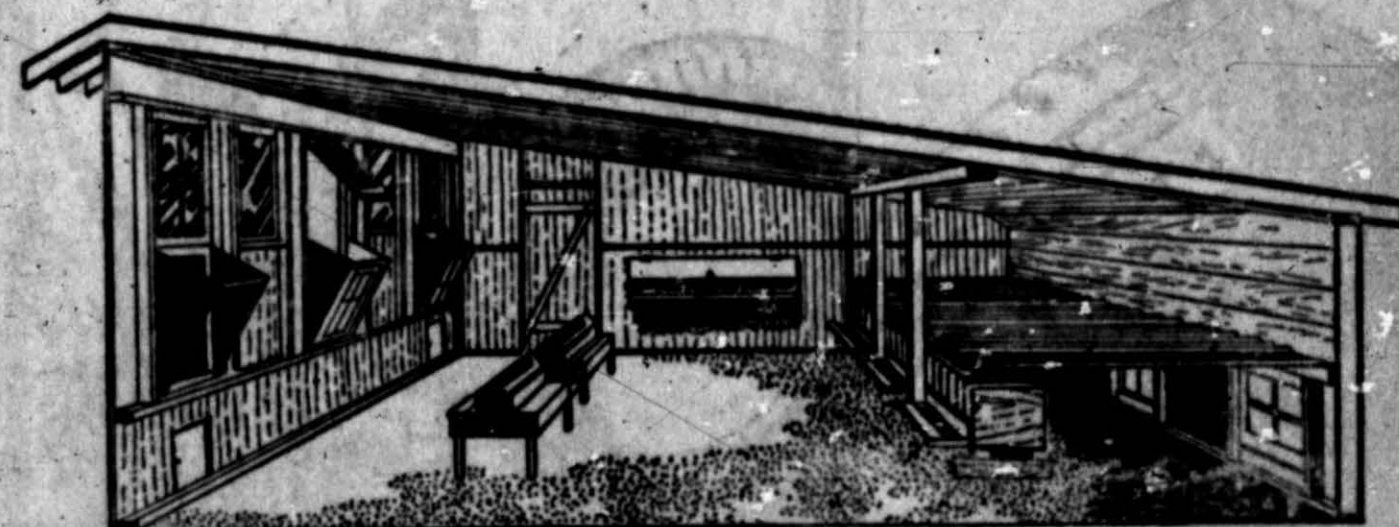
Spiritual topics were discussed freely by members of the class to the benefit of all in the hospitable home.

Recovering from Injury.

Roy Smith is recovering nicely from a serious and painful injury received December 27 while driving his car in the north part of the county on a hunt. In company with four boys, he was driving before daylight on a snow-covered road and when he tried to make a turn the car skidded and fell on its side. Mr. Smith's head was cut severely by the windshield, but the other occupants escaped unharmed. The car was badly wrecked. Medical attention was rendered by Dr. Smith by several days

Receives Box Grapefruit.

Otho L. McKee received a downstate Christmas present, a box of grapefruit, from his sister, Mrs. C. R. Sullivan, who lives at Harlingen. Extra good specimens had been selected and the stem and a green leaf had been left on each one to excellent effect in appealing to the appetite and sense of beauty.



More Eggs All Year With this New Panhandle-Plains Laying House

Especially designed for this section of the Southwest by an Extension Service Department — meets the exact requirements of the climate and altitude, and assures the ample sunlight, scientific ventilation, and cold protection necessary for the health and high egg production of your hens. Cleans quickly—economical and easy to build. Accommodates 125 to 150 birds, with provision for 30 nests. Here is a laying house that will quickly pay for itself in added eggs and the improved health of your flock.

Stop In, Phone Or Write for CONSTRUCTOR NO. 1

This four-page illustrated folder completely describes the specifications and advantages of the Panhandle-Plains Laying House. It is yours free on request. Also valuable additional information, cost estimates and construction details, if desired.

PANHANDLE LUMBER CO.



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

HELP YOURSELF

FRIDAY AND SATURDAY SPECIALS

- ORANGES, size 150, dozen 33¢; 200, size, dozen, 25¢; 252 size, dozen 10c
- TOMATOES, Wapco, No. 2 1/2, 14¢; No. 2 10c
- CUT BEANS Wapco No. 2 12c
- MACARONI and SPAGHETTI, three for 21c
- MOTHER'S OATS China, package 30c
- PANCAKE FLOUR Little Crow, package 11c
- COFFEE W. P., One pound package 25c
- RINSO Package 9c
- CORN Standard No. 2 12c

H. A. HOFFMAN, Proprietor.

Meet to Talk On Experiment Station Plans

A meeting in Amarillo Friday by representatives of Panhandle counties to discuss establishment of an agricultural experiment station at some strategic point has been announced by Jno. P. Slaton. It will be first necessary to have an appropriation made for the purpose of maintaining a station in the North Plains to experiment with products suitable to the belt. When that is done, location of the experiment, farm and equipment will be in order. Hereford is a candidate for the place and has as good chance as any other point to be favored, thinks R. O. Dunkle. E. S. Ireland, J. E. Hill, J. P. Slaton and R. O. Dunkle of this city will attend the meeting at Amarillo to assist in formulating plans, but the question of location will not be brought to the fore at this time.

Library Users Turn More to Culture Books

Issuance of books by the county library has advanced from 1439 in March to 3259 in December, according to Miss Lillie Hostetler, librarian, in compiling figures for the end of the year. December has the highest record since opening of the library. The daily average of books issued for the days open was 125.34, or a 65 per cent gain for the past 9 months. Another item that is significant in the report is the indication of what people are reading and their growing tendency to take out books of the non-fiction type. In March the percentage of fiction read had the high rank of 84.5, and in December it had dropped to 73.7, an improvement in cultural lines of about 13 per cent. There have been 22,900 books issued to readers on cards since the county library was started last March.

Rev. Shields Holds Meeting at Pentecostal

Rev. Guy Shields, who has been heard every Sunday and Monday morning over radio station KGRS, Amarillo, is preaching a series of sermons here this week at the Pentecostal church of the Assembly of God. Services begin each night this week at 7:30 o'clock. The same minister will talk on the streets Saturday afternoon at 3:30 on "Are these the last days?" announces the pastor, Rev. J. A. Thomas.

Hillside Farm Will Give Cup Special Prize

To encourage showing at the Tri-County Poultry show which will open in Hereford next Thursday, to run three days, the Hillside Hatchery and Breeding Farm announces a special prize of a fine trophy cup for the best display in the exhibition, consisting of not less than eight birds. To become permanent owner, winner must be successful for three consecutive years.

Special Prizes to Be Given In Poultry Show

Besides a regular prize list which is being compiled for first, second and third winners in the poultry show which will be staged here January 15, 16 and 17, several valuable special prizes are being offered, making it unusually attractive to have entries in the exhibition. The Henderson Hatchery of South Hereford, will give a gold medal for the best display of one variety, judged on American Poultry association points. Another gold medal will go to the owner of the champion bird of the show. The most coveted award will probably be the \$25 trophy cup, made of silver, to the exhibitor who displays the champion cock, cockerel, hen and pullet of one variety. Other special inducements made by the Henderson Hatchery are bronze medals for each of five champion, cock, cockerel, hen, pullet and turkey. Also, the hatchery will incubate one tray of eggs, free of charge, for the winner of the best dozen egg show.

Government Cannot Make Good Times, Nor Can Business Men; It Is Up to a United People

Depression has no rightful place with a hundred and twenty million people, exchanging goods and services—capable—accustomed and willing to work, more highly skilled than other peoples—leaders in efficiency and progressiveness—backed by the vast natural resources of the United States. When we make it possible for the man who works to have a job we make it possible for him to buy food for his family and so help all business including that of the farmer. The rest of the world is of small importance compared with that free market of 120,000,000 people—homogeneous—of like tastes, habits and aspirations—living under the same laws—free of trade barriers. Stagnation of circulation is what's the matter with agriculture and with business. Everyone can help to get that circulation moving again. Government can't make prosperity—alone. Bankers and other business leaders can't make prosperity—alone. It's the people, united in opinion and purpose and courage, who determine prosperity. They can elect it—none other. Help a deserving man or a woman to get a little paying work—or, better, a regular job. Spend wisely and not too timidly, and anticipate scheduled expenditures so far as practicable. Be willing to pay a fair price. Don't take advantage of the other man's necessity. Recognize that he has as good claim to a fair profit as you. When a vampire that fattens on the miseries of others shows up, help to make him unpopular. Keep business moving evenly, and remember that, to the average man, his job is his particular business. When possible, reassure him against his fear of losing it. Save, but save wisely, not in fright. Invest for the profit that sound enterprise pays and for the added profit that will come after the hysteria of pessimism has passed.

Non-Support Is Threat to Clean Alleys

Observant visitors to this city have invariably commented upon the neat appearance of the business district alleys and rear premises of the buildings, but an official statement from the city hall states that this happy condition is threatened through lack of support of subscribing members. During the summer of 1929 an agreement was entered into by the city and business men for payment of a certain sum each month to hire a man to dispose of waste material that finds its way into the alleys. An employe has been on the job since then and the back premises have been kept from becoming unsightly and unattractive. While there is a city ordinance which makes it the duty of each business house to see that its portion of the adjacent alley is kept clean and sanitary, according to the statement of the mayor and commissioner, some are neglectful and results are unsatisfactory. "We dislike to go back to the old haphazard way of looking after our alleys," reads the message mailed to the business men, "for we know it will not be satisfactory to either you or the city, and the purpose of this letter is to get your idea so that we may be able to put the matter on a basis that will be just and fair to all. You will find enclosed some questions on the subject which we will appreciate if you will fill out and return at your earliest convenience."

First C. of C. Meeting of New Year Is Held

Meeting the local unemployment problem with a splendid curative measure as the new year opens, it was agreed at the chamber of commerce luncheon Monday at the Hereford Hotel to appoint a committee to make plans, find out who needs work and those who have jobs open. The committee will act as a clearing house for such matters of temporary employment. The relief committee is composed of E. S. Ireland, S. P. Rosson, Homer Fox, John McLean and W. E. Dunlap. "Folks are going to require help and they would rather work for it than to receive aid as a gift," said E. S. Ireland, mayor, in putting forward necessity for action by the chamber of commerce. Well earned praise was bestowed upon Jno. P. Slaton, chairman of the railroad committee and president of the body, through a motion presented by E. B. Black. Judge Slaton was in the chair and would not poll the membership, so Mr. Black put the resolution on record and in effect, including all the railroad committee, Mrs. E. W. Harrison and other witnesses who testified at the Lubbock hearing, within the scope of approval. Several discussed the Texas & Pacific Northern's chance of building into Hereford, and there was general optimism that the new rail line was coming as soon as the official red tape had been unwound from Lubbock to Washington and legal procedure of reviews and re-hearings had been gone through. Even if the railroad was assured, Roy Arnold stated that everyone

needs to continue talking Panhandle Plains and prosperity. Support Poultry Show. The chamber of commerce will support the poultry show with a donation of \$100 for prizes. The show was advocated by R. O. Dunkle, B. H. Hopkins, and Judge Slaton as the best stimulant for the poultry industry in this section. The show will be in charge of two vocational agriculture classes and they have some fine birds ready for exhibits, said Mr. Hopkins, instructor of the boys. Many people are ordering breeds from a distance to build up their flocks. A poultry show here will permit the people to see the best, which are hard to beat anywhere, already in the county and they may make their purchases at home. The cost of the show, added Mr. Hopkins, will be \$9 for each class, covering prize money, rental, coops and freight. Health Center Request. Miss Nell Hall, health nurse, Jobs in Jest. Then there was the imbibor who thought he would sue his bootlegger for label. One fellow who can say business is on the rocks and smile is the diamond salesman. Said the opera director to the star he has just dismissed: "Better ones than you have been given the aria." Apropos the prohibition victory in Finland, Cynical Sadie wants to know of what use are Fins in a dry country. Sinclair Lewis declares that American professors like their literature "very dead." They have always favored rather grave

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Lumber Company Wants Revolving Brood Sow Fund

The Panhandle Lumber company office in Hereford is authorized to participate in a revolving loan fund to farmers to buy brood sows, according to D. H. Alexander, local manager. The lumber company will contribute one-tenth of any reasonable sum, the total fund ranging from \$1000 to \$5000, toward creating a financial source from which to raise meat hogs this year. This means, explained Mr. Alexander, that his company will pool from \$100 to \$500 with other individuals or firms of the community to promote growing more hogs on the farm. The plan contemplates organizing a club to be operated through the chamber of commerce, bank or county agent. Whatever agency is selected would lend the money judiciously and when paid back it would be available for some other farmer. The rate of interest would be low, but the exact figure has not been determined. This will be worked out after the pool has been completed. asked for assistance in location of cases in which there was need from a standpoint of ill health. Dr. R. E. Perkins was introduced as a new member of the body. David M. Warren, of the Nunn-Warren Publishing company, was a luncheon visitor. The chamber will meet every first and third Mondays at noon during the year, according to a motion passed.



ST. ANTHONY'S CHURCH, HEREFORD

The Catholic mission is now in progress here at Saint Anthony's, with Rev. Bernard Mulloy of Austin in charge of the services. Both early and late mass, instruction periods and other services are being held, and the attendance has been good.

No Duelling, Oaths Taken By Officers

None of the incoming county officials had ever fought a duel or made any long promises to get people to vote for them, their bonds were good and sufficient, and a brief ceremony Thursday morning at ten o'clock in the commissioners court room put the new staff into harness for another two years. Earl W. Wilson, county judge, administered the oath of office to — men and one woman, and then Alex O. Thompson, surveyor dean and patriarch of the courthouse family in point of service, acknowledged Judge Wilson's oath of office. Bonds were examined by the court and accepted. The new commissioners court: J. J. Paddock, W. M. Stewart, J. T. Guinn and W. B. Phillips, was first sworn in by the county judge, and then all the other officers bonded and subscribed to the statutory form.

In a brief address Judge Wilson bade farewell to those who were retiring and welcomed the new officials. He paid high tribute to W. T. Womble and H. G. Conkright, who had just vacated commissionerships of precincts two and four, occupied for the past four years. "These vacated places are hard to fill," spoke the Judge. "These men are fine examples of honesty, industry and fair dealing. Never have I noted the two to do anything that could be suspected of political purport. I appreciate what they have done to uphold the dignity of the court. If all the other counties of Texas have had as harmonious court as Deaf Smith, they are to be congratulated. Two good men are taking the places, W. B. Phillips and W. M. Stewart, and we welcome them."

Complimentary reference was made to the old county attorney, Elmer Dameron, Treasurer, J. H. Head, Assessor Ira Ricketts, Surveyor A. O. Thompson, and Sheriff Miller and Clerk Leonard Foster, who the speaker said were always to be found in their places doing their duty. Mr. Thompson was denominated a wheel-horse and it was hinted that he may still be using a wagon wheel to establish land corners. Mr. Womble responded for the commissioners expressing regret at leaving so fine a personnel and appreciation for the judge's sentiments. Mr. Head feelingly acknowledged the compliment paid him, stating that the work with others during his tenure of office was very agreeable and more than he deserved. Officers sworn in January 1, in addition to commissioners, were Earl W. Wilson, county judge; Jno. A. Coffee, attorney; L. H. Foster, county and district clerk; John B. Her, sheriff and tax collector; H. M. Beach, assessor; Mrs. Bessie L. Smith, treasurer; A. O. Thompson, surveyor; J. H. Wilson, justice of the peace, and J. C. Carroll, constable.

Former Canyon Students Meet With Ridgways

Ex-students of W. T. S. T. C. are requested to meet next Saturday, January 10, at 12 o'clock at the home of Mrs. Clay Ridgeway, 507 Eleventh street, who is secretary of the organization effected here December 6. These former collegians of Canyon are informed to bring a hearty appetite and food to satisfy which will share together. The Hereford association has a charter membership of twenty. A. M. Walker of Summerfield is president, and Ralph Smith vice president. The organization is open to every ex-W. T. student.

50 Applicants Will Try Out for Carrier 4

Examination of applicants to qualify for rural carrier on route four, which runs northwest out of Hereford and which affords a salary of \$1800, will be held here next Saturday, January 10, under supervision of Elmer Patterson, senior civil service man of the postal force of Hereford. Applications were received up to December 29 to fill the vacancy left by C. O. Lee who had been delivering mail over both routes three and four, and indications are that there will probably be as many as fifty to compete next Saturday for the place. Mail is delivered to patrons of route four three times a week. Number three has become a daily.

Wombles Play Santa Claus to Working Widows

Another splendid deed of Christ-cheer is revealed in the quiet act of Mr. and Mrs. Troy Womble, pioneers of the West, playing Santa Claus to the working widows of the community. There were about 18 widows in this class who were hunted up and presented as a Christmas gift a sack of flour by these good people. If any were overlooked, says Mr. Womble, there is still a sack of flour for them and the omission will be rectified as soon as pointed out.

Ford Doings

BY MISS EDITH MANN There were 122 at Ford Sunday. Rev. Thompson preached to an attentive congregation. The C. W. club met at the school house Friday. Ten members were present. Mrs. Harold Wilson gave a talk on floor coverings. Miss Gunter demonstrated on wallpaper and draperies. Each member received a 1931 year book. Next meeting will be an all day affair with Mrs. J. L. Hight January 16. A covered dish luncheon will be served at noon. Miss Emma Gunter met with the 4-H club girls at the school house Friday afternoon with ten members answering roll call. Sewing emblems on their caps was taught. Next meeting January 16. Mr. and Mrs. Fly and son of Amarillo visited Ford Sunday. Miss Marjorie Bell and Irvin Schmidt of Amarillo visited the Voth home Sunday. Several guests enjoyed a watch party in the Olimer home and after midnight refreshments were served. Mrs. W. M. Schwartz entertained with a party Saturday evening. Clyde Mann has returned from a visit in Oklahoma, accompanied by Virgil Allen. Miss Lottie Funk was here from Vega last week visiting the Mann home. D. S. Larson and family called at the Phipps home near Vega Friday night. Mrs. H. L. Morel is visiting the B. Meeks home near San Jon. Joe and Jas. Garrett returned to Amarillo Sunday. H. L. Morel and J. S. Garrett and family attended singing at Progressive Sunday night. Singing was well attended Sunday night. A number of guests enjoyed a watch party at the Schwartz home Wednesday evening.

Wanted Returns Boot to Owner

As result of a want-ad in the Brand last Thursday, a citizen has a perfectly matched pair of rubber hip boots again. The boot was found five miles west of town and duly advertised. Mrs. Walter Tietzen, who lives 25 miles northwest, came in Saturday and identified the article as belonging to her husband.

We Are Getting Ready to Set the BIG RED HEN!
MONDAY, JANUARY 12
We are always ready to give you the best, and this year all flocks are culled and B. W. D. Bloodtested by a certified A. P. A. judge.
We are one of the thirty certified American Poultry Association Hatcheries in the United States, and the only one in the Panhandle.
Meet Us At the Poultry Show!
Hillside Hatchery and Breeding Farm

PIGGLY WIGGLY
All Over the World
SPECIALS FRIDAY and SATURDAY
LETTUCE... 7c
Nice, firm heads
PEANUT BUTTER... 27c
16-ounce glass, Conova
RICE... 19c
16-ounce glass, Canova
OVALTINE... 43c
Large can, 84c, small
FRUIT CAKES... \$1.30
Two-pound size
OATS... 30c
Mother's, china package
POTTED MEATS... 10c
Three cans
COFFEE... \$1.10
Maxwell House, three-pound can
PLUMS... 44c
Gallon size, green gage
CRACKERS... 28c
Two-pound caddy
LARD... 92c
Compound, 8-pound bucket

Land is the foundation of all wealth. Under the land is the title.
Our Abstracts Correctly Reflect the Title.
A. O. Thompson Abstract Co.
Farm and Ranch Loans, 5 1/2 Per Cent.

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

OPPORTUNITY KNOCKS!

Are You at Home? Drastic Price Reductions Usher In a Great Selling Campaign STARTING FRIDAY, JANUARY 9th at 9 a. m. at THE POPULAR STORE, HEREFORD, TEXAS

This Store Will be Closed all Day Thursday, January 8th TO MARK DOWN PRICES!

Keep your eyes open for the big circular announcement. For the FREE GIFTS, and prices that will remain on your mind for time to come! The First 50 adult persons entering the store Friday morning after the doors open at 9 a. m. sharp will receive A GIFT FREE! NOTE THESE PRICES - THEY ARE JUST A SAMPLE:

Men and Boys
SUITS
One Lot to Close Out

This lot consists of fine cashmere suits for men and young men, values up to \$32.50—modern styles—beautiful patterns. In grays, tans, browns; one and two-button styles; mostly two pants suits—Your Choice During Sale—

\$15.95

Thousands of dollars will be saved our patrons— This is an opportunity to make your money go even farther than it ever did—COME!

Come! Look! Buy!
BARGAINS EVERYWHERE—COME AND SEE

ONE BIG LOT Ladies' fine pure silk chiffon, full fashioned run-stop \$1.75 hose, close out	98c
ONE LOT Men's Fine Silk Hose, plain and fancy, worth 75c; must be sold, sale price	39c
ONE LOT Men's blue Chambray Work Shirts, full cut, Specially Priced	39c
ONE LOT Men's Fine Dress Shirts, Madras and Broadcloth, values to \$3.00; to close out, price	87c
ONE LOT Boys' 220 white back Overalls, sizes 3 to 16 Choice during sale, any size	87c
MEN'S OVERALLS, Powell Brand—Enough Said, Sale Price	\$1.19
ONE LOT Children's Unionalls or play suits, worth \$1.25—to close out at	77c
COATS—Sheep-lined Moleskin, 36-inch Coats, Big Beaverized collars, worth \$6.75. Out they go	\$4.37
COATS—Leather Coats, wool blanket lined, 30 inches long, cheap at \$10.00. To clear them out	\$6.87

ALL WINTER GOODS WILL BE CUT TO SELL—and prices are being cut on the entire stock. You must come and benefit by this sale.

Overcoats
1-2 off

A drastic cut in price for such new goods of high quality BUT THEY MUST GO!

\$19.75, priced to sell ..	\$9.85
\$24.50 Coats, sales price	\$12.25
\$28.75 Values, sale price	\$14.35
\$12.50 Boys Coats	\$6.25
\$7.50 Boys' Coats	\$3.75
\$5.75 Boys' Coats	\$2.85

DON'T MISS THIS SALE!



SALE STARTS
FRIDAY AT 9:00 A. M.
and will run for 10 days.
Save Money by Attending!

Even the newer, lower prices of Merchandise are being met with drastic price reductions, as we want to reduce our stock!

HEREFORD **THE POPULAR STORE** TEXAS

SEE
Big Circular for more detailed information. Your wants satisfied at low prices. COME!

Northwest News
By MRS. M. L. STRADER

Northwest, Jan. 2.—Mr. and Mrs. B. M. Wright and daughters, Velma and Reva, attended the Christmas tree at Adrian.

Mrs. F. D. Ferguson called in the Z. J. Steen home Monday.

Mr. and Mrs. J. G. Fortenberry and children spent Christmas day in the N. O. Phillips home.

Mr. Wright of Hereford spent Christmas day in the Wright home here.

Mr. and Mrs. F. D. Ferguson and children and Lonnie Williams made a business trip to Hereford Friday.

Z. J. Steen returned to his home at Haskell to spend the holidays with his parents.

C. T. Ruse, Milton and Ethel called in the Steen home Wednesday.

Miss Velma Wright was in Adrian Friday.

Frank and David Strader visited in the J. G. Fortenberry home Tuesday.

Z. J. Steen was in Hereford on business Wednesday.

Mr. and Mrs. F. D. Ferguson and children and Lonnie Williams, Mrs. M. L. Strader and children were in Adrian Friday.

Mrs. J. G. Fortenberry enjoyed a short visit from her sister and husband, Mr. and Mrs. Barlow of Perryton.

George Wilkinson of Wichita, Kansas, is visiting in the M. L. Strader home.

Mr. and Mrs. J. G. Fortenberry enjoyed a short visit from their daughter, Christina, who is spending the winter in Perryton.

Mrs. M. L. Strader and sons, Franklin David and John, took Christmas dinner in the F. D. Ferguson home.

Misses Catherine and Margaret Steen, teachers of Bippus school, who spent the holidays with relatives at Happy, Canyon and Plainview, returned home Saturday.

Miss Kerby of Tulsa is spending her holidays with home folks.

Mrs. Charlie Hoover spent Christmas day in the Steen home.

Z. J. Steen made a business trip to Adrian Monday.

On account of bad weather we had no Sunday school Sunday.

Wyche Items
MRS. L. P. PERKINS

The club will meet with Mrs. Thiele January 13, Tuesday.

Mr. and Mrs. G. E. Thiele and Albert Thiele and G. Perkins and son ate New Year's dinner in the L. P. Perkins home.

Mr. and Mrs. C. V. Burgess and family visited relatives at Summerfield Sunday.

Mr. and Mrs. R. W. Elliston and family returned from a trip to Illinois last Friday.

Mr. and Mrs. Cook called in the L. P. Perkins home Wednesday.

L. P. Perkins has been sick the past week.

Mr. and Mrs. Cook, Head and Thiele ate dinner in the Ott home

Monday of last week.

Mr. Finch and son of Crosbyton spent Tuesday night in the Ott home.

L. P. Perkins and family visited the Young home Friday night.

A. E. Edwards has been on the sick list.

Mr. and Mrs. Ward spent Christmas day with Lubbock relatives.

Mr. and Mrs. Martin Gentry of Paducah spent the holidays here with Mrs. Tommie Lee, a sister.

Messrs. Lee and Gentry killed a six foot, seven inch eagle recently.

C. V. Burgess and family visited the Reed home at Summerfield on Christmas day.

School re-opened December 27 with about 100 present.

Misses Priddy and Smith have returned and report an enjoyable vacation.

L. P. Perkins and family spent Christmas in the P. C. Short home at Hereford.

Mrs. Cook was on the sick list last week.

Mr. and Mrs. Lasure visited in the Ott home Tuesday evening.

The honor roll, first grade: Dorothy Perkins, Dora Lee Burges; fifth grade, Buster Brady.

Mr. and Mrs. Ira Ott went to Amarillo Saturday. Mrs. Barnhart an aunt, returning with them for a visit.

C. V. Burgess called on L. P. Perkins Sunday.

Anna Hausman went to Amarillo one day last week.

P. G. Perkins, Jr., called in the L. P. Perkins home Sunday.

Guilford Miller
Makes Unusual
College Record

Canyon, Jan. 6.—Guilford Miller, a graduate of the Hereford high school, is one of two members of the freshman class at the W. T. S. T. C. to make a straight "A" record in his first quarter of college work.

"A's" are unusual grades on the cards of freshmen and to make five of them is to become a distinguished member of the class. It is considered a high compliment to the Hereford high school that one of its graduates made this fine record, which would have been impossible had the boy's high school foundation been less thorough that it was. His success is a high tribute to Superintendent C. H. Dilchay and his corps of teachers.

New Agent for Castro.

Ditmilt, Jan. 6.—W. C. Hale, for five years agent for Young county, has arrived to take up his duties as county agent of Castro county. He succeeds A. C. Magee, who has been appointed head of the farm management department, agricultural extension work, with headquarters at Lubbock.

Martha Nell Euton has been at home for the holidays.

Mr. and Mrs. Young spent Christmas in Hereford with their daughter, Mrs. Jack Grady.

Relatives from Texola and Shamrock spent Christmas in the Noah Ewton home.

Mrs. J. M. Willford of Anson spent the holidays with Mr. and Mrs. Thomas Lee.

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. 1855, 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.

Brand Want Ads Pay Good Dividends!

PLENTY OF
COD LIVER OIL
17 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% mineral 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

Hereford, Texas,
January 1, 1931.

Dear Member:

The regular annual meeting of the stockholders of the Consumers Fuel Association of Hereford, Texas, will be held in the Court House in the District Court room on Monday, January 12, at 2:00 p. m.

All members are earnestly requested to be present because of the important business that will be transacted.

RAY L. JOHNSON, Secretary.

Progressive News

BY MISS OLIVE PERKINS

Mr. and Mrs. Jeff Roberson and Mrs. J. E. Saylor, of Armona, Cal., are visiting their son, Raymond, and other relatives. They intend to locate in Hereford. Miss Madge and Agnes returned to their school duties at Fort Sumner, N. M., after spending the holidays with their parents, Mr. and Mrs. Ed Childree. Lois Park spent Saturday night with Katherine Hershey. The community boys play the school basketball team Friday. Ira Jeanne and Glenn Ricketts visited their grand parents in Hereford Saturday and Sunday. Mr. and Mrs. Park, Lois and Ruth visited the J. E. Henry home in Hereford Sunday. Mmes. C. P. and Jess Caldwell and Eunice called on Mrs. W. C. Russell Monday. Arch Dougherty and family were guests in the Kibbe home Sunday. Mrs. Jess Caldwell spent the week end in Canyon. Messrs. and Mmes. J. E. and Raymond Saylor called in the C. Green home Sunday. Elizabeth Bowman spent the week end with Eunice Caldwell. Anita Jowell visited Mrs. Clyde Russell Saturday night. Lucille Park visited Louise Hunter Sunday. Mr. and Mrs. Jim Ricketts visited her parents Sunday. Mr. and Mrs. Caldwell and Eunice called in the Bowman home Sunday afternoon. Mr. and Mrs. Ira Ricketts visited his parents Sunday. Jim Park and Ray Hershey, and Lois Park were in Amarillo Friday. Mrs. Cecil Hodges and daughter

Ward News Notes

BY MRS. WILEY ROBERSON

The W. W. club met Tuesday with Mrs. C. T. Kibbe. After quilting awhile, business was taken up. Mrs. Bob Higgins was re-elected president, Mrs. R. J. Kibbe vice president, Mrs. Jim Lipscomb secretary, Mrs. Wiley Roberson parliamentarian. The year's work was talked over and refreshments served. Next meeting with Mrs. R. J. Kibbe January 20. Mr. and Mrs. C. E. Turner of Amarillo visited the C. T. Kibbe home Friday. Mrs. Geo. Rogers and children returned Saturday from a visit in Rush Springs, Oklahoma. Mr. and Mrs. Crutchfield spent last week in White Deer. Mr. and Mrs. Roy Gough took supper in the Jim Lipscomb home Monday. Bob Higgins and family, G. M. Suggs and family ate New Year's dinner in the Jim Lipscomb home. Rev. Harper and son spent Sunday in the W. R. Harrison home. Miss Lilla Mae Smith, Hereford, taught Dean school last week during illness of Miss Brunson. Mont Baker and family, Messrs. and Mmes. Glen Weir and Frank Richards, Hereford, visited the Geo. Lewis home Thursday night. Glenn, Sam and Shade Ratcliff ate supper in the Caraway home Thursday evening. Mr. and Mrs. Jim Higgins visited in the Bob Higgins home Monday. Rev. Kuykendall was a Sunday dinner guest in the Jack Hutson home. Mr. and Mrs. McKinzie and family moved last week to Abernathy to make their home. Adam Flowers and wife, Summerfield visited Mrs. Ratcliff Sunday. Wiley Roberson and family took New Year's dinner with Mr. and Mrs. Dick Dixon of Hereford. Miss Sue Vaughn of Westway spent last week with Gladys Lewis. Miss Brunson returned Sunday from her home in Claude to resume school work. A ten-pound boy was born to the Rushings Friday. Lynn Powelson and family spent New Year's in the Harrison home. Mrs. James and son spent the week-end in Lubbock. Rev. Boyer and family visited the W. K. Harrison home Sunday. Jimmie Harrison and family afternoon at the school house. Mr. and Mrs. C. C. Hunter were in Hereford Monday. Rev. Gaines will preach here Sunday. The ladies' club meets Friday

Jumbo News

BY EDNA HALL

Mr. and Mrs. Albert Schofield and son visited the Gilliam home Sunday. J. W. Berry and wife, John Hall, wife and son, and W. F. Hall and daughter visited the M. L. Hardy home Tuesday. Miss Ora Martin visited in Hereford this week. Mrs. Bug of Amarillo visited her father, Mr. Kring, Sunday. Mr. and Mrs. DuBois Walker and sons were guests of Mr. and Mrs. L. E. Beck Sunday. Mrs. Ovid Pinkert visited her mother, Mrs. Hines, Saturday. Mr. and Mrs. F. L. Pinkert and children, Mr. and Mrs. John Hall and son and Mr. and Mrs. Perry Graham and daughter and Mr. and Mrs. W. L. Hall visited Mr. and Mrs. M. L. Hardy Sunday. Bill Hacker visited in the Baggett home Sunday. Mr. and Mrs. Clem Maples visited in the home of her mother last Sunday. Mrs. J. J. Wilder spent Friday afternoon with Mrs. L. E. Beck. Mrs. Henry Ford, Matador, spent part of the week with Mrs. Ullman Hunter. Mmes. Ullman Hunter and Albert Schofield were in Dimmitt Saturday. Misses Freeman and Jacobsen have returned to their school here after the holidays at home. Rev. Peters and family ate supper in the Beck home recently. S. M. Nunn, Canadian, visited the Sam Hunter home last week. Finis Hunter and wife ate Sunday dinner in the Ullman Hunter home. The ladies' club meets Friday

CAGE COACHES MAY GET NEW RULES AT LUBBOCK

Lubbock, Jan. 6.—Plans are being made for a conference at the Texas Technological College January 10, of all West Texas coaches and officials of boys and girls basketball in colleges and high schools. Coaches of the rural schools as well as city schools are invited. The West Texas meeting will afford coaches in this section to get the latest rulings on basketball in the event they were unable to attend the Dallas meeting. This meeting will likewise afford coaches an opportunity to make schedules if their schedules are not complete at that time. Miss Johnny Gikerson attended the Texas Athletic Conference of College Women at Belton November 20, 21 and 22. She will be in position to pass to directors of girls' athletics many valuable suggestions that were made at this conference. Volley ball, tennis and other sports as well as basketball will be discussed in this group session. The meeting will be held at the Tech Gym.

Miller Moves News Stand

Change of location of the Theatre News stand was effected Friday evening by J. A. Miller when he purchased the news stand and agency of Chas. Sowell and consolidated the two in the building occupied by Whitehead & Beene barber shop. The present location has been a center for many years for distribution of newspapers and confections and Mr. Miller plans on rebuilding the business and maintaining a real headquarters for this kind of service. spent Sunday in the W. R. Harrison home. Mr. and Mrs. Morman and two children have moved to our community. Mr. and Mrs. Jim Lipscomb were Sunday dinner guests in the home of Mr. and Mrs. George Rogers. Mrs. Dean called on Mrs. B. F. Fulkerson Monday. Glenn Rutherford and family took dinner with the Kibbes Tuesday. Jim Lipscomb and wife visited the Jim Higgins family Saturday night. D. O. Williams was in Abernathy first of the week. Bob Higgins and family and George Suggs visited the Jim Higgins home Sunday evening. Keith Kibbe spent Christmas with his grandparents, Mr. and Mrs. W. A. Dougherty near Grady, New Mexico.

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: "160 acres of land out of Capitol League No. 380 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 60-63, these lands situated in Deaf Smith County." And as part payment therefor 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 ex-

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 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 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

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

Kidney Acids Break Sleep 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 through system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tex) today, under the Iron-Clad Guarantee. Must quickly ally these conditions, improve restful sleep and energy, or money back. Only 60c at CORNER DRUG STORE

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 J. J. BUCKNER Phone 313 Fix-It Shop All kinds of Furniture Re-paired. J. J. BUCKNER Phone 313 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 DR. G. W. HEARD DENTIST Over Corner Drug Store Office Phone 234 Residence Phone 276

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 885

DEAF SMITH COUNTY ABSTRACT CO., Inc. Office In the Court House G. P. McCOLLOUGH, Manager ABSTRACTS LOANS

A FEDERAL FARM LOAN Is the Best Loan Contract On Real Estate 1. Lower rate of interest. 2. Liberal pre-payment privileges. 3. Easy to get large tracts segregated into smaller loans. 4. Easy to obtain a release of part of the security. 5. Reasonable loan values approved. A. O. THOMPSON, Secretary-Treasurer. Our Abstracts Correctly Reflect the Records. A. O. Thompson Abstract Co. Hereford Texas

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 Oils. Phone 206 when you run out of gas or have a punctured tire on the road.

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

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

Any Rattlesnakes In Your Home? Rubber hose, or any other flexible connection, is as dangerous as rattlesnakes. It is likely at any time to become leaky, or disconnected, with resultant injury to health and property. Because of its lack of durability and the ease with which it may become leaky or disconnected, rubber hose, or other flexible material, should never be used for connecting gas stoves, or other gas-burning appliances. A three-eighths inch iron pipe connection is the safest and most efficient connection for the ordinary room heater. Have your plumber replace rubber hose and other flexible gas connections in your home, with iron pipe. DO IT NOW. This advertisement is not written for the purpose of giving alarm, but is written in the hope that consumers of the West Texas Gas Company may use an ideal fuel with the greatest possible degree of safety and security. Natural gas, when properly used, not only is a safe fuel, but it also is the cleanest, most efficient and economical fuel in existence. The Service Department of the West Texas Gas Company is constantly available to help you with your gas problems. Its advice and assistance are free. West Texas Gas Company



Did You Ever Stop and Think? Corner Drug Store

How often you have called your pharmacist out of bed at night and how gladly he responded! It was not the sale which interested him—it was a part of his service to humanity. How would you like to live in a community without a pharmacist?

We Have a Registered Pharmacist on Duty at All Hours

The Rexall Store

(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

Misses Maybelle and Patty Ruth Hamm of Plainview spent the last week end with their sister here, Mrs. R. O. Douglass.

To get a savory sugar cure on your home killed meats use Figaro Meat Salt. West Texas Feed & Seed Co. 52-1c

F. A. Mills spent last week end in Dallas on his vacation. Mr. Mills is bookkeeper with the M. D. Womble implement company.

Brunswick Heavy Duty 6-ply 5.50 x 19, \$13.35, and it is insured. 52-1c

Mr. and Mrs. W. A. Burrows of Amarillo, Mr. and Mrs. E. L. Keith and little son, Wayne, of Borger spent a few days with their parents, Mr. and Mrs. B. F. Barnes, and all took Christmas dinner with Mr. and Mrs. John B. Davis of Summerfield.

We recommend Michigan meat salt for dry salt curing of meats. West Texas Feed & Seed Company. 52-1c

Mrs. Sam Steele and daughter, Ann, returned to their ranch home at Fort Sumner Saturday, accompanying the husband, who returned over the week end for them. Little Ann contracted the measles while here for the holidays, and the visit with homefolks was prolonged until she was able to make the trip home.

Frank Ball's drive-it-yourself car is equipped with Brunswick Super-Service tires and Air-East tubes. RICE sold them to him. 52-1c

Mrs. Rex Tynes and Mrs. R. E. Kessie returned last Thursday from

a short visit in Lubbock. Miss Ruth Kessie, who had been spending a part of the holidays there with relatives, came home with her mother.

Brunswick tires are insured against road accidents at no extra cost; usually less. 52-1c

A. W. Gregg returned home last Sunday after a visit with his daughter, Mrs. Joe Beyer, Jr., in Hutchinson, Kansas.

We endeavor to make RICE'S Instant Tire Service mean just that. 52-1c

Ardelle George Resumes Work.

On Friday, January 9, Mrs. George will take up her work at the home of Mr. and Mrs. J. E. Beyer, 406 McKinley. Only a very limited number of pupils will be taken. Lesson period reservations may be had by phoning 377. 51-1c

5.00 x 19 Brunswick, 6-ply heavy duty tire, \$10.95 at RICE'S. 1c

Warren Visits In Territory.

David M. Warren, general manager of the Nunn-Warren publications, was in Hereford Monday and Tuesday and in Dimmitt, Friona and Clovis other days of the week working with local officers of the company.

We keep our jack stock right up to the minute. At RICE'S. 1c

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

City Directory Gives Hereford 3875 Population

In order to keep late Hereford information available to people in the South Plains, the chamber of commerce, through its president, Jas. P. Slaton, has mailed out 20 or more new city directories to chambers of commerce offices in as many towns.

The directory, which includes a count of all suburban people who are really Hereford citizens but do not reside within the corporate limits, gives the town a population of 3875.

"We think it will be worth while to have these directories on file in South Plains cities, as prospective settlers and those looking for good locations for some new industry may check over the information contained and be sufficiently interested to make further inquiry, either by letter or a visit here," said Judge Slaton.

Brunswick heavy duty, 6-ply 4.50 x 20 tires, \$8.45, and insured at no extra cost. At RICE'S. 1c

Card of Thanks.

We most sincerely thank our friends who were so kind and helpful during the illness and death of our father and brother, R. C. Hamilton. Especially do we acknowledge the spirit shown and the help rendered by Dr. G. F. LeGrand, E. B. Black funeral home and directors, the cemetery association, Miss Nell Hall, County Judge Earl W. Wilson and commissioners, and Mr. and Mrs. D. L. Rutter. May richest blessings come to them.

Annie Lee Hamilton.
Mr. and Mrs. S. A. Carr,
52-1p Henrietta, Texas.

REV. JONES TALKS ON UNCONSCIOUS INFLUENCE

Rev. Jones of Iowa, but temporarily in Amarillo for the winter, preached an excellent sermon at the First Christian church here Sunday morning. In the absence of the pastor, Rev. J. W. Boultinghouse, who was filling the pulpit in Duncan, Okla.

Rev. Jones' subject was "Our unconscious influence," in which he emphasized the value of attending every church service; without regard to the whyfore or the help it might give the churchgoer, the unconscious influence exerted upon others through faithful attendance would be tremendous.

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

Hromas Home from Trip.

W. C. Hromas, local contractor, returned Monday night from a two-weeks visit with relatives in Moran, Callahan county, and in Hamilton county. On his trip down he drove through snow to Snyder, and he reported hard roads to negotiate on his return, due to a heavy snow below the caprock and on the Plains, with the exception of the strip between Littlefield and Slaton.

City and Black Join In Paving Alley 75 Feet

A portion of the alley between Main street and Sampson in the second block adjacent to the E. B. Black funeral home on the west, has been paved, with the city and E. B. Black company sharing the expense. The paving and drainage covers the 20-foot alley for a depth of 75 feet north from East Second street.

Cloyds Return.

Rev. and Mrs. V. M. Cloyd and two sons returned Monday from Abilene where they had been called to the bedside of Mrs. Cloyd's father, Rev. M. A. Quinlan, who was in care of the Baptist hospital and who was in a critical condition. Rev. Quinlan lives at Winters and was taken to the Abilene hospital for special care. He was considerably improved Monday.

Prodigy Returns



Fresh from his triumphs in Europe, where he appeared as soloist with leading orchestras, Yehudi Menuhin, violin prodigy of San Francisco, is shown above as he arrived in New York. Yehudi, only 13, owns a \$10,000 violin.

Snow to South Saturday Night Softens Roads

Hardly had the three-inch snow of the previous Saturday been melted when another thin white layer in this immediate vicinity fell some time last Saturday night. A warm sun over Sunday soon converted the snow into moisture.

The fall was much heavier to the south. There were about four inches between Tulla and Dimmitt, according to L. A. Ray, who made the trip over the road Sunday afternoon, requiring over four hours to travel the 30 miles. It was still heavier west of Dimmitt and south of Hereford as far as Amberst. One traveler reported snow a foot deep in places.

This is the third heavy snow within three weeks for the territory beginning about seven miles south.

FORMER HEREFORD GIRL WINS K. C. STAR PRIZE

Awarding of ninth prize, \$10 in cash, has been made by the Kansas City Star to Mrs. E. U. Johnson, niece of Mrs. T. N. Helfner of Hereford, in its Giftland Contest. There were 12,000 contestants. Mrs. Johnson was formerly Miss Mildred Cross of Hereford, but she now lives in Mexico, Missouri. She graduated in high school here in 1922 and finished in Missouri Valley College in 1926. She married E. U. Johnson in 1926.

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

FARLEY TIRE SHOP SAYS RUBBER INDUSTRY IMPROVES

The coming year will show an improvement in the rubber industry, according to Hayden Atchison for the Cal Farley tire shop, who has just received a statement of anticipation for 1931 from J. D. Tew, president of the B. F. Goodrich tire company.

Concerning the past year and the outlook for coming months, the Goodrich president says in part: "The rubber industry, like most other industries, has suffered severely as the world trade depression has increased in intensity throughout 1930. Volume has contracted sharply and a competition

has gone beyond economic bounds while our main raw materials, rubber and cotton, have declined to levels well below cost of production. We anticipate gradually improving world trade through 1931 and the rubber industry can look forward to materially better operating conditions during coming months."

Brother Buried at Henrietta

Dr. J. W. Hicks returned Thursday and W. E. Hicks Friday from the funeral of E. H. Hicks, a brother, who died recently in Wichita Falls. Mr. Hicks was buried at Henrietta, his home.

S-E-R-V-I-C-E

My "Drive It Yourself" Service Car

Is a busy automobile. WHY? A car in the pink of condition, with new tires, puncture-proof tubes, heater and prestone in the radiator. Not a thing to worry about. Just get in and go. The big thing, though, is the charge—you can drive this car all day or all week for only FIVE cents per mile with only a small hourly charge. Give me a ring at 430 or 216.

Yours for Service,

W. F. Ball

STAR THEATRE

HEREFORD, TEXAS

Last Times Today THURSDAY, JANUARY 8

The Great Character Actor **WALTER HUSTON** in **"Virtuous Sin"**

Friday Only JANUARY 9

CHARLES FARRELL and MAURINE O'SULLIVAN in One of the Funniest Comedies Ever Made!

"Princess and Plumber"

Saturday Only JANUARY 10

Matinee and Night



Monday and Tuesday

JANUARY 12 AND 13

FREDRIC MARCH and CLAUDETTE COLBERT in

"Manslaughter"
A Paramount Picture

Coming Monday and Tuesday

JANUARY 19-20

RICHARD BARTHELMESS in **"The Dawn Patrol"**
Watch for It!

U. B. Thrifty says



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

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

He had SOME wheat but he didn't bet all he had on it, therefore he is neither "broke" nor worried.

Our bank will loan money to any reliable man who will adopt the principles of diversified farming.

Western National Bank

Those Who Buy Used Cars Now Save Money—

We have never before seen an equal measure of value per dollar of price as now exists in the used car market. There is no apparent uncertainty about a near future upswing in used car prices. You can buy here at these very low prices confident of the fact that regardless of price we assure real investment value in every used car we sell. In all the time that we have been selling automobiles we have never seen high grade used cars offered at the low prices that prevail today. Here are only a few:

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.

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.

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.

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.

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.

Yours For Sales and Service

Brumley Chevrolet Co.

Incorporated

"A Reliable Institution"

Phone 216.