

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 17.

The Hereford Brand, Hereford, Texas, Thursday, May 5, 1932.

Five Cents Per Copy.

Chamber of Commerce Dinner Sponsors Loyalty

City Commissioners Inaugurated Monday

Old and New City Dads, Firemen, Lions and Other Clubs Honored.

The formal inauguration into office of the new city commission, with E. B. Black as mayor, and J. D. Buchanan and N. E. Gass as members, was duly observed at the city hall Monday morning, they without great ceremony taking up the reins of Hereford's city government laid down by former Mayor E. S. Ireland and Commissioners J. O. Newell and C. H. Dyar, after a service of eight years for the city.

A number of changes were made in the city affairs by the new board. E. Hales, night watchman, and Charlie Boyd, marshal, were released from city employment. Ed Curtisinger was hired as night watchman. No one was employed to take the place of marshal, the commissioners wishing to take more time for deliberation before selecting one, other city employees taking care of the duties of that office for the time being.

All other city employees were retained, but salary reductions were in order, the aggregate of the savings effected thereby to the city amounting to over \$2400 a year. This movement by the new board was but the putting into practice a contemplated reduction the former commissioners had in mind, but had not done because of the nearness of the expiration of their terms.

Mayor E. B. Black, in commenting on the work before the new administration, said Wednesday that more economic adjustments relative to tax matters and other civic and city affairs are under advisement, the members studying and learning more of the various situations, of which the people may expect definite announcements at a later date.

Central School Annual Field Day Tomorrow

The annual fair and track meet of the Central ward school will be held tomorrow (Friday) in a program to begin at 9:00 o'clock and will last until the final athletic event in the afternoon. Miss Edith Shields, principal, announces a full day of events, a good time and plenty of fun for everybody with a cordial invitation to the parents and patrons to be present for the occasion.

Arithmetic and spelling contests will open the day's proceedings, and will be conducted between the lower and higher sections of the different grades. Representative specimens of the school work will be on exhibition and visitors will be at liberty to pass through the building and view them.

At 11 o'clock all will pass to the school campus for a flag drill by the school children, accompanied by a salute to the flag in unison and the singing of America. Immediately following this the track events of the day will begin with an hour's intermission at the noon hour.

These events will consist of dashes for both boys and girls of all ages, potato races, sack races, three-legged races, relay races, high jumps and broad jumps. The track meet will be supervised and conducted by the high school boys, whose assistance in this work each year has been very able and which contributes much each time to the success of the day.

Club Members Attend Meeting At Canadian

The board of directors of the Seventh District Federated clubs in annual session at Canadian last week accepted the invitation of the city of Hereford to meet here next year. It is a signal victory for the local delegates who went to the convention armed with telegrams and letters of invitation from the various civic and social clubs of the city. It will mean between 200 and 300 visitors for a three-day session about this time next year. Beside the representation by the delegates from here, Mayor E. S. Ireland, in the name of the city, the Music Study Club, the American Legion, the Lions Club and Mrs. Nettie Price Slaton sent special invitations for the convention to come to Hereford.

Despite the rainy weather of the middle of last week nearly 200 attended the district meeting. Six went from here, Mrs. F. M. Kester of the Pioneer Club; Mrs. Grace F. Guthrie, chairman of the Indian Welfare work in this district; Mrs. E. W. Harrison, of the Bay View Club; Mrs. Bob Wilson, of the Deaf Smith County Federated Council; Mrs. P. H. Gilliland, of the Westway Community Demonstration Club, and Mrs. Claude Ricketts, as a visitor from the Bay View Club. Each of the delegates gave a report of the activities of her respective club during the past year.

In addition, Mrs. Guthrie served as substitute on Wednesday evening's Fine Arts Program, taking the place of Fern Cabot Dysart of Wildorado, and giving a number of her own poems in a charming way that won the hearts of her hearers, and filling the attendants from Hereford with pride for the just praise accorded her. Mrs. Guthrie, in her report of the Indian Welfare, gave an exhibition of the baskets woven by the Indians of Polk County, that is described as one of the most interesting events of the convention.

The bringing of the Seventh District convention to Hereford next year will tax the hospitality and cooperative spirit of all citizens. It will draw more attention to the city from over the Panhandle than any other event so far scheduled for 1933. It will be a pleasure to receive these guests and the city can with pride show them the excellent community equipment here in the way of schools, churches, parks, library and the various other civic advantages.

FISHING SEASON OPENED LAST SUNDAY MORNING

The season for game fishing opened in Texas Sunday, and local anglers have been diligently pursuing the elusive bass along the Tierra Blanca this week. A number of excellent catches have been reported, but no extra big ones have been brought in.

HIGHWAY 60 OFFICIALS VISIT HEREFORD FRIENDS

Harry H. McClintock and E. L. George, of Bartlesville, Oklahoma, visited with L. Baskin one day last week. Mr. McClintock is national president of Highway No. 60, running from Norfolk, Virginia, to Los Angeles, a distance of 3200 miles all over highway No. 60. Mr. George is secretary of the organization.

Mr. McClintock and Mr. Baskin are boyhood friends.

CHARLES DONALD CHOSEN FOREMAN OF GRAND JURY OF FEDERAL COURT

Charles Donald, cattleman and rancher of Hereford, was this week chosen foreman of the federal grand jury of federal district court in session in Amarillo. W. S. Kerr, of the Kerr Implement Co. here, is also a member of the grand jury.

Federal petit jurors from Hereford include H. R. Seed, G. C. Hartman, J. H. Brooks and Bob Allison.

Golfers Defeat Vega Easily; Plainview Next

The Vega golf club came down Sunday to try the local sharpshooters and Tierra Blanca creek with the Scottish pastime, and went home very much the worse for wear. Hereford took 14 of the 15 matches played, Mack Pittman being the only local golfer to lose. It is too bad it wasn't Plainview here Sunday, for Hereford was going good and it is believed the league champions of last year would have received a warm reception.

Plainview will be here next Sunday, May 8, and the match is expected to be the hardest the local team will face on their home links this year. The best they could do last year was an even break when Plainview came over, and they surely want to do better than that next Sunday.

BARNARD HICKS IMPROVES FROM APPENDIX OPERATION

Barnard Hicks, partner in the West Texas Feed & Seed Company, was operated on for appendicitis Saturday evening at the Deaf Smith County Hospital and is reported convalescing splendidly.

Jack Wright, his partner, is just regaining his former strength from an operation for appendicitis performed several months ago.

Judge Carl Gilliland Calls City - School Tax Meeting

To the Taxpayers of Hereford Independent School District and the City of Hereford:

The following facts and figures will convince you that the policies of our governments in expending tax money are rapidly leading us to the precipice of financial ruin:

In 1913, compared with the present, our public debt was a trifle. Our present National debt, including soldier bonus, is \$21,400,000,000 and the indebtedness of all our states (including taxing subdivisions) is about \$41,000,000,000.

In 1913 our national budget was \$658,000,000, \$452,000,000 of which retired bonds and interest, the balance, \$216,000,000, paid the running expense of government. The 1923 national budget is \$5,500,000,000, of which about \$300,000,000 will pay interest on indebtedness, and the balance, \$4,700,000,000, used to run the government—25 times as much.

In 1913 it cost to run all states and their taxing subdivisions, \$2,501,000,000, the costs are now \$8,000,000,000—3.1 times as much. The indebtedness of our school district in 1913 was \$25,000, is

MISS HEREFORD



WILMA JO JONES

The charming and vivacious daughter of Mr. and Mrs. A. M. Jones, Miss Wilma Jo, 504 East Fifth Street, was the choice of the three judges for the title of Miss Hereford in the beauty contest conducted by the Star theatre last week. Misses Zelma Ruth Shore and Bettye Miller were chosen as her maids in waiting by virtue of being second and third choices for honor.

Beauty Contest Honors Go To Wilma Jo Jones

The Beauty Show staged by the Star theatre Thursday evening of last week drew a good crowd and developed much enthusiasm. Merchants sponsored young ladies of the community to appear as their candidates for the honor, and 30 made the parade before the delighted audience and three out-of-town judges.

Gradual elimination of the contestants brought the judges down to six, Misses Zelma Ruth Shore, Virginia Maddox, Dora McCord, Bettye Miller, Marilyn Jowell and Wilma Jo Jones, for a final decision, from which was then selected Miss Jones as first place winner, Miss Shore as second place winner, and Miss Miller as third.

A silver loving cup, engraved, "Miss Hereford, 1932," was presented Wilma Jo by the theatre; Zelma Ruth and Bettye receiving the honor of being ladies in waiting upon her.

WHEAT GROWERS WILL HOLD PUBLIC MEETING FRIDAY

The Texas Wheat Growers' Association will have a representative of the Farmers' National Grain Corporation in Hereford for an address to an audience in the court house at 8:00 p. m. tomorrow (Friday) May 6.

The meeting is the outgrowth of an organization meeting held here several weeks ago, and the subject matter to be brought to farmers and their friends tomorrow evening relates to cooperative marketing and its association with the Farmer's National Grain Corporation.

Senior Play Well Received By Audience

Those who were fortunate enough to attend the annual presentation of a play by the Hereford high school seniors this year enjoyed a real treat.

"Meet Uncle Sally" was the play this year, given last Friday evening in the high school auditorium by a well trained and capable cast. Each character was well played, drawing applause for each one as well as for the entire company.

It would be hard to select the parts played best except that as in all plays, some parts are better than others. Undoubtedly had the parts been reversed other characters would have done as well, for they were excellently coached, spoke distinctly, and each one entered wholeheartedly into the part assigned them, making the entire production most enjoyable.

Special mention must be made of Zelma Ruth Shore and James Cloyd for the characterizations they gave, both very difficult but well executed, followed closely by the work of Martha White.

HOWARD MOREL STILL IN CRITICAL CONDITION

Howard Morel, farmer from northwest of Hereford who last week fell from the windmill tower at his home and dangerously injured his spine, is still very low at the home of his son-in-law, Edgar Sowell, here in town. X-ray pictures reveal the possibility of a spinal fracture, and he has been paralyzed below his hips since the accident. Developments during the past week indicate there may also be internal injuries.

FIRE DESTROYS INTERIOR A. H. ELLISTON PROPERTY

Fire of undetermined origin destroyed the furniture and interior finishing of one of the three stucco rent houses, belonging to A. H. Elliston on 25-Mile Avenue in North Hereford, early Tuesday morning.

Remember, the day is Monday, May 9, and the hour is 7:30 o'clock p. m. Notify all of your friends who are tax payers in these taxing subdivisions, of the meeting and invite all of them to attend—and you attend. Truly, CARL GILLILAND.

School Band Leaves Soon On New Mexico Trip

Hereford high school band will take a trip soon after the close of the term that should long be a most pleasant memory for the members and those who are fortunate enough to accompany them. A 1200 mile trip will be made through the scenic and picturesque parts of New Mexico in 11 days, 31 players and nine adults making the tour. Director Ralph Smith says it will be a great time.

The party will leave here early May 25, arriving in Roswell and playing a concert that afternoon. That evening they will be guests of Roswell city. From there they will go to the beautiful Big Bend for a two day concert and visit on the 26th and 27th.

Leaving there early May 28, the band will stop for a concert at Mesquero, Indian reservation headquarters, and on to Alamogordo where it will be tendered a big reception and escorted out to the White Sands for a community supper and outdoor picnic and evening concert.

On to Socorro the next day for an afternoon concert, from there on May 30 to Albuquerque, where another city reception and program of music is expected. Starting toward home the next day, they stop at picturesque old Santa Fe for an afternoon concert on the plaza. The following day is an open date, June 1, and if a side trip and program is not arranged for by that time the members will enjoy an outing in the nearby mountains.

June 2 will find the band coming to Las Vegas for a concert, from there to Tucuman for play on the 3rd, and June 4th will find them back home again in Hereford.

Each place to be visited has promised free camp ground quarters to the band and several have made preparations for public receptions and festivities in its honor. The food and camp activities of the trip will be carefully arranged, all meals being planned in advance, the full group to be divided into squads to take regular turns at kitchen police, to look after all cooking, feeding and camp activities while in charge.

HOWARD MOREL STILL IN CRITICAL CONDITION

Howard Morel, farmer from northwest of Hereford who last week fell from the windmill tower at his home and dangerously injured his spine, is still very low at the home of his son-in-law, Edgar Sowell, here in town. X-ray pictures reveal the possibility of a spinal fracture, and he has been paralyzed below his hips since the accident. Developments during the past week indicate there may also be internal injuries.

FIRE DESTROYS INTERIOR A. H. ELLISTON PROPERTY

Fire of undetermined origin destroyed the furniture and interior finishing of one of the three stucco rent houses, belonging to A. H. Elliston on 25-Mile Avenue in North Hereford, early Tuesday morning.

Mr. and Mrs. B. J. Mecaskey, now of Bard, New Mexico, but former citizens of Deaf Smith county, were visiting old friends here Wednesday, while in Hereford calling to see their old neighbor, Howard Morel.

Little Ceremony, But Much Action Attends Transfer of Authority.

The chamber of commerce dinner served by the Baptist ladies in the spacious basement of their church Tuesday evening of this week was typical of the community in every way, the music, the jollity, the program, the enthusiasm, responses, and good fellowship manifested everywhere. Over 300 partook of the bounty of the occasion and only those who were present can ever know the sparkling humor and genuine enjoyment for everybody present that evening.

W. E. Dameron, president, and his corps of program workers certainly deserve the highest of praise for the pleasure afforded. The whole thing was handled as only a Hereford community project can be handled, wholeheartedly, with the cooperation of every contributing influence to make of the occasion the success it deserved.

When the crowd assembled at 8:00 o'clock in the church auditorium it was evident the seating of the dining room would be taxed. An orchestra of Mr. and Mrs. Criss Renfro, Ralph and Bill Smith, Pack London and Robert Wharton played entertaining music while the crowd gathered, then passed into the dining room to play a march for the diners' procession to the loaded tables. Enscenced in its new position, the Just Kids Orchestra joined the adult group and filled the diners with delight with their sketchy music and lilting songs. This junior group of musicians is made up of Rena Rae Renfro, Elmer Mathies, Jr., Jack London and Glenn Smith.

Brunk's Show Here Next Week On Annual Visit

Brunk's Comedians, the well-known West Texas traveling stock company, will be in Hereford all next week, showing under the auspices of the Hereford high school band mothers' club. This troupe is a favorite in Hereford and its coming is awaited each year by the play-goers.

The opening number this season is "The Spite Bride," one of the year's best and liveliest comedies, and will be presented here just as it was given at the Wallace theatre in New York for almost an entire year continuous run. The plot of the play is modern, very different from the usual run. A millionaire marries a waitress for spite and takes her home to his family and New York estate. Then the fun begins, and continues for two solid hours.

June Collier, popular orchestra leader, is still with the company and has, as usual, one of the best orchestras traveling with any tent show.

Several new members are with Brunk's this season, as well as the old favorites. There is Montie Stuckey, comedian; with Elsie Helms, Jimmie Griffin and Edna, Everett Evans and wife, Charles Brunk, Gilbert Snyder, Wayne Bates and others.

Doors will open each night at 7:20, orchestra concert begins at 8:00 and the curtain rises at 8:20. The big theatre tent will be erected on the vacant lots adjoining the Ireland-Bearers garage on East Third Street.

The Hereford Brand
Published Every Thursday at
**HEREFORD, DEAF SMITH
COUNTY, TEXAS**

Published By
**NORTHWESTERN PUBLISHING
COMPANY**
R. E. KESSIE
Editor and Manager

TELEPHONE 50 - 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 postoffice 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.



Courtesy of The
**Corral
&
Chute**
Put Through The

My, my, wasn't that a fine gathering of boys and girls last Friday in the Health Parade? Didn't it make you feel better than you have felt for months, just to see them step out to the stirring band tunes and march down the street, hundreds and hundreds and hundreds of them?

There actually are folks who wouldn't believe that many boys and girls live in Deaf Smith county—some vowed there were not that many in four counties. Citizens had their pulses stirred more Friday afternoon than for a long time around Hereford. The youngsters were happy, apparently having the best time in the world, enjoying every moment of the day and looking for things of interest at every point. Their fathers and mothers got a kick out of it, too—you could tell just by watching them.

I'll bet there were more hearty greetings exchanged and genuine appreciation of each other expressed in Hereford that day than even the old-timers can remember.

I can't begin to enumerate all the agencies that contributed toward making the day such a success. It was the same old bunch who, whenever a worthwhile thing can be accomplished cooperatively in Deaf Smith county, just step up their sleeves and step in and do it. There are also those who are always telling about the great things they do, who were conspicuous by their absence.

The county health council and Miss Grace Buzzell, county health nurse, were mostly responsible for that wonderful demonstration Friday, but it took schools, social and civic clubs, county demonstration agents, the library, business firms and associated interests, all working together and following a well-planned course of action, each

Twenty-One Years Ago In Hereford

(From Files of the Brand of May 3, 1911.)

District court was in session, Judge D. B. Hill of Dalhart, presiding. W. E. Hicks and C. H. Carl were members of the grand jury. J. S. Jones was then county and district clerk.

A baseball team of women players was scheduled to play a carefully selected nine from among the Hereford boys. W. J. (Bill) Smith, then working in the post-office, was whipping a fast local team in shape to be ready for them.

There must have been another paper in town, because a story

doing its own part right, to make the spectacle accomplish the desired end.

Of course, the health of the growing boys and girls was what was meant to be called to people's attention, and Friday surely did it. Banners, placards, streamers, ribbons and decorative floats called for all to see what health work has meant in this county just in one year. Groups everywhere proclaimed special health work accomplished—dental, physical, optometrical, typhoid, diphtheria and smallpox immunization, each school or room proudly portraying how many of its number had reached certain goals.

Truly the slogan of the day was appropriate, "The Health of the Children Today Will be the Strength of the Nation Tomorrow."

Before we got that big rain last week about everyone had given up hope. Now that it has rained they are grumbling because it doesn't rain some more. Isn't that just like us! It will rain again—it always has and it always will. If it rains, it rains; and if it doesn't, it doesn't: so what else is there to do about it?

Farmers everywhere are going to be awfully busy the next month or more. There is work ahead for everyone in getting land prepared and seed sown. Much of the wheat that was destroyed before the rain came will be plowed under and row crops sown in its place.

School isn't going to last much longer. Just a few weeks and the boys and girls will be on vacation, and the teachers will be scattering for their respective homes.

Vacation problems involving the things boys and girls do in their spare time might have considerable bearing on the kind of men and women they will grow to be.

You're missing something if you don't get out occasionally and see the city league ball games on Tuesday and Thursday evenings. They are just in fun and give folks somewhere to go, find some harmless excitement and enjoy an hour's relaxation. If you try one of them you will go again. There are some old boys mixing up in the games who will surprise you.

All that I am, and all that I hope to be, I owe to my angel mother.—Abraham Lincoln.

Next Sunday is the day of the year set aside by civilization to pay tribute to motherhood; to make a special effort of exceptional thoughtfulness to bring added

comments on the Recorder equipment being moved from its location on East Second Street to South Main, the former location being ready to remodel into the Cordova Hotel.

Political matters down across the Mexican border were drawing to a crisis, the rebels closing in on Juarez, just over the river from El Paso. Quite a few Texans were drifting into the border city to watch the military tactics from the safe distance of Mount Franklin, back of El Paso.

John Patton had gone to Los Angeles, where his sister, Mrs. J. O. Newell and family were then

pleasure to each individual mother now living, or pause a while from the rush of events to pay the homage of a remorseful tear in loving memory of those who have passed from this life.

The world can only grope blindly to try to understand the love of mothers. The various controlling influences upon civilization have been the subject of a study and analysis since the beginning of time, trying to explain and catalog the causes of certain acts and what the effect would be, but the love of mothers has escaped the file index of those who have sought to express it by pattern.

Mother love will probably never be understood, nor fully appreciated. It does not seem to be within the power of our intellect to know why a mother's love will gladly forgive any injury, forgetfulness, cruelty, negligence—in fact, whatever suits our selfish pleasures—to break her heart, yet she valiantly and hopefully rises above the lower levels of ingratitude and love on to the end. How much better we would be today if we could bring ourselves to understand and appreciate the underlying motives of the things she has done for all of us.

It truly is a shame to our lives that we should set ONE day aside for special tribute to our mothers. Why not every day in the year? Yet some will feel we have done our duty by proper observation of this one day next Sunday. Let's make it the biggest they ever knew!

Let's cherish them more and keep closer to them, cheer them up and try to do the things their hearts tell them are what we should do. Let's sit down and hear what they have to say, and not be in such a hurry to be up and away on pleasure or business bent. I believe they really like to have us near them, no matter what we may think or know about ourselves. Maybe they understand a lot better than we do. And let's try to absorb as much as we can

living. John had secured a position in the west coast metropolis, and expected to make his home there.

Mr. and Mrs. A. H. Elliston and baby, Ruth, had just returned from a several months sojourn in California's mild winter climate.

Mr. and Mrs. N. E. McEntire had moved from Hereford to Canyon to make their home.

Miss Ida Beach had returned from a several weeks visit with friends in Mobetie.

The Royal Arch Masons of Hereford were doing some degree work that week.

of that love of theirs into our own beings to give to others. Those mothers of ours are the best things that ever happened to most of us.

SHERIFF'S SALE

STATE OF TEXAS,
COUNTY OF DEAF SMITH.
By virtue of an Order of Sale issued out of the Honorable District Court of Wilbarger County on the 19th day of April, 1932, by the Clerk thereof, in the case of The First State Bank, Vernon, a corporation, versus Irvin S. Hamilton, and numbered on the docket of said Court No. 5510 and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in June A. D. 1932, it being the 7th

day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, Texas, the following described property, to-wit:

200 acres of land situated in Deaf Smith County, Texas, and being the East 300 acres of the S. 300 acres of Section No. 46, Block No. 7, Deaf Smith County, Texas, Levied on as the property of Irvin S. Hamilton, on the 30th day of April, 1932, 2:00 o'clock, p. m., as so commanded by said Order of Sale, to satisfy a Judgment amounting to \$3,767.70 in favor of The First State Bank, Vernon, a corporation, and cost of suit.

Given under my hand, this 30th day of April, 1932,
J. B. MILLER, Sheriff,
17-3c Deaf Smith County, Texas.

SHERIFF'S SALE

STATE OF TEXAS,
County of Deaf Smith.

By virtue of an execution issued out of the Honorable District Court of Deaf Smith County, on the 19th day of April, 1932, by the Clerk thereof, in the case of W. F. Karr versus Will L. Davis et al, No. 1904, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the First Tuesday in June A. D. 1932, it being the 7th day of said month, before the Court House door of said Deaf Smith County, in the city of Hereford, Texas, the following described property, to-wit:

All of lots 8, 9 and 10 in Block 19, Original town of Hereford, Texas, County of Deaf Smith, as shown by the plat thereof of record in Deed Records of Deaf Smith County, Texas.
Levied on as the property of

O. D. Cockerham to satisfy a Judgment amounting to \$2,982.10 in favor of W. F. Karr and cost of suit.

Given under my hand, this 19th day of April, 1932,
J. B. MILLER, Sheriff,
Deaf Smith County, Texas.
By J. M. Murchison,
Deputy. 15-3c

**HEREFORD STUDENTS
RANK HIGH IN DISTRICT
FINALS AT CANYON**

The debating teams of Hereford high school each took second place last Saturday in the district finals of the interscholastic league meet at Canyon. The girls team, Zelma Ruth Shore and Ardelle Foster, lost to Pampa after eliminating all other contestants before the

finals. The boys team, Kelley Muse and Sherman Morgan, lost to Amarillo in the finals after winning their way that far against all other opponents.
Martha White took second place in extemporaneous speaking and Noel Bryant third place in declamation. The excellent showing made by the Hereford boys and girls in public speaking pays a fine tribute to the ability of their instructor, Miss Irene Crawford.

Therma Jugs, food jugs and thermos bottles will be found at the City Drug Store.

Mrs. Caudie Brown of Canyon visited her cousin, Mrs. Jerry Behrends, in Hereford last Saturday.

**COBB'S
New Cleaning and
Pressing Plant**

Is Now Open and Ready
for Business

At First and Schley

Phone - - - 457

All Work Guaranteed and Is Called for
and Delivered.

Suits 75c
Plain Dresses 75c

Other Prices In Proportion.

Give Us a Trial and You Will
Be Delighted With Our Work.

Now that you can buy a
Maytag for as little as

\$89.50

why accept LESS than
Maytag Quality?



After all, you want a washer that you can depend on. And, naturally, you don't want to pay any more for it than you have to.

You know that you can depend upon the quality of a washer made by Maytag. Because Maytag couldn't afford to risk a world-wide reputation by making anything but a high quality washer.

Here, then, is a washer you can depend on and a price that speaks for itself. A Maytag Washer for \$89.50! Could there be any sounder washer value? Is it any wonder that the New Maytag is already doing its work in thousands and thousands of homes?

The more you know about washers, the more you will appreciate the fine points of this one. Come in and prove it to yourself.

THE MAYTAG COMPANY
Manufacturers
NEWTON Founded 1898 IOWA

MODEL A (Right)
World famous Model A Maytag...one of the best washers ever built...economical in price.

MODEL B (Left)
A Maytag of the low cost price ever known...one of the best washers ever built...economical in price.

20-4-1577

Washers...Table Ironer

MAYTAG SOUTHWESTERN CO.

1009 Elm Street Distributors Dallas, Texas

THE MAYTAG SHOP

Care Rountree Plumbing Co. Phone 340.

HEREFORD, TEXAS

ALL MAYTAG WASHERS MAY BE HAD EQUIPPED WITH GASOLINE MULTIMOTOR

**INTERNATIONAL HARVESTER OFFERS
Price Guaranty
on Wheat, Corn, and
Cotton**

Many farmers who need new machines for the economical production of their wheat, corn, and cotton have been reluctant to buy them because of uncertainty as to the prices they will receive later in the year for these farm products.

In order to meet this situation the Harvester Company offers farmers purchasing machines after this date, a definite price guaranty on varying quantities of their wheat, corn, and cotton. If market price quotations for these products do not reach the guaranteed prices at the time payment becomes due on notes given and maturing this year, farmers buying machines included in this special offer will receive a credit equal to the difference.

Many of our customers we know will welcome this announcement. Come in and let us explain the details of the Harvester Company's unique guaranty. Let us show you the machines on which it applies and tell you just how to take advantage of it in equipping your farm at once with the new cost-reducing machines that you need.

THIS SPECIAL OFFER INCLUDES Tractors, Combines or anything with a tractor hitch or power-drive attachment.

Buchanan & Rosson

Hereford

SEEDS

—Recleaned, hand-picked field seeds, Milo Maize, Kafir, Hegari, White Corn, Sudan, German Millet, Alfalfa, White Clover, Sweet Clover, Blue Grass, Bermuda Grass.

See These Seeds Before You Buy—They Are Priced to Meet the Times and Conditions.

BETTER THE SEED—
BETTER THE CROPS

**McLean & Pitman
Grain Company**

Here and There

By MRS. C. E. TICE

Frio school pupils took part in the health parade in Hereford last Friday and the following were five-point pupils: Harold Harlin, Jack Allman, Marguerite Mobley, Helen Jones and Betty Louise Barber.

Mr. and Mrs. W. E. Upton and Mr. and Mrs. Frank Barber and children were Sunday guests at the Mack Dixon home.

Mr. and Mrs. Jack Roberson spent Friday night with J. B. Harlin and family.

Mrs. Luther Cornelius was able to be brought home from the hospital last Sunday and is reported to be doing very nicely.

Mr. and Mrs. Ira Woolery are moving back to the Doak farm. They have been living in Canyon for the past two years. Mrs. Woolery will remain in Canyon until school closes.

Mr. and Mrs. John Gaetz were Plainview visitors one day last week.

Mr. and Mrs. Dave Benson and children spent Sunday and Sunday night with Mr. and Mrs. H. Benson and Miss Leatrice Benson near Progressive.

Mr. and Mrs. Lester Sparkman and Mr. and Mrs. J. B. Harlin attended church at Summersfield Sunday night.

Mr. and Mrs. Coy Morris moved last week to the old Boardman place.

Dr. and Mrs. Thomason called at the Luther Cornelius home Sunday afternoon.

Henry Allman was an Amarillo business caller last Tuesday.

Several farmers around here began planting corn Tuesday.

George Albert Springer entertained his Sunday school class last Sunday.

J. E. Andrews and Miss Alma spent the week end with his brother and father near Melrose.

Misses Mary Lou Hamilton and Thomas Cawthern spent Friday night with Miss Helen Ray Ham.

About 1 1/2 inches of rain fell here last Wednesday.

Mr. and Mrs. John Gaetz called at the Guy Hamm home Sunday afternoon.

The wind Monday night blew down a hen house on the Lance place and other neighbors report window lights blown out.

Easter Items

BY MISS LOUISE FRYE

Wheat, barley and oats are beginning to show the effects of the good rain we had the past week.

Mr. and Mrs. Fred Walton spent last week end with Mrs. Walton's parents, Mr. and Mrs. W. S. Fields, at Portales, New Mexico.

Mrs. J. S. Smith and Miss Medley were shopping in Hereford Monday.

Mr. and Mrs. Geo. Chambless and family were dinner guests in the Frank Axe home Sunday.

Mrs. Carl Frye and children were supper guests of Miss Mattie Woodburn in Hereford Saturday evening.

Hazel Chambless visited Annie Mae Smith last week.

Mr. and Mrs. Roy Durant and daughters visited relatives in Clovis, New Mexico, Sunday.

Mrs. H. H. Frye left Sunday evening by train for New York, where she will embark on the steamship for a trip to Germany, where she will visit her mother and brother and sister, the latter two she has not seen since she left Germany 25 years ago. Mrs. Frye expects to return to America June 13.

Dawn Items

By LOIS ANDERSON

R. A. Frye and Miss Mary Alice Griffiths were married in Amarillo Saturday, and are now on their honeymoon. Mrs. August Frye is teaching Miss Griffiths' room.

Dawn school attended the invitation meet at Canyon Saturday. Miss Mary Calloway won first place in the senior 60-yard dash, and basketball throw, and second place baseball throw. Miss Inez Miller won second place in declamation. Ella Smith won first in the 60-yard dash.

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

Mr. and Mrs. W. L. Harris visited in the A. H. Frye home Wednesday.

Leonard and Ezra Bagwell spent the week end in the home of their parents, Mr. and Mrs. W. H. Bagwell.

Misses Inez and Alma Miller spent the week end with their aunt Miss Vera Crawford at Canyon.

Mr. and Mrs. W. S. Stewart and Messrs. Reece and Raymond Stewart visited in the W. L. Harris home Saturday.

Miss Mary L. Chambless, Mr. and Mrs. H. E. Miller and family spent Sunday evening in the W. L. Harris home.

Misses Syble Smith, Mary Calloway, Lois Anderson and Inez and Alma Miller took dinner with Miss Vera Crawford at Canyon Saturday.

Mr. and Mrs. H. H. Miller and family spent Sunday in the home of her sister, Miss Vera Crawford, at Canyon.

The women's demonstration club met with Mrs. H. E. Miller Tuesday. The next meeting will be with Mrs. A. J. Morris.

Ford Doings

MISS LA VERNE MANN

(This Week's Letter)

Mr. and Mrs. Fly and son and Mr. Wolfington were Sunday dinner guests of Mr. and Mrs. W. M. Stewart, and attended Sunday school in the afternoon, when Dr. Fly taught the Bible class and Mr. Wolfington sang.

Little Dorothy Langley took supper with Mrs. Harold Wilson Sunday.

Several from this community have visited H. L. Morel, who has been in a critical condition following his accidental fall from a windmill tower last Friday.

Mrs. O. D. Frazier and son and Clyde and LaVerne Mann visited the E. L. Roberts home Saturday evening.

Everyone enjoyed the splendid program at the school house Friday night and hope there will be another soon.

Most of the school children, teachers and parents attended the health parade in Hereford Friday.

The rain that came last Wednesday was a great help to some of the farmers, while others crops were past saving.

Mrs. Elliston of Waco is here visiting her sister, Mrs. H. M. Benson.

Mildred and Melvina Stewart were Sunday supper guests of Birdine and Virginia Brunson.

Clyde Mann and G. L. Roberts spent Wednesday night in the O. D. Frazier home.

Mr. and Mrs. Johnny Freizen and children took supper in the Henry Rempel home Sunday.

Messrs. and Mmes. D. B. Mann, O. D. Frazier, E. H. Simpson, F. Frazier and Vineta, Gladys and Thomas Simpson, and F. W. Brunson visited the E. L. Roberts home Thursday evening.

J. E. Hill visited the Arthur Buller home Monday afternoon.

Clyde Mann spent Monday night with G. L. Roberts, while Mr. and Mrs. Roberts were in Amarillo.

The Homemakers club met last week at the home of Mrs. Floyd Benson and canned 84 quarts of beef. Part of it was for Mrs. Benson, the rest for Mrs. Robert Orr.

(Last Week's Letter)

Rev. Godwin preached here last Sunday.

Rev. and Mrs. Zynn and Mr. and Mrs. Gordon Gilbreath, all of Amarillo, were Ford visitors Sunday.

The young people of Ford attended singing at Progressive last Sunday evening.

Freeman Frazier has been quite ill the past few days, but is beginning to improve.

Miss Nancy Ann Garrett visited school Monday while her parents were in Amarillo.

Misses Vineta Simpson and Ruby Rempel were Sunday supper guests of Miss LaVerne Mann.

E. H. Simpson, E. L. Roberts and F. W. Brunson were in Hereford on business Monday.

Albert Buller and family were Sunday dinner guests in the E. H. Simpson home.

Misses LaVerne Mann, Ruby Rempel, Nancy Ann Garrett, and Clyde Mann and Thomas and Floyd Simpson visited in the L. W. Leavelle home Saturday evening.

Mr. and Mrs. O. D. Frazier and son visited the H. Cramer home one day last week.

Rudy Poncha left Sunday for the home of his parents in Kansas.

Mouzon Thweatt, E. L. Roberts and son, G. L., were in Channing Sunday.

Ruby Rempel spent the week end with Mrs. L. W. Leavelle.

Kenneth Raynor took supper with Clyde Mann Friday.

The Ford baseball team played Dean last Wednesday, winning 6 to 4.

The high, electrical winds have apparently ruined the prospects of a wheat crop this year.

It is now time to plant dahlias. We have some fine ones at a popular price. H. L. Rice. 1c

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Our community received a good rain last Wednesday.

Rev. Hodges of Adrian filled his regular appointment at Sims Sunday evening, bringing us a good message.

Sims school children, together with several grown-ups of the community, attended the May Day parade in Hereford Friday, and everyone reported a grand time.

Mr. and Mrs. Claude Bogle and son were Hereford visitors Saturday.

J. M. Chapman and son, Wilbur, were in Amarillo Saturday.

Misses Alma and Lucille Foxall were shopping in Hereford Saturday.

Lige Ellison, "Whistle" Frazier and Lawrence were here from Crosbyton Saturday, returning to their home Sunday.

We regret to learn of Mr. Howard Morel's accident and we all trust he will soon be well again.

The men and boys of this community are trying hard to organize a baseball team. They met Sunday afternoon for practice. Everyone interested in this is a welcome visitor.

Brunswick tires are INSURED; others are merely guaranteed. There is a big difference. Let us explain. At RICE'S. 1c

Resolutions.

Whereas, it has pleased the Supreme Ruler of the universe to call from labor to rest our dearly beloved sister, Effie Johnson, who passed to her eternal rest April 22, 1932

We are again reminded of the uncertainty of life, and we are again painfully impressed with the fact that our Rebekah Sisters are fast passing away, and ere long she whose death is the occasion of these resolutions must be followed by others of our beloved order, to whom we have so often turned for counsel and directions.

Whereas, those features which most endeared our sister to us, were her warm and loving heart; and tender sympathy for those who were in distress.

Her great heart which throbbled responsively to human sorrow is now pulseless, her familiar voice will be heard no more. But there will remain her beloved memory and noble examples. These we will cherish for her passing away renews to us the lessons of mortality. And may her upright life and tranquil death lead us to prepare for the inevitable change which will come to us all.

Farewell, Sister Effie; we will keep your memory as a pleasant savor in whose presence your name will never be mentioned without a kindly thought. And now be it resolved: That in the death of Sister Effie Johnson, her husband has lost a devoted wife, her children a kind and loving mother, and Hereford Rebekah Lodge No. 228 a true and faithful member.

Therefore be it resolved: That we will ever bear in grateful remembrance the zeal and fidelity with which Sister Effie discharged all her Rebekah duties and will try to imitate her devotion to the grand principles of our order.

Be it further resolved: That we tender our heartfelt sympathy to the bereaved husband and children, and commend them to the care of our Heavenly Father who doeth all things well.

Be it further Resolved: That our charter be draped in mourning for a period of 30 days; that a copy of these resolutions be sent to the Hereford Brand for publication, and a copy be spread on our minutes, also a copy sent to the family of our deceased sister.

ALLIE ELLISTON

ETHEL FRIDLEY

EDNA BOWE

PANHANDLE LUMBER CO. PLANS TO HOLD "OPEN HOUSE" NEXT SATURDAY

An all-day event of special interest to home owners in this trade territory is being featured by the Panhandle Lumber Company next Saturday, May 7, in what the firm has named an "open house" occasion.

Demonstrations of paints and varnishes, cement, sheetrock, built-in home furnishings and fencing materials will be a part of the day's activities, to better acquaint customers and friends of the merits of those essentials, and their application.

D. H. Alexander, local manager, will be host and promises a most interesting time for those who attend.

Music Study Clubs Program

THURSDAY, MAY 5, AT 8:15

FIRST PRESBYTERIAN CHURCH

I JUNIOR CLUB ----- Mrs. G. A. F. Parker, Counsellor
Partners at the Dance ----- Weldig
Mary Ann Acker
The Elf and the Fairy ----- Barclay
Doris Elaine Dillehay

II JUNIOR CLUB ----- Mrs. H. L. Broadwell, Counsellor
Les Sylphs ----- Bachman
Genevieve Eberle ----- Elizabeth Ireland
Effie Lee Whitsett ----- Mary E. Stanford
Wilma Jones ----- Betty Jones

Hungary ----- Moskowski
Ruth Marie Mountz ----- Nancy Conkwright
Minuet ----- Bocherlin
Theda Lou Wilson ----- Ardelle Foster
a. Sweet and Low ----- Barnby
b. The Frost Elves ----- Barnett

JUNIOR CLUB
III SENIOR CLUB
Coronation March ----- Svendsen
Mrs. Stanford ----- Mrs. Snyder
The Silver Ring ----- Chaminade
Mrs. Wiltshire ----- Mrs. McCracken at the piano
Eroticon ----- Sjogren
Mrs. Dyar

Celesta Alda ----- Verdi
Mrs. Fox ----- Mrs. Mountz
Romance in E-Flat ----- Rubinstein
Mrs. A. C. Thompson ----- Mrs. Parker at the piano
Autumn's Storm ----- Grieg
Lucille Hicks ----- Mrs. Dyar at the piano
Piano Solo ----- Selected
Mrs. McCracken

Chanson Provencale ----- Dell' Aqua-Shelley
Mrs. Fox ----- Mrs. McCracken
Lucille Hicks ----- Mrs. Wiltshire

Daniel News

BY MRS. JOE THURMOND

The school children, teachers and several patrons attended the health parade in Hereford Friday. Mr. and Mrs. Hubert Thomson and children spent the week end in Canyon with his brother, J. E. Thomson, and family.

Hobart Whitaker returned here last week after spending three weeks with his parents at Plainview.

Mrs. Floyd Tomlinson visited Mrs. W. R. Moore Friday afternoon.

Mr. and Mrs. O. L. Shugart and Elma spent the week end with Mr. and Mrs. Joe Thurmond.

The inch rain we had last Wednesday was badly needed and greatly appreciated. Some row crops are being planted.

Mrs. Dora Sutton and daughters from west of Hereford spent Sunday with her brother, W. L. Shugart.

Mr. and Mrs. Joe Thurmond visited Mr. and Mrs. Clarence McBroom Friday evening.

LaVina Beale Goad of Hereford spent the week end here with her father, C. L. Goad.

Mrs. Clarence McBroom gave a surprise supper Thursday night in honor of her husband's birthday. Several friends helped him

enjoy the occasion.

Mr. and Mrs. Vernon Miller of Canyon visited in the Jacobs home Sunday.

The Beckman, Shugart and Thurmond families enjoyed an outing on the Joe Beckman creek Sunday.

Wyche Items

MRS. L. P. PERKINS

Preaching was well attended at the school house Sunday night, and Rev. Smith will preach again the first Sunday night in June.

School will be out Friday, May 6, and there will be a closing program Thursday night.

Mrs. Gordan Gold is recovering nicely from a mastoid operation. The club meets May 10 for an all day session, with Mrs. Smith as hostess. Anyone interested in foundation patterns should not miss this meeting.

Edward and Dorothy Perkins visited the Rhinert children Saturday afternoon.

Miss Martin visited Ruth Wolfe Sunday.

Wyche was well represented at the parade Friday. The club was represented by Mrs. Olson and Mrs. Smith, who are chairmen of the Wyche health committee.

Clara Jo Neill spent Saturday night and Sunday with Dorothy Barton.

Farmers of this community are planting corn this week.

Mr. Morgan visited L. P. Perkins Monday.

Guy Edwards and family visited their parents, Mr. and Mrs. A. E. Edwards, Monday.

Recipes Used

By Mrs. Ihrig On Last Day

From Panhandle, where she had gone to conduct a school for women of Panhandle, under the auspices of the Panhandle Herald, Mrs. Leona Rusk Ihrig writes:

"I want everyone in Hereford to know how much I enjoyed conducting the Brand first annual cooking school this last week. In most cases, regardless of the assistance given me, the teaching of a school is hard work."

Mrs. Ihrig is in Lamesa this week conducting a school for the Record.

Recipes given at the last day of the cooking school here are as follows:

Peach Bran Muffins.
Cream-O' Plains butter 4T, Wilson Dairy milk 2-3 cup, one egg, Amarylils flour 2 cups, bran 1 cup, K-C 3t, salt 1t.

Fill pan half full, lay peaches on the top of each muffin, bake 20 to 25 minutes at 425 degrees. Serve with syrup.

Baked Liver With Banana Birds.
Pour lemon juice over bananas, wrap thinly sliced bacon around the banana spiralwise and fasten with a toothpick.

Cut the liver about 3/4 of an inch thick, trim edges and broil with bananas.

Add a bit of Cream O' Plains butter to the juice in the pan, season with salt, paprika and pepper, and pour over the liver.

Tuna-fish Salad.
Marinate and chill one can of Tuna. Add 3 hard-boiled eggs cut in small pieces, 2T finely chopped parsley, 2T finely chopped olives. Serve with Ravigote dressing.

Ravigote Dressing.
Mash 2 eggs, 1T olive oil, 2T Wilson Dairy cream, 1/4T vinegar, 1/4t salt.

Pineapple Ham.
One slice of oversize ham. Cook ham in oven. Pour over 1 can pineapple, crushed.

Serve with the following sauce: Cream O' Plains butter 2T, syrup 1/2 cup, cloves and paprika 1/4t, 1 slice lemon, sliced and cup and 1 raisins 1/2 cup.

Orange Dream Pie.
Sugar 1/4 cup, orange jello 1 pkg, boiling water 1/4 cup, orange sections 1 cup, whipped Wilson Dairy cream. Pour 1/2 cup sugar over the orange sections and let set for 15 minutes. When jello and orange juice begin to congeal save out 1/4 cup to add to the whipped Wilson Dairy cream.

Spread a thin covering of whipped Wilson Dairy cream over the pastry shell, arrange orange sections and pour over a part of the congealed juice. Place in the G. E. and let set. Pour on the remainder of the orange juice and cover with whipped Wilson Dairy cream. Chill in the G. E. until served.

Tea Scones.
Amarylils 4 cups, K C 1t, sugar 1/2 cup, salt 1t, Cream O' Plains butter, egg 1, Wilson Dairy milk 1 cup.

Mix and roll as biscuit. Cut into triangles and bake as biscuit at 450 degrees.

Seen On the Screen at the Star

The weekly one-cent sale feature of the Star is on at the theatre tonight, two admissions being given for one cent more than the price of one person, to see "The Silent Witness," one of the strongest and most highly rated dramatic plays of the past year.

Friday and Saturday with matinee performance on the last day, will bring an unusual picture play, in "The Broken Wing," featuring Lupe Valez in an aviation story with an Old Mexico setting. It's theme is intriguing, and Lupe Valez makes any picture a good one.

Sunday's matinee and on Monday and Tuesday evenings Maurice Cheraler appears in his famous play, "One Hour With You," which ranks as the outstanding production of the past two months.

Wednesday and Thursday of next week will feature an old favorite, Delores del Rio in "Girl of the Rio," the weekly one-cent picture of that week.

Following that will come "Tarzan of the Apes," probably the greatest attraction the Star will show for many weeks.

W.T.C.C. Turns Attention To Tax Remedies

All members of the 80 local public expenditures and taxation committees in as many West Texas cities were sent invitations Tuesday to participate in the two public expenditures and taxation conferences to be held during the W. T. C. C. convention in Sweetwater May 12-13.

The 80 committees have been created through efforts of the central public expenditures and taxation committee of the W. T. C. C., of which C. N. Bennett, El Paso, is chairman. All chambers of commerce in West Texas have been urged to appoint such committees and have them in attendance at the convention.

The two group conferences on public expenditures and taxation, one Thursday, May 12, the other Friday, May 13, will be on budget making in local governmental units, county government reorganization, and state government reorganization.

From the group conferences are expected to come some very definite recommendations and results that will affect the cost of government in Texas. Speakers before the conference are being asked to speak before the general convention sessions, too, so that this promises to prevail all thru the convention program.

GRIFFITHS-FRYE

A wedding of much interest to their many friends is that of Mary Alice Griffiths to Dick Frye of Dawn.

The ceremony was performed in the presence of the immediate families Saturday afternoon at the Lutheran parsonage in Amarillo, with Rev. H. Frerking officiating.

The bride is the attractive and talented daughter of White Griffiths of Canyon. She finished high school at Fort Worth, and has attended W. T. S. T. C. For the past three years she has been a valued teacher in the Dawn school.

Mr. Frye has lived at Dawn for the past 20 years. He is active in the civic life of his community, being a member of the board of education and manager of the Farmers elevator.

Following the ceremony a dinner was served at the Capitol Hotel in Amarillo to the wedding party. On return from a trip, which includes Fort Worth, El Paso and Carlsbad Caverns, the couple will live in their attractive home at Dawn.

Get your tennis balls at the City Drug Store. 1c

Furr Food Store

MARKET SPECIALS

FRIDAY - SATURDAY - MONDAY

| | |
|---------------------------------------|---------|
| BACON | 7c |
| Sugar-cured squares, pound | |
| STEAK | 12 1/2c |
| Grain-fed, round, loin, T-bone, pound | |
| STEAK | 8 1/2c |
| Grain-fed, chuck, pound | |
| BACON | 12 1/2c |
| Tall Korn, sliced, pound | |
| PORK STEAK | 11c |
| Pound | |
| PORK SHOULDER | 8 1/2c |
| Roast, half or whole, pound | |
| BEEF BRISKET | 6 1/2c |
| or Short Ribs, pound | |
| BUTTER | 20c |
| Brookfield, pound | |

Mother's Day Specials--

PEARLS AND CRYSTALS

Mother's favorite kind of neck piece--

\$1.00 to \$2.95

Linen handkerchiefs, gloves, handbags, hosiery, scarfs and lingerie.



See Our Special On Children's Fast Print

with French pants to match. Sizes 1 to 6 years--

75c

Ladies' regular \$1.95 to \$2.95 Print and Linen Dresses

Now, while they last--

\$1.50

Special on all Silk Dresses We can fit you in any type dress You want.



Fashion Dress Shoppe

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 through personal mention columns.

All of the above styled advertising, with the exception of Cards of Thanks, short Announcements and Reading Locals, cost 1-2 cents per word for the first insertion, and 3-4 cent per word for each continuous insertion thereafter without 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: Fanning mill for cleaning maize seed. Phone 138, 17-2c
WANTED: Will do plain or fancy sewing. 112 A Street, or phone 475. 17-1c
WANTED: To rent land near Hereford on which to raise feed crop. Lord Bowsher, Phone 9007. 17-1c

For Sale or Trade

FOR SALE: High quality maize and red top seed for sale. Recleaned. One cent per pound. L. Baskin, phone 138. 15-1c
WHEATLAND MILO, a combine grain sorghum, developed for high yield and suitability for harvesting with combine. For sale by McLean-Pitman Grain Co., Hereford, Texas; Santa Fe Grain Co., Friona, Texas. 17-4c
FOR SALE: A piano at a bargain. Box 673, or call at the Hereford Brand. 14h

TYPEWRITERS, New and second-hand. Jewell Murchison, Court House. 37-4c

FOR SALE: Three Duroc Jersey brood sows, pure bred, not registered; fine foundation stock; will farrow soon. \$25 each. See Ben Wright, 1 mile north Hereford Nursery. 17-2c
FOR SALE: Pure bred, hand selected Grohoma seed, 7 1/2 cents will plant an acre. L. E. Sawyer, at Joel Switch. 16-4p

For Rent

FOR RENT: Unfurnished three-room apartment, with garage, close in. Phone 670-W. Mrs. S. E. Askren. 17-1p
FOR LEASE: Section, all in grass, good fence and well. See H. C. Bowsher. 16-1c
FOR RENT: Nicely furnished at 206 B Street. Frances Apartments. 17-2p
FOR RENT: Improved 5 acre place, reasonable rent. L. Baskin, phone 138. 15-1c
FOR RENT: Brick duplex, close in. Phone 250, J. F. Ward 17-1c
FOR RENT: Six room modern house and double garage at Fifth and Schley. Phone 456, Roberts & Oliver. 17-1f
FOR RENT: Modern duplex, nearly new; close in, furnished or unfurnished. H. B. Webb, Phone 360 6-1c
FOR RENT: Good five room house, 218 Avenue B. Dr. Florence Miller. 17-1c
FOR RENT: Four-room furnished apartment, modern. Call 456. A. C. Thompson. 7-4c

Lodge Directory

HEREFORD LODGE No. 476, I. O. O. F., meets Monday, 8:00 p. m. Visiting Brothers welcome JOHN H. BIGGS, N. G. L. H. Foster, Secretary.

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

Stated Meetings Each Second Monday Night of Month. School of Instruction Each Thursday Night. Visitors Are Welcome. JAS. W. HOLLEY, W. M. J. S. JONES, Secretary.

Wanted

WANTED: To trade my equity in half section that I have sold on crop payment plan, for clear residence in Hereford or Amarillo. This land is sold to as reliable a farmer as there is in Deaf, Smith county. If interested address Box 52. 16-2p

NICE GENTLE Shetland pony for sale or trade for young cattle; also nice weaning pigs for sale. O. E. Sherman. 17-1c

FOR SALE: One extra nice Clark-Jewell gas range, with heat regulator. J. M. Murchison. 13-1c

FOR SALE: 2 Byron - Jackson, 16 stage deep well turbine pumps in good condition, also 300 feet of 8 1/4 inch casing, 80 feet perforated. New. If interested notify J. W. McDermott, City Secretary, City of Crosbyton, Texas. 17-1c

EGGS reduced to \$3.50 per 100. 75 per cent hatch guaranteed. Chicks \$8.00 per 100, 300 for \$22.50. Flock A. P. A. certified and banded also tested free from B. W. D. S. F. Warren, Friona, Tex. 13-1c

FOR SALE: Two jacks, 60 pigs and shoats, and Jersey cows. B. F. Fulkerson. 17-3p

WANTED: To do sewing on hand-made baby clothes; satisfaction guaranteed. Mrs. Ross Green, 207 K Street, east of Hereford Nursery. 17-1p

PLATEAU SINGERS WILL MEET SUNDAY IN THE WALCOTT COMMUNITY

J. S. Garrett, who is president of the Deaf Smith county part of the Plateau Singers, an organization stretching over all the Panhandle and into New Mexico and Oklahoma, says Walcott community will entertain the annual convention at their school house, and everybody is invited to come and enjoy a full day of singing and inspirational talks next Sunday.

The lunch at noon will partake of an old fashioned basket dinner and Deaf Smith county folks are asked to respond in any way they are able to assist in caring for the hundreds of visitors from a distance who will expect to be entertained.

A Plateau Singing convention never fails to bring out a wonderful crowd and invariably people who attend are given a rare treat in the way of good community gatherings and devotional singing.

Singing will begin at 10:00 a. m., and close at 4:00 p. m. Noted singers and musicians who have said they would attend are Zed Robinson, former evangelistic singer for Billy Sunday; Miss Ramsey, a 10-year-old marvel, who will help with piano music; Miss Gregory acknowledged Texas' finest sacred song player; as well as the usual superb array of singing and musical talent always present from the 32 counties belonging to the singing convention.

WARD SCHOOL VISITS AND INSPECTS BRAND

Brand employees were glad to welcome Misses Lucile Hughes and Grace Garrett, teachers of the Ward school, and their fine group of boys and girls on a visit to the Brand, and take them thru the plant and explain the mechanical equipment necessary for the production of the paper, while the school was in Hereford Friday to attend the Health Rally.

Interested and appreciative groups who want to know "what makes the wheels go around" in a newspaper office find the shop a place of instructive information, and the Brand is glad to show them through.

Weather strips keep heat, dust or rain out. In winter they keep heat in, saving their cost in fuel. K. Coombes, phone 355-J. 1c

A. C. Carpenter of Friona was in Hereford Monday transacting business.

Self Feeders Bring Profits For Farmers

George Roberson, living five miles southeast of Hereford, has successfully demonstrated the utility of self-feeders for pigs in a test completed Monday of this week.

Putting 48 month-old pigs on the self-feeder March 24, the scales showed their combined weight to be 1231 pounds. During the month they were fed 1980 pounds of grain, 300 pounds of cotton seed meal and 400 pounds of tankage, costing \$18.23. They then weighed 2030 pounds, showing a gain of 799 pounds at a cost of slightly over 2 cents per pound.

This demonstration shows, according to County Agent R. O. Dunkle, that where ordinary feeding methods requires 723 pounds of grain alone to put 700 pounds of gain on pigs, if fed in self-feeder and mixed with cotton seed meal and tankage, 335 pounds of grain is needed for each 100 pounds of gain. This saves 388 pounds of grain, more than enough to offset the cost of the cotton seed meal and tankage.

The method, he says, shows the only way now known whereby pork can be grown profitably at the present market prices of grain and hogs.

The self-feeder idea is growing rapidly among Deaf Smith county farmers, demonstrations in various stages and projects now being conducted by Lester Galley, J. M. Chapman, Leonard Koelzer, R. A. Gilliam, P. H. Gilliland, J. W. Kropp, J. H. Reinhardt, H. L. Hershey, Mrs. M. Turrentine and Herman Schulz.

You generally get what you pay for. When you pay us fifty cents for a tube repair you get vulcanizing and not cold patching. We often save you your tube where others would throw it away and put in a new one and you know it is done right and with time saved. At RICE'S. 1c

Mrs. Eddie Smith and daughter, Betty Jane, of Canyon are visiting in the home of Mrs. Smith's mother, Mrs. W. M. Megert, this week.

County Health Activities

MISS GRACE BUZZELL County Health Nurse

Mother's Day.

Here is a message from 16,000 motherless babies born during this past year in the United States, which has the largest death rate of mothers from child birth: "May we observe this day, knowing that a greater service should be given our mothers of today. Many of these 16,000 lives could have been saved if every mother could have better pre-natal care, under the care of a physician from early pregnancy; better hospital facilities for her care during child birth; better instruction for the mother in the personal and home hygiene that will help her to keep well, and by caring for herself, to give her coming baby all he needs. A Challenge to Fathers.

For every child, full preparation for his birth, his mother receiving pre-natal, and post-natal care, and the establishment of such protective measures as will make child-bearing safer.

DOG TALES

Once there was a man who was chased by a dog. He ran, and ran, and ran, and so did the dog. Finally, too tired to go farther, he stopped. To his surprise, the dog stopped also. They looked at each other for a moment, a great light gradually dawning in the man's head. He took a step toward the dog. The dog retreated. Another step. Another retreat. The man took a brief rest, that man took after that dog and chased him all the way back to where he had started from, the dog covering the whole distance with his tail between his legs. Depressions and men are a good deal like that dog and that man. We now think it is time for us to chase the dog—Southwestern Ambassador.

Those going to Amarillo last Sunday when members of the Methodist choir broadcasted on the radio were Messrs. and Mmes. J. C. McCracken, B. M. Wiltshire, R. F. Conaway, J. E. Beyer, Jesse Stanford, Dr. and Mrs. E. E. Robinson, Messrs. I. H. Spratt, A. A. Oott and E. B. Black.

RECITAL

FRIDAY, MAY 6, 8:30 P. M.

CHARLES FERGUSON, Baritone
MARLIN GILLILAND, Platform Reading
EDGAR PICKETT, Pianist

Prelude and Fuque, a minor ----- Bach
Etude Op. 25 No. 1 ----- Chopin
Fantasie Op 66 ----- Chopin
Mr. Pickett

The Clod ----- Beach
Mr. Gilliland

The Two Grenadiers ----- Schumann
Evening Star (Tannhauser) ----- Wagner
Vision Fair (Herodiade) ----- Massenet
Mr. Ferguson

Pro and Con ----- Powers
Musk ----- J. Held, Jr.
Mr. Gilliland

Prelude ----- Debussy
La Cathedrale Engloutie ----- Debussy
Minstrels ----- Debussy
Mr. Pickett

Clock Work ----- Mr. Gilliland

Gipsy John ----- Clay
Sylvia ----- Speaks
Goin' Home ----- Dvorak
Your Song from Paradise ----- Brown
Tavern Song ----- Fisher
Mr. Ferguson

Social and Society

MARTHA LEE DUNCAN, Editor, Phone 642-W

JUNIOR BAY VIEW CLUB HAS MEETING

The book, "Keeping Mentally Alive," by Cotten, was the subject discussed last Thursday night, April 30, when the Junior Bay View club met at the home of Miss Martha Duncan, with Mrs. J. W. Witherspoon and Miss Duncan serving as joint hostesses.

The book was ably reviewed by Mrs. Witherspoon, Misses Emma Jeanne Donald, Floyd Wilson and Martha Duncan, after which a round table discussion of the book was held by the club. At the close of the program lovely refreshments were served by the hostesses to:

Mmes. B. M. Wiltshire and J. C. McCracken; Misses Floyd Wilson, Emma Jeanne Donald, Lucile Hicks, Eva Skelton, Eloise Pittman, Carey Estes, Edith Shields, Dorothy Flanery, Gladys Seigler, Ina Mae Hastings and Jeanette Rogers.

MRS. TROY MOORE ENTERTAINS CLUB

The Crescent Scientia club was entertained Thursday afternoon, April 22, at the home of Mrs. Troy Moore. The afternoon was enjoyed by every one. Dainty refreshments were served to 12 members. The next meeting will be with Mrs. Ralph Sears at her home on North B Street.

MUSIC STUDY CLUB HAS BUFFET LUNCHEON

The annual luncheon and business meeting of the Music Study club was held last Monday at the home of Mrs. C. H. Dillehay. The hospitality committee, with the hostess, had arranged a most appetizing three-course luncheon, served buffet style.

The business meeting opened with music, Mrs. B. M. Wiltshire singing The Asra, by Rubinstein, and Mrs. J. C. McCracken playing Etude on False Notes, also by Rubinstein. Reports were given by retiring officers, and the following officers were elected for the ensuing year: Mrs. C. C. Thompson, president; Mrs. C. C. Acker, first vice president; Mrs. J. C. McCracken, second vice president; Mrs. Earl Roberson, recording secretary; Mrs. A. C. Hales, corresponding secretary; Mrs. Jesse Stanford, treasurer; Mrs. H. L. Broadwell, press reporter. The year book committee is composed of Mmes. Carl Mountz, J. C. McCracken and C. H. Dyer, who served last year and was retained to serve another year.

Constructive talks on the business, social and study work were made by several members. Miss Mattie Swisher extended an invitation to the club to an informal supper and the Madrigal club concert May 16, to be given at W. T. S. T. C., Canyon, with Mr. Clippenger, of Chicago, conducting.

After a most enjoyable social hour the club adjourned to meet at a summer picnic before the work is resumed in the fall.

BIRTHDAY DINNER FOR MRS. M. B. DANIEL

Mrs. M. B. Daniel was entertained Monday with a birthday dinner given by her daughters, Mmes. A. G. Bell, W. H. Russell and Arlis Daniel, at her home on Roosevelt Avenue. There were about 50 women present, each bringing a covered dish and at noon a lovely dinner was served. The afternoon was spent in all kinds of entertainment.

This was Mrs. Daniel's 70th birthday and for the past 25 years her birthdays have been celebrated in this way, and it is hoped they will continue to be celebrated for at least 25 years more.

BAY VIEW CLUB HAS COVERED DISH LUNCHEON

The Bay View Study club numbered among the clubs that had special entertainment to finish the years work when they gave a lovely covered dish luncheon on Thursday, April 21, at the home of Mrs. Ray Barber. For the afternoon's entertainment a delightful musical program had been arranged, with Mrs. G. A. F. Parker, Mrs. Harry Seed and Miss Lucile Hicks appearing.

Another thing of interest in which the Bay View club participated was the health day program given last Friday, April 29. In accordance with the civic work and interest of the club, and to cooperate with Miss Grace Buzzell in the health work, the club presented a picture to the public after the parade last Friday. The slides used in this picture, showed at the Star theatre, were secured through the educational extension department at Austin.

There were three sets presented, the first two dealing with national parks and scenic wonders of the United States, and the third giving a brief history of Texas under six flags. A lecture was given by Mrs. M. B. Daniel, and the program was one of much interest to the public.

MRS. E. M. VANDENBURG HONORED WITH DINNER

Mrs. E. M. Vandenburg was honored with a surprise dinner on her birthday last Thursday, given by her daughter, Mrs. C. R. Smith, at her home. Thirty ladies were present, each bringing a covered dish, making a lovely dinner. The honoree was presented many nice gifts.

Those present were Mmes. E. M. Vandenburg, Ralph Barnett, E. B. Black, S. E. Askren, J. J. Clark, Geo. Muse, J. S. Orr, T. M. Palmer, E. E. Ramsey, M. B. Daniel, Rex Tynes, G. R. Jewell, W. M. Rigler, M. J. Johnson, W.

M. Megert, Nannie Jowell, W. E. Dameron, Geo. Cloyd, Geo. Beams, Mattie Cochell, J. T. Cunningham, Geo. Stambaugh, A. H. Elliston, J. C. Lance, Rebecca Sowell, J. H. Wilson, T. G. Nance, Roy Smith, C. R. Smith and Miss Ruth Smith.

Cooking School Members Send Words of Praise

The staff of the Hereford Brand's fifth annual cooking school is taking this opportunity of thanking the people of Hereford for the cordial hospitality shown them during the school.

"We have enjoyed conducting a school in Hereford, and it is our sincere wish that we have been able to satisfy you, the people of this great little city."

"It has been a pleasure to work with those who have been interested in the school. We are grateful to them for their welcome assistance.

"The advertisers were marvelous. It was to them, the business men of Hereford, and the national advertisers, to whom the thanks for the cooking school must be given.

"The business men of Hereford are fine. We never have had such splendid assistance and never has a better spirit of cooperation been shown.

"To the ladies who had charge of the cake and pie baking contest and to those who entered, we express our gratitude. The contest was undoubtedly a success, and the quality of the entries is unsurpassed by any we have had."

"To the Hereford Brand we say 'thanks!' The word is short but it expresses a feeling which is sincere.

"We hope to be with you all again next year. Until then, just 'thanks, friends.'
MRS. LEONA RUSK IHRIG, Director.
TOMMY HORNER.

In Appreciation.

The County Health County wishes to express its sincere appreciation and thanks to all the schools, organizations, merchants, and individuals who in any way helped to make the May Health Day a success. Especially do we appreciate the generosity of the three local druggists, City, Corner and Quality Drug Stores, and the Chocolate Shop, as well as the two ice cream companies, the Mistletoe and Steffen's, for the treat given the children. Each child received a balloon and ice cream cone. To the Bay View club for the educational motion picture; to Mr. Parker for the use of the theatre and the comedy picture donated, and to the Brand for its splendid publicity.
Signed: MRS. B. F. MARRS, Chairman.

KATHLEEN CRONIN RANKS HIGH AT SAM HOUSTON

Kathleen Cronin, daughter of J. T. Cronin of Hereford, is among the students invited into membership in the Freshman-Sophomore Scholarship Society at Sam Houston College. She was membership on the basis of achievement in making 30 grade points in two consecutive terms, thus standing with other members who were salutatorians and valedictorians in the schools from which they came.

REMEMBER MOTHER ON MAY 8, WITH HOSE

(Full Fashioned Pure Thread Silk)

Hose

—in assorted light shades

Each Pair Only **69c**

VANETTE HOSE
Chiffon and Service Weights, In light shades, each pair **\$1.00**

VANETTE HOSE
Fancy lace, mesh and chiffon, Finest in hose, each pair **\$1.50**

Sprouls-Cronin & Co.

International Sunday School

Lesson

BY DR. J. E. NUNN

May 8

Introduction.

We now have come to the third of the great patriarchs, Abraham, Isaac, and Jacob. "In Jacob we have a contrast, not only to the greatness of Abraham, but to his goodness; and to the goodness of Isaac, too. When we read the life of Jacob, the first idea we get is the exceedingly painful one that, occupying such a position as he does in the kingdom of God, he should seem to be so unworthy of it. Yet on second thought, we see how much there is to be learned from this very thing. In the first place, it strikes us how faithful the Bible is; how honest in telling us exactly what the man was, and not setting before us what he ought to have been. It is a most healthy contrast to the style of biography where men's virtues and excellences only are held up to view, and nothing said about their faults. And then there is this special value in a life like Jacob's, that it shows how much God's grace can make of the very poorest material. The man Jacob became the mighty Israel, a prince with God."—Rev. John Monro Gibson, D. D.

This is especially suited for a temperance lesson, because it exhibits so strikingly the harm that comes from yielding to sensual appetites such as gluttony and the desire for intoxication, and at the same time, as we bear in mind the character of Jacob, in such a strong contrast to that of

ESAU SELLS HIS BIRTHRIGHT
(Temperance Lesson)

Genesis 25:27-34

27. And the boys grew: and Esau was a skillful hunter, a man of the field; and Jacob was a quiet man, dwelling in tents.

28. Now Isaac loved Esau, because he did eat of his venison; and Rebekah loved Jacob.

29. And Jacob boiled pottage; and Esau came in from the field, and he was faint;

30. And Esau said to Jacob, Feed me, I pray thee, with that same red pottage; for I am faint: therefore was his name called Edom.

31. And Jacob said, Sell me first thy birthright.

32. And Esau said, Behold, I am about to die: and what profit shall be the birthright to me?

33. And Jacob said, Swear to me first; and he swore unto him: and he sold his birthright unto Jacob.

34. And Jacob gave Esau bread and pottage of lentils; and he did eat, and drink, and rose up, and went his way: so Esau despised his birthright.

Golden Text: Every man that striveth in the games exerciseth self-control in all things.—I Cor. 9:25.

Esau, we see the way out of the mire of intemperance.

Rebekah, the Mother of Jacob and Esau.

From the glimpses which come to us of Rebekah, she was a woman of unusual energy and determination. She knew how to plan a thing and then put it over. In the abounding energy she was much like her wild son, Esau. And as those things come to pass frequently, the quiet, gentle father selected his wild son as his favorite, and the energetic mother took as her favorite the gentle, home-loving Jacob. Opposites often attract in a strong way.

Nowhere does the Bible sanction the lying deception which Jacob practiced in the matter of securing the blessing of his father; nor does it condone the shrewd practice of taking advantage of Esau when he was hungry and tired and thus securing his birthright for a mere nothing.

Jacob the Supplanter.

The world is full of Jacobs, of supplanters, of those who crowd others out of their place and seize it for themselves. We call the process competition, and we glorify those who are successful at it. It is a process precisely opposite to the Christian conception of life, which cares for the weaker and exalts the humble. Christianity, of course, does not teach that a strong man shall fall to use his strength, that a progressive man shall hold himself back, a man of ability curb his ability; but Christianity teaches that none of these things shall be done at the expense of the weak, the timid, the underprivileged, or the stupid, but that every man shall have a fair chance and no man be tripped up in his honest efforts to reach his goal.

Esau, the Hunter.

"And the boys grew." The principle of growth implanted in man by his Creator will never let him alone. He must move somewhere, either forward or backward. He must be making something of life, something sublime or something ignoble. So the growth of John the Baptist is related: "The child grew, and waxed strong in spirit." So the growth of Jesus is set forth twice: "The child grew, and waxed strong, filled with wisdom; and the grace of God was upon him." "And Jesus advanced in wisdom and stature, and in favor with God and men." But no two boys grow just alike, not even twins; and these twins, the sons of Isaac and Rebekah, grew up in very different fashions. Esau was a man for this world; a man addicted to his sports, for he was a hunter, and a man that knew how to live by his wits, for he was a cunning hunter; recreation was his business; he studied the art of it, and spent all his time in it.

"And Jacob was a quiet man, dwelling in tents." Let not this description imply that Jacob was less enterprising than Esau; he was far more enterprising, but in a different way. His was enterprise of the study, Esau's of the fields. His enterprise was thoughtful; Esau's was vigorous. His enterprise was of the brain and heart, Esau's was of the hands and feet. Their characters were still further different. "Esau is the man of the future. Esau is never able to look beyond the hour; Jacob has his thoughts always on the morrow. Esau is absorbed in the pleasures of sense; Jacob is intent on the pursuit of gain. Esau cares for nothing but a merry life; Jacob is willing to endure laborious days in the acquisition of material wealth. Esau has the disposition of a spendthrift; Jacob has the nature of a miser."—Rev. George Matheson, D. D.

Esau Sold His Birthright.

"And sold his birthright to Jacob." "What was this birthright, and was Jacob justified in securing it as he did? In patriarchal times the first born succeeded his father as head of the family, inherited a double portion of his father's goods, and had the right to act as a priest for the family and tribe. But the promise to Abraham declared, 'In thee and in thy seed, shall all the families of the earth be blessed,' and therefore the birthright in the chosen family constituted its possessor the father, after the flesh, of the Messiah who was to come. Now Jacob believed this; believed, too, the revelation that his mother, the elder shall serve the younger, and he coveted the birthright of Esau.

D. D. Jacob took a bad way to get a good thing. God designed the good thing for him, as best deserving of it; and, if Jacob had allowed God to take his own course, doubtless he would have received the birthright without sinning against his brother. But, like many of us, he was too impatient to bide God's time.

"We should never take advantage of another's weakness or stress of any kind to drive a sharp bargain with him. If a man is compelled to sell a piece of property to raise money to meet an urgent need, an honorable neighbor will not use the other's misfortune to get the property at less than its true value. One who has money to lend should not take advantage of another's necessity to exact usurious interest. No one should

take advantage of another's ignorance to impose upon him or to deceive him."—J. R. Miller.

Self-Indulgence.

Self-indulgence is one of the great sins of twentieth century America. One recalls as typical the cry, 'We want beer,' with which a shallow-thinking group tried to drown out arguments for prohibition at a recent American Legion convention. "Whatever may have been the history of the liquor traffic, whatever may have been the moral, economic and political fruits of it, whatever miseries may have been caused by drink, may be entirely forgotten, since 'we want beer'! If we want it we ought to have it, even if it wrecks homes, debauches individuals, endangers life, corrupts legislatures, and sows seeds of national disaster! 'We want beer' is the modern cry of Esau, who was ready to sell his birthright for a mess of pottage. It speaks volumes for appetite, nothing for manhood.

The Cost of Sinful Pleasure.

The lesson furnishes a fine opportunity for emphasizing the price that some people pay for the gratification of their fleshly desires. Esau's folly is being committed before our eyes every day. For the sake of a piece of fruit Adam and Eve sacrificed their inheritance and brought spiritual death into the world. Lot's wife must take one long look back toward Sodom, and a pillar of salt is the monument to her folly. For the sake of a woman's caresses, Sampson lost his hair, his strength, his sight, his all. David indulged in a forbidden love for Bathsheba, lost his communion with God, and left an ugly blot upon his name and his posterity. And Judas, for thirty pieces of silver, betrayed his Master, and left the blackest name that ever marked the pages of history.

Two solemn warnings we cannot forget in connection with this lesson: (1) Never sacrifice spiritual interests to the appetites of the flesh. The Spirit and the flesh are contrary the one to the other,

the flesh pulling one way and the Spirit in the other. (2) Never sacrifice the future for the present. Immediate enjoyment must not outweigh future blessedness.

"Whenever a man lets go his hold on a higher, greater good, in order to snatch at a lower, he repeats poor Esau's stupid blunder."—Rev. George Jackson.

"We barter life for pottage; we sell true bliss For wealth or power, for pleasure or renown!"

Thus, Esau-like, our Father's blessing miss,
Then wash with fruitless tears our faded crown."
—John Kable.

Summerfield

MISS GLENN CURRY

Rev. Coe filled his appointments here Saturday night and Sunday.

Meril Fuqua, Plainview, accompanied Rev. Coe and preached at Westway.

P. Lance of Hereford visited the C. R. Waiser home last week.

Summerfield club had a decorated car and a float which represented the well baby and preschool child clinics in the health parade Friday.

J. L. Lookingbill and family and Dorothy Fullwood spent the week end with relatives in Tulla.

Mrs. C. Caraway and children returned to Tulla last week after a visit here with her sister, Mrs. J. R. Oglesby.

J. P. McLean and family, Hereford, attended church here Sunday and took dinner in the B. C. Roberson home.

J. B. Harlin and family and Mr. and Mrs. Sparkman, Frio, attended church here Sunday night.

Mrs. Chas. Enlow and daughters of Shattuck, Okla., visited Charlie Enlow who is working with the steel gang, and also Mr. and Mrs. J. R. Oglesby, old friends.

Misses Leatrus Waiser and

Glenn Curry were in Dimmitt Saturday.

Adrian and Summerfield played ball here Sunday, Adrian losing.

C. R. Waiser was in Amarillo last week.

"Whenever a man lets go his hold on a higher, greater good, in order to snatch at a lower, he repeats poor Esau's stupid blunder."—Rev. George Jackson.

"We barter life for pottage; we sell true bliss For wealth or power, for pleasure or renown!"

Thus, Esau-like, our Father's blessing miss,
Then wash with fruitless tears our faded crown."
—John Kable.

In Hereford, returned home last week and is much improved.

Mrs. Lee Kendall is improving from her recent illness.

G. F. Morgan and family of Adrian were week end guests of Mr. and Mrs. Walter Huntley.

Guy Waiser and W. M. Phillips of Shattuck, Okla., were in Amarillo Sunday.

D. C. Waiser was in New Mexico several days last week.

Mrs. W. G. Harris and daughters of Canyon visited W. G. Harris and friends here Saturday.

Mrs. Bernard Roberson, Beatrice Lawrence, Clydine Kendall, Ruth and Christine Atchley, Betty Joe Kendall, Geraldine Huntley and Otha Noland, pupils of Miss Thelma McMin enjoyed a picnic at her home in Hereford Saturday.

Claude Waiser of Amarillo visited his brother, C. R., last week.

Woodrow Weitz is visiting relatives in New Mexico.

The biggest watch value we know of is the St. Regis, with the unbreakable crystal. Only \$1. City Drug Store. 1c



For Mother Have Money

MOTHER'S DAY!
A Beautiful tribute to HER!
Mother... whether yours or your children's, should have care and comfort in her later life. Money in the bank goes a long way to provide both.

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THINK! **THE FIRST NATIONAL OF BANK** HEREFORD **THINK!**
A Strong Bank Thoughtfully Managed

MEMBER FEDERAL RESERVE SYSTEM

BUSINESS AND PROFESSIONAL DIRECTORY

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| DR. E. B. THOMASSON SURGERY General Practice Office Over Corner Drug Store. PHONES Residence 224 Office 37 | BILL SMITH SERVICE STATION PHONE 168 PHILLIPS "66" PRODUCTS Car washing and greasing, and road service. |
| DR. T. L. MORGAN Physician and Surgeon Buckner-Lambert Building Residence and Office Phone 462 | The title to your land is vital. Our Abstracts correctly reveal the title. A. O. THOMPSON ABSTRACT CO. 5 1/2 per cent Federal Farm Loans. |
| DR. G. F. LeGRAND Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 678 Residence 244 | Nunn Transfer HAULING OF ALL KINDS Day Phone 656, Night 761-J |
| DR. R. E. PERKINS Phone 475 | GULF SERVICE STATION Third and Miles GULF PRODUCTS Free Parking |
| DR. B. M. WILTSHIRE DENTIST Over Sprowls-Cronin Phones Day, 470 Night 474 | S. O. WILSON DAIRY Grade "A" Milk, 10c quart. Phone 9027 |
| INSURANCE Loans--Bonds HEREFORD INSURANCE AGENCY JOHN McLEAN, Manager | |

Ask for

Demonstration of the New Ford V-8

—We have a New Ford Tudor on display at our show room. Come in—see it—drive it.

Hereford Motor Company

We Hope We Helped

There are more old people in the United States today than there were a decade ago, according to the directors of the United States Census.

—Perhaps one contributing factor is the assistance given to science, surgery, medicine and the plain, every-day standard of living by the electric light and power industry.

—We like to think we have contributed toward lengthening the span of life—as well as to know that we have contributed to the joys of living, what ever may be the span of an individual's life.

—More than forty-seven and one-half million children under nineteen years of age are experiencing benefits, made possible by electrical development, unknown to their parents at the same age, and which were not even dreamed of by their grandparents.

—And the greatest development of the industry has been during the last decade, when it has been able to furnish more service to more people than ever before in its history.

We Are Growing, Too In Our Ability to Serve You.

Texas Utilities Company

INSURANCE
JNO. H. PATTON
PHONE 50

SEED

Milo, Dwarf and Double Dwarf Kafir, Hegari, Cane, Little Yellow and Big Yellow Dent Corn, and White Sure-Cropper Corn.

Our seed is Native, Hand-Selected, and carries the STATE GERMINATION TEST.

WEST TEXAS FEED AND SEED COMPANY
We Give Green Stamps

OPEN HOUSE

Saturday, May 7 All Day

Everyone is cordially invited to visit our store and see the interesting demonstrations of paint, built-in furniture, fencing, sheet-rock and cement.

Free Souvenirs!

Tell Your Friends About It.

Our Aim—To Help Improve the Penhandle

PANHANDLE LUMBER CO.

Courtesy • Quality • Service

BRUNK'S COMEDIANS

Sponsored by the High School Band Mothers

One Week of Clean Stage Plays— Vaudeville and Music!

IN HEREFORD MONDAY, MAY 9 SIX DAYS STARTING

A Good Place to Eat We Never Close
IKE'S CAFE
I. O. CROSTHWAIT
*It may be good and not be ours; But It can't be ours
and not be good.*
316 Main Street Hereford, Texas

TEXAS MARKET and GROCERY
PHONE 353—WE DELIVER
Hereford, Texas

SPROWLS-CRONIN & COMPANY
*The Store Where You Buy Better Goods for Less
Hereford*

PIGGLY WIGGLY
*Where Quality and Economy
Join Hands*

STOCKMAN'S CAFE
*Special Merchants Lunch
Really Good Coffee*

Always Good—Always the Same
CREAM O' PLAINS BUTTER
Made by FARMERS CREAMERY ASSN., Hereford

THE CHOCOLATE SHOP
*All Kinds of Sandwiches, Cold Drinks, Candy and
Ice Cream—Open After the Show.*

THE HEREFORD BAKERY
*Pies, Cakes, Bread, Cookies—Fresh Every Day.
Call at Our Bakery and Get One of Brunk's
Merchants Tickets.*

THE HEREFORD BRAND
DECENT—FAIR—FEARLESS
*A clean newspaper devoted to the best interest of
your community.*
The Best Friend Hereford Ever Had

CITY DRUG STORE
*Get Your Free Tickets Here
"Where Friends Meet In Hereford"
Phone 100—We Deliver.*

F R E E T I C K E T S

**From Firms Whose
Advertisements Appear
On this page**

These tickets admit any person to BRUNK'S after 10c service charge has been paid at the ticket office.
Tickets Good ANY Day Except Thursday.

FEATURE OPENING PLAY
DON SHERMAN COMEDY HIT

"THE SPITE BRIDE"

—A Comedy Dramatic Hit that will be long remembered. A man with a million marries a waitress for spite—and then the fun starts. You can't go wrong on this play.

AND ON THE SAME PROGRAM

June Collier's ORCHESTRA

WITH PLENTY OF NEW AND NOVEL NUMBERS

—Also—

VAUDEVILLE

DANCING — SINGING — TRIOS, ETC.

Plays - Vaudeville and Music
Changed Every Night

PRICES OF ADMISSION

CHILDREN **10c** ADULTS **30c**
Without Merchants' Ticket

RESERVED SEATS 10 AND 15

DOORS OPEN 7:20, CURTAIN 8:20

STONE DEPARTMENT STORE
*Outfitters for the Entire Family
Hereford, Texas*

WEST TAILOR SHOP
CLEANING AND PRESSING
Call For and Deliver

CARL'S CASH GROCERY
*Highest price paid for produce. Call at our store and
we will be glad to give you one of Brunk's
Merchant's Tickets.*

BILL SMITH'S SERVICE STATION
*Phillips "66" Gas—Tire Repairing
Road Service—Washing, Greasing, Etc.*

LUKE'S CAFE
OPEN DAY AND NIGHT

HEREFORD LAUNDRY
*Everything correctly and carefully laundered.
Safeguard your health by our sanitary methods.
Phone 298*

FURR FOOD STORE
Our Circular for Week-End Specials

Before the Show Take Her to Dinner at the
NEW CLUB CAFE

HEREFORD HOTEL
*Now Under the Same Old Management
Hereford, Texas*

CORNER DRUG STORE
*Come to the
REXALL STORE
for your tickets*

News Review of Current Events the World Over

Speaker Garner in Dramatic Speech Quells House Sales Tax Rebels—Substitute for Defeated Sales Tax Is Quickly Passed.

SPEAKER JOHN N. GARNER quelled the house of representatives tax rebels and assured the nation of tax legislation that would balance the national budget.

It all came about when the speaker took the floor and delivered a speech that was a combination of inspired argument, impassioned plea and camp-meeting exhortation.

Then the house settled down to business. The ways and means committee introduced its list of new taxes to take the place of the defeated sales tax.

The new levies as provided for in the house bill covers taxes on the following articles with the estimated revenue:

Table with 2 columns: INCOME TAXES and REVENUE. Lists various tax categories like Individual (increases carried in bill), Increase in normal rate, Increase in surtaxes, etc., with corresponding revenue values.

Table with 2 columns: POSTAGE RATES and EXCISE TAXES. Lists postage rates for different classes and excise taxes on various goods like automobiles, trucks, and machinery.

Table with 2 columns: rates and revenue. Lists specific tax rates and their corresponding revenue, such as Sales of produce on exchanges (5 cents per \$100) and Pipe line (15 per cent of carrying charges).

The house bill provides for the payment of the levied and excise and sales taxes by the manufacturer direct to the government with the method of collecting the taxes about the same as under the general manufacturers' sales tax which was rejected.

The fact that the house has passed a revenue bill does not mean that this bill is to be the law of the land. It is almost certain that the senate will not agree.

THE Hoover budget will be slashed a quarter of a billion dollars if the house accepts the recommendations already made and to be made by its appropriations and economy committees.

Just prior to announcing his resignation, on a plea of overwork from the chairmanship of the special economy committee, Mr. Byrnes said that he will submit recommendations calling for consolidations and economies totaling at least \$75,000,000.

Chairman Byrnes said that hearings thus far conducted by the various committees handling governmental supply bills disclosed that at least \$150,000,000 could be shaved off the budget figures submitted by President Hoover without in any way impairing the efficiency of the government.

NORMAN DAVIS, one of the American delegates to the Geneva arms conference, arrived in Washington and went into a series of conferences with State department executives.

PRESIDENT HOOVER announced formally at the regular press conference that he is "absolutely opposed" to the enactment by congress of additional soldiers' bonus legislation.

A TREATY between the United States and Canada for the construction of the St. Lawrence waterway may be passed.

meeting of the American Legion last September 21, and the Legion has consistently supported that position.

BASEBALL LEAGUE JOINED BY TWO MORE TEAMS. Since the arrangement of the baseball schedule for a city twilight league to be operated in Hereford during the summer months with four teams participating, games to be played Tuesday and Thursday afternoons, two other teams are clamoring to get in the fracas.

SECRETARY OF AGRICULTURE Arthur M. Hyde called his department the "prize boob in the history of finance," because of its policy of making virtually unsecured loans to farmers in the face of rapidly mounting crop surpluses.

WASHINGTON crime is again brought into the limelight as police attempt to locate extortionists who have threatened harm to the children of three prominent Washington families.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

WASHINGTON crime is again brought into the limelight as police attempt to locate extortionists who have threatened harm to the children of three prominent Washington families.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

Baseball League Joined By Two More Teams

Since the arrangement of the baseball schedule for a city twilight league to be operated in Hereford during the summer months with four teams participating, games to be played Tuesday and Thursday afternoons, two other teams are clamoring to get in the fracas.

SECRETARY OF AGRICULTURE Arthur M. Hyde called his department the "prize boob in the history of finance," because of its policy of making virtually unsecured loans to farmers in the face of rapidly mounting crop surpluses.

WASHINGTON crime is again brought into the limelight as police attempt to locate extortionists who have threatened harm to the children of three prominent Washington families.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

THE first game of last week was rained out, but was played Friday afternoon, the Odd Fellows taking in the Firemen 14-13. Thursday's game between the Midgets and Lions resulted in a 12-9 victory for the latter.

Local's

When you need machine work, See Koch & Dyson. 17-1c

Carl Kemp of Dimmitt made a business trip to Hereford the first of the week.

See the Panhandle Lumber Company's advertisement this week on "Open House."

W. D. Kelleher, C. W. Humble and Jim Black left Wednesday morning for Roy, New Mexico, for a few days fishing on the Canadian River.

Daddy Lion Deserts Home In a Field mouse exhibit showing mountain lions at home, no male lion appears with the mother and her kittens in the den, for cubs explain that the male lion deserts his home while the babies are young, returning only after the young lions are partly independent.—Chicago News.

Molecules Found Room A small bottle which had been pumped almost perfectly free of air was recently explored, and in the bottle were still 77,000,000,000,000 molecules of oxygen, 288,000,000,000,000 molecules of nitrogen, and smaller quantities of other gases.

Importing Plants The practice of introducing valuable plants from foreign countries is at least as old as Queen Hatshepsut who ruled Egypt about 1570 B. C., for an expedition which brought foreign trees into Egypt during her reign is historically recorded.

Languages That Live The Breton and Welsh languages are by no means dead tongues, each being spoken today by more than a million people. The Celtic family of languages has also several other living members—Irish, Scotch, Gaelic and Manx.

Winning in the "Stretch" "Garrison finish" is a hairbreadth finish, whereby the winner comes from behind to win at the last moment. It is so called because Garrison, a well-known American jockey, usually won his races in this fashion.

Products in Kinship Naphtha and gasoline are both petroleum products. They are both solvents, fuels and illuminants. Naphtha is intermediate between gasoline and benzene, and consists largely of heptane, called also Danforth's oil.

Could Not Buy Cathedral The cathedral of Notre Dame in Paris was sold, during the revolution, to a private individual for \$1,000, but the purchaser was unable to raise sufficient capital and the purchase fell through.

Height of Slave Trade The period during which the greatest number of slaves were introduced into this country from Africa was 1804-08, the last four years before prohibition of the slave trade by congress.

Planetoid's Value The tiny planetoid Eros, only about twenty miles in diameter, is valuable to science in determining accurately the distance of the earth from the sun and stars.

Strength of Habit In the great majority of things, habit is a greater plague than ever afflicted Egypt; in religious character it is a grand felicity.—John Foster.

Watchers and Workers Even the man who watches the clock does more work than the man who watches the thermometer.—Hamilton (Ohio) Evening Journal.

More Out of Work Yet if all were good and wise who would care for the unemployed doctors, lawyers and preachers?—San Francisco Chronicle.

Mind Runs Wild A man often thinks he is speaking his mind when he is merely too excited to mind his speaking.—Washington Star.

Opposite Effect Plenty of music will keep the husband at home, runs an advertisement. Not if it's chin music.—Boston Transcript.

Education's Cost The cost of public elementary and secondary education is put at 2.4 per cent of the total national income.

Brighten the Oilcloth To brighten oilcloth wash it in two tablespoonfuls of salt to each cupful of hot water required.

Live Slowly As a rule—the man who lives slowly lives long.—Detroit News.

In a Nutshell Charms strike the sight, but merit wins the soul.

MRS. SHERRIEB BUYS BUSINESS ASSOCIATION EQUIPMENT IN HEREFORD

Mrs. H. W. Sherrieb, who has been conducting the Business Men's Association in Hereford for B. F. Egger, owner, for the past several months, has purchased the business from him and is now conducting the association as her individual property.

Since its organization here over a year ago, the B. M. A. has proved a valuable asset to the business life of Hereford, serving as one of the most accurate checks of credit rating known here.

Individuals and firms with the privilege of membership, can learn the credit rating of individuals and other businesses, and be governed thereby in conducting credit relations with them.

The B. M. A. does not interfere with the extension of credit to anyone, the merchant in each case determining his own course of action. Credit is more easily secured by those who deserve it, when their rating is established with the association.

Mrs. Sherrieb has had considerable training in credit and merchandising transactions and should make the B. M. A. a source of profitable information to the business life here.

Northwest News

By PEARL HOOVER

Ray Nelson of Enid, Oklahoma, spent Wednesday night in the J. R. Overstreet home.

Misses Catherine and Alice Wise went to Kansas to visit a sick relative.

Misses Margaret and Catherine Steen were shopping in Hereford Saturday.

Mr. and Mrs. Z. J. Stech went to Bovina Sunday to visit some of her relatives.

Mr. and Mrs. R. A. Mabry were out looking at their wheat Sunday.

Mr. and Mrs. Staley Jones and daughter, Evelyn, spent Sunday afternoon with the Overstreets.

Mr. and Mrs. J. C. Morrison returned from Lubbock where they visited friends Sunday.

Bud Morrison called in the Temple Lynch and Chas. Hoover homes Sunday.

Bud Morrison went to Roswell to visit relatives Tuesday, returning Thursday.

Mr. and Mrs. Joe Farmer and children left for their home in Oklahoma Tuesday.

Dr. Morgan and Miss Grace Buzzell were here Monday and reported that no more cases of scarlet fever were found. The Staley Jones and Homer Clevenger homes are no longer quarantined.

Chas. Hoover was in Friona on business Wednesday.

A good rain fell here Wednesday and it was appreciated by our farmers.

G. W. Wells and Mr. Medlin called in the J. R. Overstreet home Wednesday.

Mr. and Mrs. J. R. Overstreet called on Wm. Winn, Staley Jones and Chas. Hoover Thursday.

C. A. Norris and family were shopping in Hereford Tuesday, and brought back 213 baby chicks.

Mr. and Mrs. Earl Porter left for Santa Rosa, N. M., Friday.

Burrell and Jim Kerby went to Tulsa last Friday.

All the school children and most of the parents attended the parade in Hereford Friday and all enjoyed themselves. Bipps school thanks the people of Hereford for the ice cream and souvenirs.

and also for the moving picture. Mr. and Mrs. Fred Burns and children visited the Will and Hoover home Saturday afternoon.

Staley Jones and family were visitors in Amarillo and Canyon Saturday and Sunday.

Miss Leona Norris left for her home in Denton Sunday where she will probably remain until harvest.

Eleven-Mile

Miss Eunita Williams, Reporter.

Rev. O. B. Annis filled his regular appointment at the Messenger school house Sunday. He also brought several with him, including Mr. and Mrs. Will Osborn, Mr. and Mrs. Erwin Johnson and daughter, Freda, and Mr. and Mrs. Osborn.

Mr. and Mrs. Ellis Myer and Robert and Lester Myer called at the B. D. Myer home Sunday.

There were 52 at Sunday school Sunday. Everybody invited to come again.

Rev. O. B. Annis and wife took dinner in the J. T. Guinn home Sunday.

Among those shopping in Hereford Saturday were J. T. Guinn, L. M. Williams, Ben Bates, Fred Collett, Mr. and Mrs. Kirby and W. A. Whitson.

Those who attended the rally in Hereford Friday, beside the school children, were Mr. and Mrs. J. T. Guinn and daughter, Dorothy Nell; Jody Boston, Imogene Copeland, Mary Pearl Cowan, Mrs. Rural Fannin, Mr. and Mrs. B. D. Myers and son, James; Jewell and Lucile Myer. All reported a nice time.

Mr. and Mrs. C. Myer attended the show in Friona Saturday night.

Mr. and Mrs. Earl Porter left one day last week for Santa Rosa, New Mexico, to spend a few days in the Lewis home.

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

Irwin White and Robert Myer returned home Wednesday from a week's visit in Oklahoma.

Miss Iona Stokes called at the W. A. Whitson home one day last week.

E. M. Green and son, Edwin, Temple Lynch and W. A. Whitson called at the L. M. Williams home Monday.

W. A. Whitson is hauling posts for O. G. Hill this week.

Mr. and Mrs. Rural Fannin and three sons moved into their new home this week.

Arthur Edwards of Floydada spent the week end in the Rural Fannin home.

Robert and Bruce Edwards of Floydada, who have been hauling the remainder of the Edwards wheat to Friona, returned home first of the week.

Artis Daniel of Hereford called at the Temple Lynch home Sunday evening.

Mr. and Mrs. E. M. Jack and children were guests in the J. T. Guinn home first of the week.

Mrs. Myer of Oklahoma is spending this week in the home of her son, Bill Myer.

T. M. Lynch called at the E. M. Green home first of the week.

Too Late to Classify

RADIO FOR SALE: G. M. A. C. offers late model Atwater-Kent combination radio taken in trade on repossessed car. For inspection see Bill Smith at Phillips Service Station on South Main, or call G. M. A. C., Amarillo. 1p

Do You Need Cash? I can turn your livestock, farm equipment or real estate into ready money. AUCTION SALES ARE PROFITABLE RAY BARBER AUCTIONEER Superior Sales Service Phone 241 Hereford, Texas Sales dates and literature may be arranged at THE HEREFORD BRAND



Norman Davis



Gen. Greely

Black

BY MRS. J. J. CRAWFORD

This community was visited by a fine rain Wednesday of last week.

Mrs. Clayburne Carr of Summerfield was a visitor in our community Friday.

Mr. and Mrs. Roy Coker and family of Summerfield spent Sunday in the McMurry home.

Lola Fay Haley has been sick this week, but is able to be up.

Several families from our community attended the literary program at Lakeview Saturday night. The program was fine and enjoyed by all.

W. R. Sheehagen has moved his teams and tools here to begin his farming operations next week. Bob Buster is to do the work.

James McLean is on the sick list this week.

Bro. Applewhite of Friona took the place of Dr. Frye at the Baptist church Saturday night and Sunday, delivering three sermons.

It has been announced that Mr. Nonnie Smith and Mrs. Nola Mae Bennett have been employed to teach the school next term. Mr. Smith has taught here two terms and Mrs. Bennett one term. The patrons are pleased to have them another term.

Home talent players of Black took their play, "Yimmie Yonson's Yob," to Summerfield and Dawn this week, having good attendance at each place.

Black and Westway ball teams played a game Sunday evening, resulting in a score of 23 to 7 in favor of Black.

Jumbo News

BY EDNA HALL

Mr. and Mrs. Albert Schofield visited relatives in Lubbock over the week end.

Chester and Mable Pinckert, Edna Hall, Doyle Adams, Clyde Battles, Bobby Pinckert and Paul Hicks visited in the Kring home Sunday.

Tiney Andrew spent Saturday night with Athle Wilder.

Mr. and Mrs. J. T. Hartley visited Mr. and Mrs. Andrew Sunday.

Mr. and Mrs. Walter Means and daughter and Junior Hines visited the Halls Sunday.

Everyone come to see "The Arizona Cowboy" Saturday night. Admission 10 and 15 cents.

Mr. and Mrs. Jim Berry visited in the Grant and Hardy homes Friday.

Mrs. Boone Whitaker and children and Mrs. Noel Andrew and children of Hereford visited in the Pinckert and Hall homes Tuesday.

Mr. and Mrs. Finis Hunter and children visited her parents, Mr. and Mrs. Norman, near Blue Ridge Sunday.

Mr. and Mrs. Uman Hunter, Phyllis and Frances, visited Mr. and Mrs. Sam Hunter Sunday.

Mr. and Mrs. L. E. Beck, Finis Hunter and wife, Mr. and Mrs.

CREAM WANTED 14c

We Pay the Transportation.

Markets in about same condition as last week. Farmers, don't take less than actual market value for your butterfat. You need our market; we need your cream. FALLS CITY CREAMERY CO. Falls City, Nebraska.

Carl's Cash and Carry Grocery

SPECIALS FOR FRIDAY and SATURDAY:

- FLOUR—
Ponca Best, 48 pounds 80c
- CORN—
No. 1 cans, three for 16c
- CRERRIES—
Coneho, pitted, No. 2 cans, 2 for 25c
- SOAP—
Laundry, Big 4, 10 bars 28c
- PEANUT BUTTER—
Quart jar 26c
- TISSUE PAPER—
Fort Howard, three rolls 20c
- BEANS—
Pintos, 7 pounds 18c

Uman Hunter attended the ple supper at Arney Wednesday night. Several from Jumbo attended the health day parade at Hereford Friday.

Grandmother Kring visited relatives in Plainview over the past week end.

Helen Wilder spent Saturday night with Pauline Andrew.

Chub Pinckert spent Saturday night with Addison Hunter.

Mr. and Mrs. Stanley Littleton of Hereford visited relatives here over the week end.

Kitty Oxford spent the week end with home folks.

Flagg News

By MRS. G. B. FRAIZIER

Mrs. I. E. Lovelace entertained a group of little boys and girls Tuesday evening with a party celebrating the sixth birthday of Dorothy Lovelace. Games were played and then refreshments were served.

Frankie Senter entertained a group of girls with a slumber party Friday night. Cake and ice cream were served.

Mr. and Mrs. R. H. Breen are visiting in Parnell.

Mrs. Jewel Wilson visited Mrs. Sid Sheffy Monday.

Eldon Lovelace and family are in Hedley visiting Mrs. Lovelace's mother.

C. J. Dow and family visited A. D. Floyd and family Sunday.

A crowd stormed M. K. Horton and family, taking musical instruments, and having some old time music throughout the evening.

Mrs. Hoyd Redwine visited Mrs. G. B. Frazier Sunday.

Westway Items

BY WILMA NELL SIKES

Rev. Fuqua, Wayland College, preached here Sunday morning. Noel Bryant was here from Hereford with him and preached Sunday night.

A. M. Jones of Young county is visiting the R. M. Gunn home and with his daughter, Mrs. Britton Campbell.

Bill Denney and family visited Bob Denney and family Sunday.

Mrs. E. E. Joiner has been ill with influenza. Mrs. P. H. Gilliland teaching in her place.

Walter Nix and family of Hereford visited the L. O. Gore home Sunday afternoon.

Westway school children enjoyed the health parade and free show in Hereford Friday.

Grady Wilson and family and Mrs. Bob Kelly took dinner in the R. M. Gunn home Sunday.

Mrs. P. H. Gilliland attended the district club federation meeting at Canadian as a delegate from Westway community club.

Curtis Caraway took Sunday dinner in the Bob Denney home.

Rev. Fuqua, Leslie Vaughn, Rat Roe and Pauline Wilson were Sunday dinner guests in the E. E. Joiner home.

Mrs. E. J. Holland and children visited Mrs. N. P. Sikes Sunday.

Clem Schumacher and family of Hereford were Sunday dinner guests in the V Skypala home.

Cassette Denney spent Saturday night and Sunday with Irene Grimes.

Mrs. W. J. Gilliland spent Friday in the P. H. Gilliland home.

Westway ball team played Black here Sunday. Black won.

Mr. and Mrs. Bill Denney visited the D. R. Grimes home Saturday night.

Mr. and Mrs. A. L. Minjeot and son of Hereford visited Mr. and

Political Announcements

DEAF SMITH COUNTY

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

For Representative, 123rd District: H. K. STANDFIELD

For County Judge and Ex-Officio County School Superintendent: EARL W. WILSON (Re-election)

C. W. HUMBLE

C. T. KIBBE

ARTIS RUSSELL

For Sheriff and Tax Collector: WOOD D. VAUGHN

EZRA NORTON

JNO. B. MILLER (Re-election)

J. WALLACE ROBINSON

J. T. CUNNINGHAM

ED CURTISINGER

L. I. WEST

EMETT HALES

For County and District Clerk: W. FRANK BALL

JOHNNIE BIGGS

MRS. BESS TURRENTINE

L. H. FOSTER (Re-Election)

W. L. PICKETT

For Tax Assessor: MACK BEACH (Re-election)

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

For County Attorney: JOHN COFFEE (Re-Election)

For Commissioner, Precinct No. 1: P. J. (Jack) ROSE

JAS. R. ROBINSON

S. O. WILSON

C. J. PADDOCK

For Commissioner, Precinct No. 2: W. D. KELLIEHOR

W. B. PHILLIPS (Re-election)

S. L. WALSER

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

E. M. JACK

HERMAN GRAY

W. D. NAFZGER

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

Mrs. P. H. Gilliland Sunday.

Grady Wilson and family visited the N. P. Sikes home Sunday.

Ira Vermillion, Tucson, Arizona, is visiting his cousin, J. A. Landers.

A ple supper and social will be given at Westway Friday night. Everybody invited to come and bring a ple and have a good time.

Cleo Items

BY MRS. W. E. CONNER

Eighteen were present at a quilting given by Mrs. Hickman, and they finished three quilts.

Mr. and Mrs. Faulks and Mr. and Mrs. Nash were in Raton, N. M., on business last week. They reported a big snow while there.

The club meets with Mrs. Elmer Dixon Tuesday and everyone is invited.

Mrs. Boyd and Roxie were dinner guests in the W. J. Jordan home Sunday.

Mr. and Mrs. Tom Patterson visited the W. J. Jordan home Sunday afternoon.

Mr. and Mrs. Beale-Alley are the proud parents of a fine 9-pound boy.

Gladys Conner and W. T. Jordan spent Saturday night with Fred Waggoner.

Ernest Waggoner and family were week end visitors in Shamrock.

Claud Boyd has received word that his sister in New Mexico is very ill.

Mr. and Mrs. Lee spent Tuesday afternoon in the W. E. Conner home.

Mrs. H. H. Houchens and Mrs. Abe Winkle visited in the W. J. Jordan home Saturday evening.

REVIVAL AT ASSEMBLY OF GOD CHURCH CLOSURE

We can report a wonderful revival, the presence of the Lord being with us at each service, and a large attendance throughout. A number were saved, reclaimed and filled with the Spirit. The church was strengthened by receiving the membership of a number uniting with it.

Next Sunday morning will be used for a special Mother's Day program, and an appropriate sermon will be preached at the evening hour.

J. A. THOMAS, Pastor.

Use McKesson's Antiseptic Solution No. 59 as a mouth wash and throat gargle. Pint bottle only 50c. City Drug Store.

Progressive News

By OLIVE PERKINS.

Jeff Roberson and family visited Mrs. Roberson's parents, Mr. and Mrs. C. P. Caldwell, Sunday.

Mr. and Mrs. H. Benson spent Saturday night and Sunday with D. Benson and family at Frío.

Mrs. Clyde Russell visited her Mother, Mrs. Ira Ricketts, Monday.

Luke McBrayer and family and Grandmother McBrayer visited E. Hutchenson Sunday, Grandmother McBrayer remaining for a longer visit with her nephew.

Miss Pauline Conner, Higgins teacher, was called home by the serious illness of her mother, returning Sunday to finish her school, leaving her mother much better.

Lucile Park is staying with Mrs. Arch Dougherty at Broadview, Ne. Mexico.

Leatrice Benson entertained Eunice Caldwell, Augustine Gregory, Lilith Boyd, Katherine Hershey, Louise Hunter and Mrs. Clyde Russell at a slumber party Saturday night.

Mrs. Arch Conklin and children spent Friday night with Mrs. Ray Hershey.

Mr. and Mrs. Jack Baker of Dignitt attended singing at Progressive Sunday evening and remained all night in the Baker home.

Mr. and Mrs. G. W. and Ruben Roberson of Ralls, Mr. and Mrs. Joe Jackson and baby of Crosbyton and Mr. and Mrs. Raymond Roberson of Hereford visited Mr. and Mrs. Bob Scales Sunday. Mrs. Scales is a daughter of Mr. and Mrs. Roberson and Mrs. Jackson is a sister.

Miss Eunice Caldwell entertained a crowd of young folks at a party Friday. The evening was spent playing games and at a late hour refreshments of punch and cake were served to 34 guests.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn spent Sunday with W. A. Ricketts of Hereford.

Ruth Botts, Eunice Caldwell, Winnie Hughes and Lawrence Boyd, John Hunter and Arnold Hershey spent Sunday evening with Mr. and Mrs. Clyde Russell.

Edith Childre of Amarillo spent the week end with her parents, Mr. and Mrs. Ed Childre.

Miss Lilith Boyd and Lawrence Boyd and Mr. and Mrs. Jim Ricketts and son were dinner guests Sunday in the Hershey home.

Mr. and Mrs. Tom Baker and family and nephew, Alex Payne, spent Sunday with their son and his wife, Mr. and Mrs. Jack Baker of Dimmitt.

In honor of Georgia Sue's seventh birthday, Mrs. Baker entertained her teacher, Miss Lilith Boyd, and her class mates Saturday afternoon. The home was beautifully decorated in yellow and white and potted plants. The afternoon was spent playing games, listening to the radio and music. Refreshments of cake and turkey sandwiches were served. The color scheme was carried out with the birthday cake.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mr. and Mrs. E. W. Womble and son and Mr. and Mrs. C. O. Phillips and Bernadine were Sunday dinner guests in the Royce Satterwhite home at Hereford.

Mr. and Mrs. Sam Griggs gave Clarence McBroom a birthday dinner Sunday which many friends enjoyed.

Many from here attended the baccalaureate sermon at Wildorado Sunday, delivered by Rev. R. C. Jones of the Church of Christ in Amarillo.

Mr. and Mrs. Joe Thurmond and Betty Jo of Daniel called in the C. McBroom home Friday.

Mmes. C. O. Phillips, E. W. Womble and J. J. Boling and children called on Mrs. M. H. Brown Thursday afternoon.

The infant son of Mr. and Mrs. Joe Allred has been very sick with pneumonia but is improving.

Mrs. B. F. Ozeo and Nina called in the C. Cretzinger home Sunday afternoon.

Mrs. J. J. Boling visited Mrs. Faulkner at Canyon Friday.

Mrs. C. McBroom entertained a number of guests with a surprise supper for her husband Sunday evening.

The senior class graduation exercises will be held next Friday evening at Wildorado school.

Temple Jarnagin visited Mart Burum Wednesday evening.

Miss Martin, home demonstrator, will meet with the women of this community in the M. H. Burum home Thursday afternoon, May 12. Remember the date. Remodeling dresses will be the work for the meeting.

Home Demonstration News

LULA MAE MARTIN, AGENT.

Thursday the agent will be in Amarillo attending the recreation school, conducted by Jack Knapp, for home demonstration people. Miss Bussell meets with the Summerfield club.

Friday will be spent in Ford community. An all-day meeting will be held at which time dress forms will be made.

Saturday, office day.

Monday will be spent in office or visiting demonstrations.

Tuesday is an all day meeting at Wyche. The demonstration will be of foundation patterns. The women are urged to bring commercial patterns of correct size, four yards unbleached muslin, old material for trial pattern, scissors, thread, thimble, pins and tape measure.

Wednesday the Ward club meets with Mrs. J. W. Montgomery.

Thursday the agent meets the Fairview women and will organize a club if they want one. The meeting is with Mrs. Burum.

Friday, May 13, is the short course at the college in Canyon. I hope every woman who possibly can will go. This is your day and you will be well paid for your time and trouble. I am asking you to meet at the court house at 8 o'clock Friday morning so we can go in a group. Everyone who can bring cars. Lunch may be obtained at the college cafeteria for 5c per article, or each woman may take her own lunch if she desires. Let's all go.

Live at Home Program.

At least 90 per cent of the living can be made at home by home demonstration club women of this county if the goals are reached as set. The program is based on the live at home requirements for a family of five outlined by the A. & M. extension service, consisting of one-fourth acre garden, one-half acre orchard, two dairy cows, two hogs and one beef animal for meat, and 60 laying pullets. Each club member is to make her canning budget according to the size of her family and their individual needs, and hatch at least 150 baby chicks to furnish food for the family and raise 60 pullets for next year. I hope that 24 berry plants will be planted, besides other fruits. The first step toward the goal is to plant the garden to meet the canning requirements and furnish plenty of fresh vegetables.

The following amounts are sufficient for a family of five: Strawberries, 250 plants, asparagus 25, rhubarb 25, pimientos 25, New Zealand spinach 25, broccoli 50, tomatoes, in spring 50, in fall 50, egg plant 25, bloomsdale 24, savoy spinach 25, salsify 50 feet, shallots 25 feet, carrots 100 feet, parsnips 100 feet, rape 25 feet.

dinner with Oscar Wilds Sunday. Misses Brunson, Garrett and Hughes spent the week end in Hereford.

Ward school and many patrons attended the health parade in Hereford Friday.

Heleen Miles spent Monday night with Viola Hutson.

Gladys Lewis spent the week end with Sue Vaughn.

Fred Higgins and family spent Sunday with John Higgins.

Freddie Hutson took dinner with Obed Caraway Sunday.

Mr. and Mrs. Albert Oden visited Mrs. John Higgins Sunday.

Allene Caraway spent Sunday with Gladys Lewis.

Honor roll: Robert Hutson, Helen Miles, Hicks Roberson, Elizabeth Higgins, Fredia Hutson, Luella Higgins, Gladys Lewis. High honor roll, Ralph Patterson. Honor roll, Harold Saltzman, Obed Caraway, Robert Lady, Darrell Rogers, Tiny Higgins, Dorothy Miles, Mr. O. Dunkle, county agent, to the Spur experimental station Friday in the Fred Saltzman home.

FARMERS FIND CATTLE FATTEN BEST ON CHEAPEST FEEDS

The group of farmers from Deaf Smith county who accompanied R. O. Dunkle, county agent, to the Spur experimental station Friday of last week to observe the

results of an all-winter feeding test of ten different pens of steers fattened on average farm feeds found that grains ordinarily given a high ranking in feeding values made the poorest showing. Other features that attracted their consideration were those that showed expensive apparatus was unnecessary to successfully fatten livestock at home. Cattle fed on whole cotton seed had done as well as those fed on commercially prepared cotton seed products, and at a less cost, and those fed on bundle roughage, while not doing quite as well as those fed on ground or chopped roughage, had done nearly enough as well to make the cost of high priced machinery for the preparation of feeds too dear to be necessary.

For lazy liver, stomach and kidneys, biliousness, indigestion, constipation, headache, colds and fever. 10¢ and 35¢ at dealers.

SPECIALS

FRIDAY — SATURDAY AND MONDAY

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Ladies' Hats Close out of one group 69¢</p> <p>Silk Dresses One group of new Summer Patterns— \$2.98</p> <p>Silk Ties Beautiful Colors — 3 for \$1.00</p> <p>New Prints 1900 yards in 66 new patterns. All fast color— 10¢</p> | <p>Mesh Hose Regular \$1.00 Hose— 79¢</p> <p>Silk Dresses Group of Regular \$9.85 Dresses— \$5.00</p> <p>Ladies' Knit Sweaters 79¢ and \$1.39</p> <p>Work Shirts Full coat style, with two pockets— 39¢</p> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Stone Department Store

Bakers Cash Grocery

MONT E. BAKER

| | |
|---------------------------------------------|-----|
| SUGAR Pure Cane, 10-pound bag | 49c |
| PLUMS Gallon can | 39c |
| PEANUTS Fresh salted, pound | 10c |
| PECANS Bulk, shelled halves, pound | 44c |
| PRUNES Large size, bulk, three pounds | 19c |
| SOAP F. and G. or Crystal White, 10 bars | 29c |
| OYSTERS Five-ounce cans, two for | 19c |
| MATCHES Six boxes | 17c |
| MEAL White Cream, large bag | 39c |
| NORTHERN TISSUE Three rolls | 22c |
| BACON Dry Salt, per pound | 9c |
| MUSTARD Prepared, quart jar | 17c |

THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL



The Whiteface Roundup

THE STAFF
Lueta Borden Editor-in-Chief
June Allred Assistant
W. J. Fellars Sports
Ardelle Foster Societies
Leslie Culwell Jokes

A Tribute to Mother.

If destiny wills that I fill a small space, In the world where satellites shine, I'll owe it to Mother who merits the place, 'Twill be you who gleams, Mother mine.

'Tis Mother who guides and gives me direction, And to a star hitches my cart, Each gleaming ray will be but a reflection, From the halo of love 'round her heart. —Marguerite Brown.

New Plans for Announcements.

This year the seniors have availed from the customary plan of one commencement night, and have decided on two commencement nights, to be held on May 23 and 24. The first night there will be musical entertainment furnished by talent taken from members of the senior class. The next night an address will be made by Clint C. Small, and diplomas will be awarded to those fortunate enough to graduate. This insures a higher standard of programs

and neither program will be long nor drawn out.

The plan of selecting the valedictorian and salutatorian which will be used this year has no precedent in this school. Considering grades and credit points, the office force has been busy selecting the highest five members of the senior class. When these five are determined the class will select from them those who will represent them as valedictorian and salutatorian who will prepare speeches and hold the usual places at commencement exercises.

The person receiving the scholarship and the salutatorian will be announced that night at the exercises.

A Correction.

Last week when the cast for the Senior play was printed one omission was made. Martha White, who took the part of "Miss Dorinda", was left out, due to no fault of the printer. The character was omitted from the copy handed to the printer.

Campus Philosophy.

C. I. A. LASSO
Congratulate the fellow who has religious beliefs, regardless of what they are.

Better the weakness of letting another boss you than 'e a head-struck fool.

Don't be so broadminded that everything is right.

Running over another to get to class is not a scramble for knowledge.

You cannot use horse sense while you act like a donkey.

Some people build air castles and think they are working.

Don't be swept off your feet lest you land in the ash can.

Knowledge is more valuable than a college degree.

Still Champs.

The sophs hate to dispute the words of the seniors, as they printed last week that they were champions. It was agreed before the last two games were played that the sophs were champions, whether they won or not. So the sophs are the champions of the high school.

A Loyal Sophomore.

Box Supper.
Remember the date, May 5, is the night to have a big time at an old time box supper. Our parents used to have big times at these, so let's try it once—maybe we can find out how they used to enjoy themselves. This box supper is different in one respect from the old ones in that a maximum of \$1 is placed on the boxes. Everyone is invited to have a swell time Thursday night at 8:00 in the high school gymnasium. So don't forget the date, time, place or event. The athletic association is sponsoring this and the funds go on the football and basketball sweaters.

Tag Day.

We promised you last week that the names of the girls who received the tags for being appropriately dressed would be printed this week. Well, here they are but please don't be offended if you belong on the list and are not there, because you failed to return your tag. Also there are quite a few girls who deserved tags and did not get them simply because the givers could not get around to you.

Seniors: Mary McCord, Uva Vernon, Ardelle Foster, Christine Huntzinger, Dorothy Fullwood, La Verna Womble.

Juniors: Hazel Oglesby, Lenora Thomas, Carolina Rice, Mary Lee Curry, Sylvia Behrends, Louise Hamm, Bonnie Jean Smith, Peggy Mitchell, Irene Buckner, Myrtice Wyle, Ellen Bowsher, Mary Posey, Ora West, Wanda Blagg, Frances Boardman, Ruby Keeler.

Sophomores: Ruth Keeler, Inez Easter, Ruth Rice, Lois Mundell, Wilma Arthur, Emma Marie Hoffmann, Adeline, Schumacher, Marguerite Schneider, Marie Schumacher, Helen Griggs, Elizabeth Bowman, Leona Tiefert, Doris Lady, Lottie Allred, Wilma Smith, Billy Valentine.

Freshmen: Alline Caraway, Joyce Davis, Katherine Hamm, Eve'yu Plummer, Rita Bezner, Riva Wright, O'Neil Johnson, Lucetta Wilson, Yola Thomas, Bernice Hagar, Beatrice Lawrence, Jess'e Schultz, Doris Fuikerson, Marie Brenauer, Christine Fincher, Bobbie Rhodes, Phileen Arthur, Alva Vernon, Barbara Buckner, Ode'la Flowers, Roberta Harold, Eve'yn Van Swarengen, Odessa Long, Ruth Bowsher, Ruth Pope, Xervius Cocke-ham.

Teachers: Misses Neville Wrenn, Mabel Gene Campbell, Fern Carlisle, Thalia Parker.

Remember, there is to be another tag day.

Election of Cowhand Officers.

The Cowhands had an election of officers April 19 for the year 1932-33. Sherman Morgan, our boss this year, has been re-elected as next year's boss. Harold Broadwell was re-elected as foreman; Gaylord Newell was re-elected for his second term as secretary; Frank Pope was elected reporter. A talk was made by each officer. Their talks were brief but effective. They said some things that were well worth while for the organization. **FRANK POPE.**

To the H-Y.

The Cowhands, as a body, wish to let the H-Y know of their appreciation and thanks for the steak fry given in their honor. The Cowhands are not having another social function this year and cannot return the honor to the H-Y this year, but intend to honor them next year. **COWHANDS.**

Oratorical Contest.

On the night of May 13 the oratorical contest will be held at the high school auditorium at 8:00 o'clock. This is an annual event for members of the public speaking class. A \$5 gold piece is awarded to the winner and a \$2.50 gold piece to second place winner.

If you have never been to one of these contests come out and witness this one. If you have been to them before, just come on and see if this isn't the very best you ever attended. Really, readers those orations are good.

Your presence is wanted, it costs you nothing; you'll enjoy those intensely interesting, fiery, passionate appeals to your heart and head. Come one, come all.

Spring.

O these balmy days' are here, Spring in every vein does flow. In every nook green things appear While by the roadside flowers grow. O these sunny days have come When with winter left behind The ash and maple shield from sun Each grass and flower of every kind. O these warmer days arrive Faster than I dare believe, The lark and robin now review The joy and life I long conceived. —Lueta Borden.

Clinton Jackson, in reference to Florence Nightingale: "Besides her many other activities, she organized a nursing corps."

GIGGLE GOSSIP

THE OFFICE GIRL

Wanda Blagg: I wonder why Mr. Hudson is good natured.

Travis Matthews: Probably because it takes him so long to get mad clear through.

Teacher (after a long musical recital): Well, Billie, how did you like the program?

Billie R. (nonchalantly): Oh, all right; all but the music.

With a feeling of considerable relief, Imogene Higgins has learned from a medical publicist column that hair dyes do not affect the brain, if there is any.

P. B. Fellars: My motto is "Anything worth doing is worth doing well."

Virginia B.: Yes, I noticed that last night when you made a fool of yourself.

Seven ages of woman:

- The infant
- The little girl
- The maiden
- The young woman
- The young woman
- The young woman
- The young woman

Johnnie W.: I got a big klick out of flirting with Wilda last night.

J. W. W.: Any more than usual?

J. W.: Yes, the old man taught me.

In the seethe of leap year fancies This one rises to the top: Does the girl who pops the question Have to go and question Pop?

J. C. McCollough's Maxwell had been dozing silently in gloom of the lightest section west of town. Suddenly the sound of many hoofs came to its ears and it chugged on into the night, hitting on one. Later it was discovered that a stampeding cow had awakened him from his blissful reverie.

Gangster: Judge I'd like to start serving my sentence right away so I'll have it over quicker.

Judge: No hurry, it's going to be a life sentence.

Mrs. Hicks: My son, Donald, has no many original ideas.

Mr. White: Yes, especially in algebra.

Sherman M.: Round steak, madam?

Shopper: The shape doesn't interest me so long as it is tender.

Miss Carlisle: What is the principle interest of the foreign debt of nations?

Ruth Harding: Avoiding paying their debts.

Senior Play Given.

The presentation of the senior play, Meet Uncle Sally, a three-act comedy, last Friday night removed a great big load from all the seniors minds, particularly for those of the cast. A fairly large crowd attended this play and expressed many favorable compliments to the cast. Music was furnished by the Six Hungry Five and between-acts program featured Frances Borden in a tap dance, Noel Bryant, James Cloyd, Murray Copeland and J. B. Noland in a quartet, with Ardelle Foster at the piano, between the first and second and between second and third acts featured Murray Copeland in a solo and the senior girls' quartet, Ardelle Foster, LaVerna Womble, Zelma Ruth Shore and Lueta Borden.

Due to the mistake of the one who prepared the program for the printer, Martha White, acting a leading role of Aunt Dorinda, was omitted from the program.

The funds from this presentation will help to pay for the diplomas, commencement speakers and other expenses of the class. The cast and senior class hope their audience enjoyed the performance as much as they enjoyed putting it on.

Junior Picnic.

Last Friday afternoon the junior class enjoyed a picnic at Sulphur park. This was the last entertainment of the season and everyone tried his best to make it the best. If you don't believe it, look at their blistered faces. Another noticeable fact is that no one fell into the creek, although several tried to. We found no fault with the picnic, but just a warning to the next picnic—don't forget your straw hats unless you are a good friend of Old Man Sun.



CLEANING and PRESSING

PHONE

16

Orr's Tailor Shop

Appreciation.

In this small way the cast of the senior play wishes to thank Miss Crawford and Miss Carlisle for their help in putting on the production. For many hours in all kinds of weather Miss Crawford sacrificed herself and possible pleasures to practice with the cast, though it was not her duty at all to coach the play. Our hats are off to them.

The Cast.

High School Beauties.

Hereford high school surely has good looking girls. Out of 40 in the second beauty contest held at the Star theatre, the three most

beautiful, as selected by out-of-town judges, were high school girls. Wilma Jo Jones won the cup, Zelma Ruth Shore and Betty Miller ran a close second and third. This speaks well for H. H. S., doesn't it?

Some people are so lazy that spring fever can't even make an impression on them, so it is said.

H. A. P. A. CERTIFIED CHICKS PAY
Custom Hatching
Hillside Hatchery

Instant Hot Water

-Is So Convenient

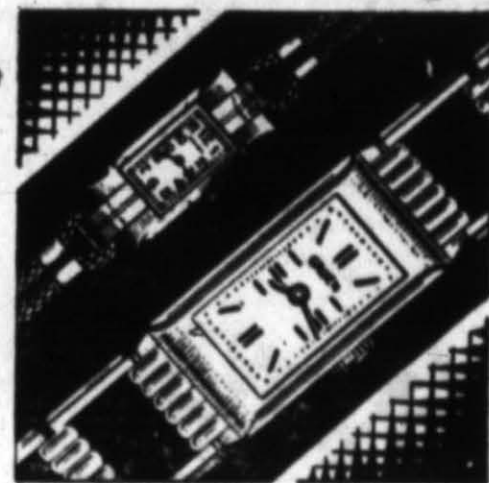
An automatic gas water heater operates for only a few pennies a day.
WEST TEXAS GAS CO.



GRUEN WATCHES

Now Repriced to low 1932 levels

Finest quality and workmanship as always—even smarter and more attractive designs than ever—at new low prices! For \$25, \$37.50, \$50 or \$75, each now presents the greatest value in Gruen history.



F. M. Kester & Son
Virgin Diamonds and Blue Bonnet Wedding Rings

After all... **QUALITY is Cheapest**

Worth \$1.50

Cost 80c

Why? Because the candy compares favorably with any \$1.50 lb. chocolates, packed inexpensively but attractively. Appeals to your thrifty instincts, a solace to your pocket-book, delightful to your taste!

Virginia Lee CANDIES

80c the Pound

We receive frequent shipments so our stock is always fresh

Close Drug Company

Consult This Well Known Beauty Authority With Our Compliments

As a special courtesy to our customers we have obtained at considerable expense the service of Miss Katherine Cooper, beauty expert and special representative of Dorothy Perkins, who will be at our store May 9 to 14, inclusive.

She will analyze your skin, advise you on your personal beauty problems, give you a complete facial treatment and show you how to give yourself the same treatment at home.

No Charge for This Service.

We will have a private booth in our store.

Phone 100 for Appointment.

City Drug Store

Hereford, Texas.

Hotel Western

10th & Pierce Sts.

AMARILLO, TEXAS

"A FRIENDLY PLACE"

When in Amarillo come to see us.

Reasonable Rates

MRS. ENYART

Manager

Formerly at The Lewis.

DEMPESTER

NO. 12. BACK GEARED
Annual-Cut WINDMILL



GUARANTEED

The Dempster No. 12 is guaranteed against defective workmanship and materials. You are assured a mill that will serve for years without constant trouble or expense. Has Double Tapered Bearings, Positive Brake, Machine Cut Gears, Oil-It-Once-a-Year feature. Come in and a competent windmill and pump man will show you a sample.

M. D. WOMBLE
Implements

A Very Rich Man Once Said:

"Unless I teach my son to save, I feel that I have been a failure as a father."

—Every child, rich or poor, should learn to save. Start now with that boy or girl of yours—open a small savings account for them here—let them make their own deposits. This training and experience will be of untold value to them all their lives.



The First State Bank

Health Parade Shows Interest Has Increased

Deaf Smith county gave Hereford the sight of its lifetime last Friday afternoon when its schools, clubs, civic organizations and business interests turned out en masse to show the interest developed during the past year in the promotion of child health and welfare work.

It left spectators staring at each other with incredulity when nearly 1500 school children marched down Hereford's main street in a demonstration that portrayed in an unmistakable way just what the populace thought of the health work accomplished and the hopes that had been raised in looking toward the future.

Bands, floats, decorated cars and trucks, banners, streamers, placards, indicative insignia of

every description gave vivid life to the procession that formed north of the Christian church and moved majestically south to First Street, east to Sampson Avenue and north to the west side of the court house square where the children were massed together in one enormous unit before being dismissed.

Free ice cream cones were distributed through courtesy of the Quality Drug Store, Corner Drug Store and Chocolate Shop, with the assistance of the Mistletoe and Steffen's ice cream companies; souvenirs of balloons were given out to the children by the City Drug Store; the Star Theatre gave a free comedy and picture show with the help of the Bay View study club.

The greatest number of people Hereford has seen in many a day was present last Friday, and enthusiasm reigned supreme. The program and its fulfillment was the result of the organization and labors of the County Health Council. The committee for the arrangement of this program was: Mrs. B. F. Marrs, chairman; Mrs. Ray Johnson, Summerfield, rural chairman; Judge Earl W. Wilson, C. H. Dillehay, Miss Edith Shields, Mrs. Charles Donald, Miss Olive Perkins, Progressive; Mrs. Ray Barber, Mrs. Rex Tynes, Dr. G. W. Heard, J. H. Head and Grace D. Buzzell, county health nurse.

Line of Parade.
Mounted police, high school band, Bippus, Dawn, Dean, Fairview, Ford, Frio, Messenger, Sims, Thomas, Ward, Westway, Wolcott, Wyche, rural schools, St. Anthony's Parochial school; Central school band, Central school, Junior high school, high school, fire truck.

Floats.
County Health Council, County Council Demonstration Clubs, Summerfield pre-school, Pioneer Club, Lions Club, Chamber of Commerce, Physical Culture Club.

Decorated Cars.
County Health Council, Red Cross Chapter, Bay View Club, County Library, County Hospital, Band Mothers, Parent-Teacher Association, Eastern Star, Demonstration Clubs, Westway Club, Dean Club, Dawn Club, Summerfield Club, Wyche Club, Sims Club, Ireland-Beavers, City Drug Store, Texico Filling Station, Maytag Shop, Sprows-Cronin & Company.

METHODIST CHURCH TO BEGINS REVIVAL SUNDAY
Sunday school at 9:45. Preaching at both 11:00 and 8:15 hours, with special music on each occasion. The morning hour will be devoted to a Mother's Day service, with special talks and music appropriate to that theme.

The revival will begin Sunday, with Rev. Hubert Thomson of Wildorado assisting Dr. E. E. Robinson in conducting the service. Preaching will begin each evening at 8:15 with Rev. Thomson officiating. Morning hour services will be held on Tuesday, Wednesday, Thursday and Friday at 10 o'clock, with Dr. Robinson occupying the pulpit.

The song service of the revival will be under the direction of the Methodist choir, which promises a treat of inspirational and spiritual leadership.

Noel Bryant, high school senior who last year accepted the call of the ministry and has been preaching at intervals in Hereford and the surrounding country, will give a short address before the morning hour sermon.

The Methodist young people have prepared an excellent Mother's Day service to be delivered at their regular meeting hour at 7:15, just before the evening preaching hour.

PIONEERS WILL HOLD ANNUAL ROUNDUP AT PLAINVIEW MAY 21
The annual ingathering of the old-timers of Hale county and the Plainview territory will be held at Plainview the 21st of this month, and is expected to be celebrated with typical scenes from former days. That afternoon a parade of cowboys, chuck wagons, covered wagons, top buggies, buckboards, hacks and other early day features will be held.

Another interesting part of the program will be the exhibition of frontier day pictures, showing the early plainsmen and their families as they appeared at home. This has been named the museum, and those with early day pictures are asked to lend them to the association for the occasion.

Mrs. L. N. George of Canyon is spending the week in Hereford recuperating from a recent illness. It is thought that the change might help her and her many friends are asked to please observe her rest hours from two to four.

Attempt Made to Extend Time of Farm Loans

The local board of the Federal Seed and Farm Loan was able to receive about 250 applications for agricultural aid for Deaf Smith county farmers before the closing date for them last Saturday evening, and now are working hard to obtain a further extension of time that still more may have the opportunity to avail themselves of the privilege of borrowing from the government to assist them in raising crops this year.

At present it is estimated there are yet about 50 farmers who, if the extension of time is granted, would make use of the farm loan. They cannot tell now whether they will need to replant wheat ground to row crops, as the exact condition of their wheat cannot be determined. This will become evident within the next 10 or 15 days, but under the rules they cannot apply for a loan since last Saturday night.

G. A. F. Parker, chairman, with E. B. Black and J. F. Ward, members of the Deaf Smith county committee, have worked hard on the proposition, and many farmers who were not sure whether or not they would need loans to further their farming operations this summer did take advantage of the situation before its closing date, and filed applications for loans. It is said that due to their diligence, there are more Deaf Smith applications than from any other in this district.

W. H. Fendley, federal inspector, told the Brand this week that he was working hard to obtain the extension of time. "Your local board," he said, "will be notified. Should there be any who feel they may need a loan, even at a later date, they should see the committee and make their request, as the directors of the Dallas office will be influenced by such requests and their opinions governed by the number of additional applications received. It is hoped a direct representative of that office will be brought here to learn at first hand the exact conditions that make the extension of time so necessary."

C. of C. Dinner
(Continued from Page One)
of an average of 7½ years, and the audience accepted them and their efforts with wild acclaim.

Mr. Dameron presided over the program, which was presented in an informal way that put everybody, except a speaker or two, at their ease, and made of the evening a time of relaxation and enjoyment. Mr. Dameron explained that the evening and its possibilities were strictly Hereford's own, given in honor of the former city commissioner, the new commission, the city fire boys and the Lions club, and expressed his thanks to the different organizations whose help had made the meeting possible.

Speakers and the parts they had in the program can only be sketched briefly, each carried out the part assigned, to make the whole a complete success.

S. P. Rosson, Lion president, was first speaker, and spoke in complimentary and praising way of the fire department, finishing with an outline of the Lion club's activities and ambitions for the city.

Alex Thompson broke into the program immediately following Mr. Rosson, with a bunch of foolishness that came rather near the truth about certain local characters and started the evening's fun off with a bang. He in turn produced the happy quartet which continued the jollity by singing "Golly Ain't that Queer" and "Ain't We Crazy".

The high school glee club quartet followed them with two numbers with which they recently won first honors in the Music Festival program for this district and repeated the feat against the winners in three districts, "Lullaby" and "Sleep, Kentucky Babe."

Mrs. H. K. Fox, president of the Music Study Club, gave an outline of the origin of Music Week tonight, and that of Marland Gilliland, Charles Ferguson and Edgar Pickett in the high school auditorium Friday evening.

W. Jesse Stanford next made the most outstanding speech of the evening when he paid a glowing

tribute to the outgoing members of the city commission, for their integrity, progressiveness and loyalty to the interests of the community during their eight years of incumbency. Former Mayor E. S. Ireland responded, voicing the appreciation of the old board for the assistance the citizenship had given. C. H. Dyar, former member, took a bow when called upon. It may have been thought the track me(a)t with which he was introduced was too tough to assimilate quickly.

E. B. Black, new mayor, spoke feelingly in recognition of the honor given him and the new commission in the recent election, and enumerated the extent of the physical equipment of the city which would come under the supervision of the new board. He placed the commission at the disposal of the people, saying their pleasure and benefit would be the controlling influence of the governing body.

"We undertake this task with great misgivings," said Mr. Black, "as we look upon things. There is much to do and the work is heavy. We have agreed to do the best we know how. We are expecting to make mistakes, no matter how hard we try not to. If you see our mistakes, as we shall probably make them, please come to us. You might understand a solution, and we will need your counsel, thereby rendering a better service to yourself and our community."

"We plan no great work of expansion, it will be our duty to pay debts already incurred. We do not consider them as extravagances, they were investments, if you please, made by your former commissioners under more favorable circumstances than we now face, and have brought to all of us advantages no other city of this size now enjoys."

"We will make taxes as low as possible, consistent with good city government. We do appreciate the honor you have conferred upon us, and invite your earnest cooperation. We are proud of our fire boys and honor them, and will stand 100 per cent behind them."

N. E. Gass, newly elected commissioner, stood up when called upon, but said he could not say much, owing to instructions received before he left home. J. D. Buchanan, also newly elected and inaugurated into the city commissionership, said he would not spoil the pleasures of the evening by bringing Tammany Hall into the program.

R. E. Kessie, Brand editor, paid tribute to the fire boys of the city and Dow Mercer, fire chief, responded in a fine speech of appreciation in behalf of the firemen, who were asked to stand up that Hereford folks could really see who and how many young men were responsible for the safety of the city from fire.

When asked for short talks, one Roger Corbett responded with the request that the Brand please not write stories of fires in the city wherein it was stated that "there was little loss, as the flames were extinguished before much damage was done by the fire department."

Alex Thompson broke into the program again at this point by nearly starting a panic (in fact a grocer from the west side of Main Street in the 300 block did start to run and had to crawl back to his place to keep from being seen) when by prearranged signals a woman (?) started screaming, someone shouted "Turn on the water!" and showers of rice flew all over the room. No one could be blamed for getting scared, but the gallant Baptist quartet again took control of the situation and lulled the gathering into peaceful security by singing "There's a Fire House in This Town (That's What I Thought)".

Final talks of the evening were made by C. H. Dillehay, superintendent of schools, who spoke of the school situation.

Notice of Grocers Closing.
We, the undersigned merchants, agree to close (AND LOCK) our respective places of business promptly at 6:30 each evening, with the exception of Saturday, beginning Monday, May 9.

Furr Food Store, Piggly Wiggly, "M" System, Helpy Sely, Baker's Cash Grocery, L. W. Cartley's, Carl's Cash and Carry, Wilsons Market, Texas Meat Market, and Frank's Grocery.

FOR JOB WORK, TRY THE BRAND.

Locals

Edgar Pickett and Charles Ferguson were in Amarillo last Friday evening to hear Mojica sing.

A few cents saved may be costly. Take that flat to RICE'S and have a vulcanized job. You save in the end. 1c

Mr. and Mrs. Jake Robison of Canyon were in Hereford Saturday afternoon visiting her sister, Mrs. J. F. Ward.

Mr. and Mrs. W. I. Kuker spent the week end in Abernathy visiting relatives and friends.

Let us take the dust and hair out of your hat. Corbett & Company. 1c

Mr. and Mrs. Leonard Ricketts were in Hereford Friday to see the May-day Health Parade and to visit relatives and friends.

Cyril Layne of Canyon was visiting friends in Hereford last Saturday.

A full line of Ever-Ready flash lights, bulbs and batteries will be found at the City Drug Store. 1c

Miss Ethel Womble of Dimmitt was in Hereford last Friday visiting her father, Troy Womble.

T. E. Seigler, Jr., and Urin Streu made a trip to Palo Duro canyon Sunday.

New and second hand Singer sewing machines. Singer vacuum cleaners. Terms. K. Coombes, phone 355-J. 1c

Mrs. Tom Carter and Mrs. Jewell Murchison and son left last Friday morning for Dallas where they plan to make a short visit with relatives and friends.

Mrs. G. A. F. Parker and son, Bill, visited friends in Amarillo last Saturday.

Ask your neighbor what he thinks of our free insurance on Brunswick tires. At RICE'S. 1c

Miss Adeline White spent Sunday in Canyon visiting friends.

Misses Gladys Seigler and Martha Duncan visited friends in Amarillo last Tuesday and attended the meeting of the Panhandle Speech Arts Society that night.

Mr. and Mrs. C. J. Crump of Canyon spent Sunday as guests of her parents, Mr. and Mrs. S. L. Walser.

We re-shape your hat as we clean it. Corbett & Co. 1c

Mr. and Mrs. Paul Foster and children and Miss Rozella Veazy went to Ceta Canyon on a camping-trip last week end.

Miss Billie Hill of Canyon visited friends in Hereford Thursday of last week.

We build up worn gears and chain sprockets. E. J. & Dyson. 17-1c

Ernest Lokey of Farwell was in Hereford on business Thursday of last week.

Seth B. Holman of Amarillo was in Hereford on a business trip Saturday.

Mr. and Mrs. J. E. Beyer were in Amarillo visiting their sons, Virgie and Perry, last Friday.

Mrs. C. C. Acker and daughter, Mary Ann, visited friends and relatives in Amarillo Saturday.

See the Panhandle Lumber Company's advertisement this week on "Open House." 1c

Miss Marie Seed visited Miss Billie Hill in Canyon last Sunday.

Mr. and Mrs. Sherm Williams, formerly of this city, who have been spending the winter in Poplar Bluff, Missouri, were in Hereford Tuesday visiting Mrs. H. H. Hawkins, Mrs. J. B. Jones and other friends. They plan to make their home in Amarillo.

We have a complete line of stationery, including birthday cards, birth announcement cards and correspondence cards. Fancy box stationery suitable for gift purposes or for your own use. Also pound paper in most any kind of paper you desire. City Drug Store. 1c

Miss Mattie Lou Harrison of Friona spent the week end in Hereford with her mother, Mrs. E. Harrison.

T. E. Seigler is doing geological exploration work near Santa Rosa this week.

See the Panhandle Lumber Company's advertisement this week on "Open House." 1c

J. H. Stafford of Bellview was in Hereford on business Monday.

Bob Jarrett of Friona was in Hereford last Saturday visiting friends.

Miss Mattie Swisher of Canyon was in Hereford Monday to attend the Music Study club luncheon and visit her many friends.

H. K. Bruner of Amarillo was in Hereford Sunday visiting Mr. and Mrs. Dow Mercer.

Keith Guthrie, who is attending college in Canyon, spent the week end in Hereford visiting his mother, Mrs. Grace Guthrie.

STAR THEATRE

HEREFORD, TEXAS

Last Time Tonight THURSDAY, MAY 5

1c Sale "The Silent Witness"

Friday - Saturday MAY 6-7



Sunday - Monday Tuesday MAY 8-9-10



MAURICE CHEVALIER IN ERNST LUBITSCH PRODUCTION A Paramount Picture

Wednesday and Thursday NEXT WEEK

THEY CALLED HER THE 'DOVE'... but here was the fury of the wildcat. HERBERT BRENON'S GIRL OF THE RIO Dolores Del Rio Leo Carrillo

1c Special COMING: "TARZAN the Ape Man"