

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

32nd Year—Number 12.

The Hereford Brand, Hereford, Texas, Thursday, March 31, 1932.

Five Cents Per Copy.

Brand Completes Plans For First Cooking School To Be Brought To Hereford

Arrangements have been completed during the past week for the holding of an annual cooking school under the auspices of the Hereford Brand, similar to the one scheduled last fall, but which was postponed because of the cooking school being unable to fulfill its contract here.

Brand Will Be Daily.
The dates are April 12, 13, 14 and 15 and plans are rapidly going forward to have a leased wire service enabling the Brand to be read daily just before and during the cooking school. Manager J. Parker of the Star theatre has graciously given the use of his building for the conducting of the school, so those who attend are assured of comfortable accommodations the equal of any in the Panhandle.

Mrs. Ibrig Instructor.
The services of Mrs. Leona Ibrig have been secured to conduct the school. She represents one of the finest trained groups of workers in this line of work, and has some of the most successful cooking schools as part of her record. She is recommended as an interesting speaker with a pleasing personality that makes friends among her audiences and with the merchants and trades people with whom her work brings her in contact.

It is advisable to mark the four days, April 12, 13, 14 and 15 on the calendar that they be reserved from every other social activity that every interested citizen take advantage of the opportunity of attending. The course of instruction is free and many valuable prizes are distributed each day.

N. M. Bartley Gives Views On Mayor's Official Duties

In an interview with a Brand reporter this week, N. M. Bartley had this to say relative to his candidacy for mayor of Hereford: "When I was solicited by business men and other citizens and tax payers of Hereford, to run for mayor, they told me they wanted a man for mayor who was conservative and could devote his entire time to the affairs of the city, and that they believed I could, and would do the work satisfactorily. I replied that my business training had been along conservative lines and that I believed in applying the same rules of economy in governmental affairs as is usually practiced in one's private affairs. If I were mayor I would make the city hall my headquarters and devote my entire time to the affairs of our city. I have no other business which will keep me from doing all the duties of mayor and thereby saving expenses for the city."

Mr. Bartley further stated: "I have said from the beginning of my campaign, I believe the water rate, gas rate, phone rate, light and power rate should be lowered in keeping with the prices of other

(Continued On Last Page)

C. J. Paddock Out For Commissioner Of Precinct One

C. J. Paddock, veteran county commissioner, who will have served Deaf Smith county for ten years in that capacity, walks out into the political arena this week by announcing again for the commissioner of Precinct No. 1. Mr. Paddock has a long and faithful record of county administration behind him. He has been respected and looked up to as an important part of the county's affairs for so long a time it would be hard to imagine the holding of a commissioner's court without Mr. Paddock there.

He announced at the first of this year that he would retire from the county's service, but influential friends have prevailed upon him to again be a candidate, urging the thought that Mr. Paddock's long experience in dealing with county affairs would be of great value during the coming term of office when the right handling of finances will be of utmost consideration.

Hundred Farmers Make Application for Farm Money

Information from the local committee that passes on the application of Deaf Smith county farmers to secure loans from the federal government to finance farming activities here for the coming summer, indicates that more than 100 have taken advantage of the offer, for an average of \$300 each.

A considerable amount of trouble has been encountered in getting the red tape straightened out so the applications could be made in a manner to accomplish loans in the shortest time possible but this has now apparently been done, and Mrs. C. R. Bentley, secretary of the Hereford chamber of commerce and who looks after the stenographic details of the work, says that a loan can be put thru in much less time, since various national and state agencies that were concerned with farmers' finances have given their cooperation and assistance.

Train of Exhibits Viewed By 1269 Interested People

Emphasizing tried methods of making the farm and ranch self-sustaining, more profit and better living being the keynote of the exhibits displayed and the talks made, the Santa Fe farm and home special, operated by the railway, with the Texas A. & M. College and other institutions and agencies cooperating, drew a large crowd of Hereford and Deaf Smith county residents on its stop here Saturday afternoon, March 26.

The nine-car train, carrying four cars of exhibits and its personnel, were welcomed by E. B. Black, R. O. Dunkle, county farm agent, and Miss Lula Martin, who recently was named Deaf Smith county home demonstration agent. "We welcome in the heartiest sort of way the Santa Fe and A. & M. folks to our community," said Mr. Black, who was presenting on the flat-car speakers' platform carried by the train by J. D. Tinsley, general agricultural agent of the Panhandle and Santa Fe, Amarillo, who opened the speaking program here.

"Visits of similar trains in the past have been very helpful in suggestions for farm and ranch operation, and we are in sympathy with such an enterprise and with its purpose," Mr. Black continued. "We have adopted ideas relating to better field seeds and better livestock in this section and have found them profitable and worth while. And we have also found that farmers who follow business methods in their operations have profited to a larger extent than those who do not hold to business practices. We are happy to welcome our visitors here today and the ideas that they bring."

Mr. Dunkle and Miss Martin were also present, Miss Martin expressing the hope that it would not be long until she had the opportunity of meeting all the people of the county.

John R. Edmonds, Extension district agent, was in charge of the speaking program and presented in turn the various members of the group of specialists aboard. Among them were Prof. T. M. Moore, agricultural department, and Mrs. T. V. Reeve, manager publicity service bureau of W. T. S. T. C. Canyon, cooperating during the journey of the agricultural train in this section. Prof. Moore voiced greetings from his institution.

Other members of the speakers group from A. & M. College presented included Miss Minnie Mae Grubbs, district home demonstration agent; Paul A. Cunyus, extension assistant poultry specialist; Fred Hale, Experimental Station, avian specialists, and S. D. Snyder, who had charge of the farm electrification exhibit. Santa Fe representatives on the

DISTRICT JUDGE ENJOINS McLEAN FROM ENFORCING GAS CUT ORDINANCE

District Judge C. A. Wheeler of the 53rd district last Monday issued an injunction restraining the City of McLean from enforcing the 30-cent gas rate ordinance the city passed last fall and has been waging in the courts to make legal.

A few weeks ago the State Railway Commission approved the ordinance, and coming from the highest authority to rule upon the utilities in the state it was thought the case was settled, but Judge Wheeler's injunction will again hold up the final disposition of the rate until the court meets next May.

The original ordinance as passed by McLean compelled the gas company to lower its rates from 50 cents to 30 cents per thousand cubic feet. In the meantime, the gas company continues to collect 50 cents for its gas, operating under bond to refund the 20 cents difference should the case go against it.

HOTSTELERS PURCHASE HENRY BEHKENS TRACT

Miss Lillie Hostetler, county librarian, and her brother, J. C. Hostetler, who recently moved here from the Rio Grande Valley, purchased the 10-acre tract of Henry Behkens, two miles southwest of Hereford, and plan to make their home there. A program of remodeling is contemplated for the property, and Miss Hostetler will drive back and forth to the library each day from home.

COOKING SCHOOL INSTRUCTOR



Mrs. Leona Rusk Ibrig who will be in charge of the cooking school to be conducted by the Hereford Brand in the Star theatre building on the afternoons of April 12, 13, 14 and 15. It is planned to issue the Brand as a daily paper during a time approximate to the operating of the school. All the classes of instruction will be absolutely free and many valuable prizes and souvenirs will be distributed each day of the school.

Veterinary Here Tuesday To Test Cattle

The veterinarian, Dr. E. F. Lanham, who it was announced last week, would come down from Amarillo to administer the tuberculin test to dairy cattle in and around Hereford, has set next Tuesday, April 5, as the day he will be here.

It is compulsory by law that all cows from which whole milk is sold must be tested for tuberculosis at certain intervals, and notice of Dr. Lanham's coming visit is given that owners of dairy cattle in Hereford may make preparations to have the test made then, thus saving a considerable sum of money for the work, as a group of cows may be tested at a lesser rate per head than single individuals. When five or more are grouped there will be a charge of but 40 cents a head, yet just one cow alone will cost \$100.

Those who do combine several from different owners in one group to obtain the lower rate, according to R. O. Dunkle, county agent, should bear in mind that the identical same cows must again be grouped for the second visit several days later, when the reaction test is given, as an accurate chart of each is kept.

Those desiring to make prior arrangements so their cows will be surely included in the test are advised to notify Miss Eva Skelton, city clerk, or Charlie Boyd, marshal.

TULLA WATER RATE \$1.50 FOR 6,000 GALLONS

A press notice coming out of Tulsa this week reports the neighboring city to the southeast to be showing a profit on its municipal industries. Among other things it was noted that the water rate is \$1.50 for the first 6,000 gallons, and 10 cents per thousand thereafter. The light rate is quoted at 10 cents per kilowatt for the first 20, 8 cents for the next 20, 4 cents for the next 60, and 3 cents for all over that.

G. W. BRUMLEY BUYS CHEVROLET PARTS AND GARAGE EQUIPMENT

G. W. Brumley, Hereford citizen, purchased at public auction on Wednesday of last week the entire Chevrolet parts, accessories and repair shop equipment of the firm. He will operate the business under the name of the Brumley Garage, with V. T. Downs as manager.

An advertisement announcing the opening of the shop for service is carried on the trade extension double page spread of the Brand this week. The Brumley Garage is one of the best equipped repair shops in the entire Panhandle and will have Virgil Boles, factory trained and highly efficient Chevrolet mechanic, in charge as foreman.

RECOVERING FROM INJURIES RECEIVED IN CAR WRECK

Mrs. J. Thomas Webb and two daughters, and Mrs. O. O. Curtis, with Bill Hobgood, all of Los Angeles, are recovering from injuries received March 22, when their car overturned as the result of a tire blow-out about 35 miles west of Roswell, New Mexico.

Mrs. Webb and daughters were coming home for a visit in the H. B. Webb home, Mrs. Curtis to visit in the Mrs. J. B. Hammer home, and Mr. Hobgood was driver for the party. Severe cuts, bruises and critical sprains were the extent of the injuries, although at first it appeared the results would be much more serious. All are recovering nicely.

Interest In City Election Grows As Time To Choose Commission Approaches

Central School Launches Plan of Beautification

Under the direction of the teachers, the pupils of the Central school are planning the beautification of their school grounds and property by the setting out of flowers and decorative plants. There will be five groups or plats of ground used, one for each of the grades of the school.

The work will be cared for during the summer, and flowers appropriate to all seasons of the growing seasons will be used. The school desires all patrons and friends who have an abundance of seeds or plants so as to be able to give to the work, to notify Miss Edith Shields, principal, and she in turn will care for getting the seeds or plants when the ground is in readiness for the planting.

Thus does Hereford, step by step, grow more beautiful. The faculty of the school deserves the highest praise and most assistance possible in this contemplated work.

The time for election of a mayor and two commissioners for the City of Hereford comes next Tuesday, April 5. There is by far more concern expressed over the results of the election than has been manifested for many years. Hereford is not alone in this, almost every village, town and city in the entire country is deeply stirred over the choice of representatives who will administer the government of its community for the next two years. Undoubtedly, people are more wrought up and filled with a desire for they-know-not-what, than can be easily remembered. The wants are not alike, and almost as many ideas are expressed as there are people.

Hereford has three candidates for mayor, E. B. Black, N. M. Bartley and Judge Jno. P. Slaton. There are five candidates for commissioners, one of whom, N. E. Gass, has been solicited and drafted as a candidate on two separate tickets. Beside him there are J. D. Buchanan, J. A. Pitman, C. R. Smith and C. M. Hicks. A group of some 20 citizens met in the city hall in January and nominated Black, Pitman and Buchanan. Dissatisfaction on the part of others caused two other tickets to be brought out by petitions bearing a sufficient number of signatures to secure their nomination. Bartley, Smith and Gass were one of these, and Slaton, Hicks and Gass were on the other.

Considerable agitation has been developed and seems to increase as election day approaches. Partisanship for various and varying reasons is freely expressed. It is probable that nearly as many votes as there are in the city will be polled. The Brand has no desire to tell anyone how to vote. The greatest good that come from the election is possible only if the entire voting strength of the city is polled. In that case, the greatest number of people will express the desire most felt in Hereford. Votes will be cast because of friendship, hatred, indifference, avarice, greed, personal opinions, grudges, etc., ranging from the loftiest ideals to the lowest conceptions of the human brain.

Vote for Hereford.
The Brand wishes that all personal feelings relating to the voting for city officials next Tuesday, may be laid aside and due consideration given the greatest issue at stake, as the paper sees it. A wonderful little city, that has one of the finest classes of people to be found anywhere, is going to be the most affected by the results of the election. The citizens should be farsighted enough to consider the ultimate results of Tuesday's choice, lose sight of personal unpleasantness, and vote for what, as nearly as they can determine, is the best interests of the community.

Undoubtedly there are arguments that can meet that test for all candidates. When a voter is persuaded that the very best results can be obtained for the city by voting for any certain individual, that is the one to vote for. Then the final count will express the true will of the people.

There is a great deal of argument over the mayor's salary. If a voter feels that question of vital importance, let it influence his choice—whether he feels the mayor's responsibilities should be paid for by the city or if they can be secured for less to take them as a citizen's favor.

Mr. and Mrs. Mack Reed, who have been visiting his mother, Mrs. Oscar Vaughan, left Monday for Mineral Wells. Mrs. Vaughan accompanied them and will spend the summer there for her health.

SENIOR CLASS MOTHERS MAKE PREPARATIONS FOR GRADUATION TIME

The mothers of high school seniors will meet in their regular session program at 3:00 p. m. next Monday, April 4, in the high school auditorium. The president advises that it is imperative each mother be present as the approaching graduation time brings up many questions of vital concern to all, and it is well that plans be laid well in advance to bring them to the most successful conclusion.

The time for election of a mayor and two commissioners for the City of Hereford comes next Tuesday, April 5. There is by far more concern expressed over the results of the election than has been manifested for many years. Hereford is not alone in this, almost every village, town and city in the entire country is deeply stirred over the choice of representatives who will administer the government of its community for the next two years. Undoubtedly, people are more wrought up and filled with a desire for they-know-not-what, than can be easily remembered. The wants are not alike, and almost as many ideas are expressed as there are people.

Monthly Trade Extension Ads Contain Fine Values

There are again 23 Merit Merchants of Hereford who make possible one of the most complete bargain trading days for the city for tomorrow and Saturday, April 1 and 2. Their combined advertisements appear in the double-page spread in the center of the Brand, and should have the most careful consideration. Each Merit Merchant has chosen features he feels have an especial appeal and then has put the price down so that customers who are in need of those certain items will find it advantageous to buy them.

These bargains are not put on sale by the merchant for one person to buy a large supply of them. Such a practice would be foolish, as the customer would purchase more than needed and feel disappointed, and the merchant will lose because of the failure to realize any profit at all from the article.

No one merchant could attempt to put as many bargains on sale in the number of commodities at the same time as are offered in the trade extension plan for this week. Almost every conceivable line of merchandise needed in the average home is represented by a reasonable article usually needed at this time of year. By each of the 23 Merit Merchants offering a few special prices, the whole city of Hereford is made a market place that appeals to everybody and makes it advantageous to come for miles to purchase needed merchandise.

The following merchants are participating:

- Brumley Garage.
 - City Drug Store.
 - D. R. Gass & Son.
 - Tapp-Ireland Service Station.
 - E. B. Black Company.
 - Stone Department Store.
 - West Texas Feed & Seed Co.
 - Streu-Hartware.
 - R. H. Kemp Lumber Co.
 - Corner Drug Store.
 - Close Drug Company.
 - Panhandle Lumber Co.
 - Ireland-Beavers Motor Co.
 - H. L. Rice.
 - The Chocolate Shop.
 - Fox Mercantile Co.
 - Hereford Laundry.
 - Corbett & Co.
 - Sprolls-Cronin & Co.
 - Carlyle's Grocery.
 - Furr Food Store.
 - S. L. Harman Store.
- The numbers below with the goods advertised serves as a key to the location of the Merit Merchant who has done a commendable thing in combining with the others to make the trade extension plan possible:
- Merchant No. 1: Free grease job with every oil change.
 - Merchant No. 2: Why you should paint your building.
 - No. 3: Rough dry laundry, 15 pounds \$1.00.
 - No. 4: Open for complete automobile service.
 - No. 5: Anniversary sale of tires at cost.
 - No. 6: Fast color house dresses at 98c.
 - No. 7: Black screen wire at 2 1/2¢ per square foot.
 - No. 8: "What will the New Plymouth be?"
 - No. 9: Chick Starter mixed FRESH daily.
 - No. 10: Pork and beans at 7¢ dozen, peas \$1.10 dozen, corn \$1.40 dozen.
 - No. 11: \$12.00 brooder at \$8.50, \$16.00 brooder at \$12.25.
 - No. 12: Two drug items for the price of one.
 - No. 13: Five cent candy bar, two for five cents, \$1 to \$1.50 stationery at 65c.
 - No. 14: Munsingwear hose at 79c, Garza sheeting 25c, prints 7 1/2¢, and work trousers at 89c.
 - No. 15: \$1.00 value face powder and perfume at 60c; \$1 value tooth brush, dental mirror, tooth paste all for 50c.
 - No. 16: \$1.50 alarm clock 89c, \$1.20 syrup pepsin, 85c; and \$1.50 syringe for 90c.
 - No. 17: \$45.00 rug value for \$29.75, living room suite, \$250 value, for \$150, and other furniture values.
 - No. 18: "Service is the basic principle of our business."
 - No. 19: Silk dresses \$3.40, ladies'

(Continued On Last Page)

Vocational Agriculture Boys Bring Home Many Honors

Three teams of boys from the vocational agriculture classes of Hereford high school went with their instructor, B. H. Hopkins, to the district judging contest at Texas Technological College, Lubbock, the first of this week and carried off a considerable number honors.

Berry Orr, Marvel Upton and Carl Oldham represented the class in livestock judging against 20 other schools, Berry winning fifth place as an individual and the team taking second place judging horses; Berry taking third as an individual and the team again scoring second on beef cattle; in all classes Berry took sixth place as an individual and the whole team scoring fourth in livestock judging.

There were 26 teams in poultry judging and James Cloyd took first place as an individual in elimination. The team took second in examination. George Smith and Carl Dean Mountz were the other team members.

There were 24 teams in dairy cattle judging, with Loys Carmichael, Orland Wilson and W. R. Schelhaugen representing Hereford. In the Guernsey class, Loys took fifth place and team took third. In the Jersey class, Loys took second and the team again took second. The boys did not place in judging Holsteins, but in combining their scores for all dairy classes, Loys took third, Orland fifth and the team as a whole ranked second.

B. H. Hopkins, instructor, says he is exceptionally well pleased

with the showing his boys made and proud of the work they did. Participation in the various events was given as part of the training the boys receive, and was considered excellent, but the boys went farther and won enough honors to bring real credit to their school and teacher.

This was the seventh annual vocational agricultural judging contest at Tech and for the past three years in succession Hereford teams have taken second place. No boy is eligible to take part in any event for more than one year, it must be a new team each time.

The Hereford dairy and poultry judging teams will probably go to the Plainview show week after next, beginning April 11.

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

Published By
**NORTHWESTERN PUBLISHING
COMPANY**

R. E. KESSIE
Editor and Manager

TELEPHONE 30—AT NIGHT 496

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

Entered as second-class matter at the 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.



Caught in The
Corral
&
Put Through The
Chute

Along with the general discussion relative to the saving of money comes the growing activity toward the organization of local groups looking in the direction of reducing governmental costs. Investigators are digging up facts and presenting figures galore to show that there are duplications, waste and perhaps extravagance in the operation of even local affairs, to grow to alarming proportions when it reaches district, state and national interests.

An instance of this expenditure of public money is found in every incorporated community. Three distinct agencies are used to assess, collect and spend tax money for the same people's local affairs—that is, the school system, the city system and the state and county system. When times were good little was thought of having three departments to look after different parts of the people's affairs, but tax associations are being organized with the view of securing legislation to combine various offices under one head to effect untold savings. It is a long way from accomplishment, and simple endorsement will do nothing to bring it to pass. The American people are so used to "letting George do it" that it is doubtful if we will do more than talk about what somebody else ought to do.

The lack of getting behind the proposition and pushing it to a then possible successful conclusion has as good as killed the paved road movement in Deaf Smith county at the present time, thus losing half a million dollars that would have been spent here for local labor during this year. There was plenty of talk about the proposition, but the work was dilly-dallied with and delayed until the governor of the state and his appointees, the state highway commission, do not agree as to a proper course of procedure. It would be the height of foolishness to try to put over a road program under those conditions.

This is evidently going to be a hard year on utility interests, judging from the attitude candidates all the way up and down the scale are announcing in their platforms favoring legal regulations of utility corporations. It at least is a popular subject, yet may be like the weather—we talk about it a lot, but very little is done to change it.

Some time somebody is going to suggest that candidates put up a cash bond that they will put their pre-election pledges into practice.

I am bitterly disappointed. That 7½ by 9½ hen egg we have been showing so proudly in the Brand window has been matched by a man down in Hamilton county with an 8 by 9 egg.

Anyway, we can say that the chickens of Deaf Smith county are keeping up their part in the race with the rest of the world to work a little harder to assist in bringing about better times.

They say that money is not scarce, that the problem is to get folks to spend what they have. If they don't spend it, and most of us are persuaded they absolutely won't do it, it seems to me it would make money scarce.
If folks just knew where they

Twenty-One Years Ago In Hereford

(From Files of The Brand March 31, 1911.)

Earl Gough, then a student at T. C. U., son of Judge L. Gough of Hereford, won the inter-class oratorical contest and would represent the university in competition with other institutions of the state.

A. J. Lipscomb, now a citizen of Mineral Wells saved his fruit from frost during that week by burning smudges of coal oil in large buckets on the windward side of his trees then in blossom while the thermometer registered below freezing.

The Christian College, formerly located in North Hereford, since abandoned, more recently used as a local high school, and now entirely disappeared except from the memory of old timers, had given an amateur production of the famous comedy play, "Mr. Bob."

In a story full of reminiscence for those who took part, a lengthy article deals with the trip of five

automobiles filled with Hereford folks who made a journey to Canyon to see a play in the Normal. With the exception of picking up nails, each of which occasioned the loss of an hour's time, with the result that nearly everybody missed seeing the play, all reported a good time except the party with Dow Mercer. Their Winton-Six, besides having two punctures, broke down before reaching Canyon for a two hour delay, and twisted its driving shaft in two at 4:00 o'clock the next morning near Dawn on the return trip. The happy (?) occupants cheerfully (?) built a fire and waited for daylight, then walked a mile to a farmer's house for breakfast.

Mrs. Clarence Smith had entertained in honor of a guest, Mrs. J. P. Snyder, of Princeton, Missouri.

Clarence Weaver, while herding sheep just east of Dimmitt, was struck by lightning that week. He was standing within the herd when a bolt from an exceptionally heavy thunder storm knocked him and

a number of the sheep down, and absolutely destroyed a pair of lunch he held.

Bill Ray advertised new tie clips at his jewelry store; also ladies' waist pins, belt pins, collar and cuff pins.

The editorial column that week was filled with a complete discussion of the possibilities of harnessing the wind of the Panhandle and making it furnish the power for all household farming activities. It is still a problem worthy of consideration, and no doubt will some day reach accomplishment in a practical, efficient way.

The telephone mess between the company and the farmers had not been settled, and the latter group had emphatically informed the editor of the fact. In an investigation it had been revealed that the local manager would not carry out the plans advised by the general manager, and it was necessary to carry through an appeal to higher up authorities before the question could be settled.

would get some more money to take the place of what they now have, they might be inclined to spend it, but as I see it, everybody is going to hold on tight until they know how to get some more.

The Hereford schools gradually increase in enrollment from year to year, which is the healthiest sign of community growth that can be found. Not only is there an increase in population evidenced, but it is directly traceable to the institution taking the lead in matters of education and advancement. There will be a fine class of about 40 graduates from the high school this spring, but next fall when school opens there will be over 80 who will move up to the plane of higher learning. That counts.

And not the least of the special consideration due Hereford high school is the fact that its graduates who go away to college and universities almost invariably take their places among the students of higher rank. High school graduates who take their first year college work fail to the extent that 15½ per cent of them cannot make passing grades, yet from all the Hereford boys and girls who began higher work in other institutions this past year, only 6.6 per cent failed. That is saying a lot for the kind of school there is at Hereford, and it is highly worth while to keep it that way.

Hereford is rapidly outgrowing its present school equipment. I know that isn't pleasant news to those whose mind go hay-wire when they hear of some new feature being proposed for the benefit of others, but the issue will be

upon us before long, anyway, and it should have sincere consideration.

Now that Easter is past and winter just can't last much longer (?) gardening should begin in real earnest now. The weather of the past few weeks hasn't contributed toward the idea of flowers and tender vegetables, but surely the worst is past, and spades, shovels, rakes and lawn mowers will get busy now.

It looked good to see so many folks down at the demonstration train run by the Santa Fe and A. & M. College. Hereford folks had the best time of the day and week for a visit here, 1:30 Saturday afternoon was a fine as if we had ordered it especially for our benefit. That it was appreciated was shown by the 1269 local people who took advantage of the occasion to see and study the newest and best agricultural possibilities.

Jumbo News

BY EDNA HALL

Miss Hope Adams entertained the following young people with a birthday dinner Sunday: LaRue Beck, Mary Ann Baird, Pauline Andrew, Pauline Matthews and Juanita McGinnis, and Jas. Beck, Bob Baird, Orville Pierce, Clyde Battles and Buddy Spencer.

L. E. Beck and family visited in the Oxford home Sunday.

J. W. Berry and wife visited Mr. and Mrs. M. L. Hardy Sunday.

Mr. and Mrs. F. G. Bogrus of Tes Legrins, New Mexico, spent Thursday night in the Kring home.

Randall Pinckert of San Francisco is visiting in the home of his uncle and aunt, Mr. and Mrs. F. L. Pinckert.

Mrs. L. Baggott and daughter are visiting relatives in Amarillo.

Helen Wilder and Tiny Andrew went to Lubbock Wednesday with Miss Clark to attend the meat demonstration meet.

Mrs. Ullman Hunter and twin daughters are visiting friends and relatives in Matador.

Mrs. Finis Hunter and Norma returned home Sunday from a ten-day visit with her sister at Floydada.

Mr. and Mrs. L. E. Beck visited the Halls Friday.

Mr. and Mrs. Noel Andrew and children visited Sunday afternoon in the F. L. Pinckert home.

M. L. Hardy went to Shallow-water Monday.

A number of little friends helped Leon Matthew celebrate his birthday Sunday.

Johnnie and Kathleen Hardy and Elaine Dyer and Fred, Wilburn and Ray Axe, Wayne Dyer and Bill Hacker visited Edna Hall Saturday night.

Wilburn Axe spent Saturday night with Bill Hacker.

Fred and Wilburn Axe, Bill Hacker and Edna Hall visited Wayne and Elaine Dyer Sunday.

Mrs. Nolan visited Mrs. M. L. and Pat Hardy Friday.

Mr. and Mrs. Geo. Chambliss visited Mr. and Mrs. Bob Axe Sunday.

Flagg News

By MRS. G. B. FRAZIER

Joe Allen of Flagg and Miss

BUSINESS AND PROFESSIONAL DIRECTORY

BILL SMITH SERVICE STATION
113 West Third, Old Renfro
Garage—Phone 120
CONOCO PRODUCTS
Car washing and greasing, storage and road service.

DR. E. B. THOMASSON SURGERY
General Practice
Office Over Corner Drug Store.
PHONES
Residence 224 Office 37

ELECTRICAL REPAIRING
Ignition, Battery, Lights
Starter — Generator

WILLARD BATTERY STA.
Phone 284

GULF SERVICE STATION
Third and Miles

GULF PRODUCTS
Free Parking

INSURANCE
JNO. H. PATTON
PHONE 50

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

Our Office is Now in the
J. A. FOX HOUSE
One block north of Mother's Park, on B Street, and one block west.
DR. R. E. PERKINS
Phone 475

B. O. WILSON DAIRY
Grade "A" Milk, 10c quart.
Phone 9027

DR. G. F. LeGRAND
Office Upstairs
Buckner-Lambert Bldg.
First Door South Star Theatre
Office Phone 673
Residence 244

West Tailor Shop
MRS. O. F. WEST, Proprietor
"Well Pressed is Well Dressed"
Clothes called for and delivered
PHONE 385

DR. B. M. WILTSHIRE DENTIST
Over Sprowis-Cronin
Phones
Day, 470 Night 474

Nunn Transfer
HAULING OF ALL KINDS
Day Phone 656, Night 761-J

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Residence and Office Phone 462

Brand Want Ads Pay Good Dividends!

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

Pearl Morris of Moffett, Colorado, were married at Clovis Friday, March 25, at 1:15 p. m. They will make their home in Mulohoe.

Mrs. Earlene Pennington entertained a group of little folks Saturday evening with an egg hunt. There was a musical given at the school house Friday night by three men from Earth. One fourth of the proceeds went to the school. The music and jokes were enjoyed by all who attended.

Several from here attended the funeral of Less Womack at Dimmitt last Wednesday.

Rev. Bailes filled his regular appointment here Sunday morning. His wife and children were with him and were dinner guests in the I. A. Newton home.

Mrs. Maley and children of Altus, Oklahoma, are here visiting her brothers, Strather, Fred and Charles Walker.

Mr. Wathall, father of Mrs. Dodson and Albert Wathall and family, of Oilton spent Saturday in the F. W. Dodson home.

Alice Ellen Meek spent Sunday with Alice Jean Pennington.

P. T. A. will meet next Friday night, April 1. There will be one hour and 15 minutes of play given. Everybody come.

Methodist Church.
Ernest E. Robinson, pastor.
Sunday school at 9:45 a. m.
Preaching at 11 o'clock, subject, "The Cross—Our Glory." For 7:45 p. m., "Blue Sunday." Special music for both hours.
The young people will meet at 6:45 p. m.
Do you want Hereford to be a better place in which to live and bring up your children? Then stand by the churches of your town. Do you want to help make this town a beautiful civilization? Then be one of the loyal members of some church in Hereford.
Let us, by God's grace, make the town a church-going people. The

Kansas City Life Insurance Company
Geo. V. Stambaugh
Special Representative



CLEANING and PRESSING
PHONE
16
Orr's Tailor Shop


churches of Hereford will welcome you to divine worship and help you to live the right kind of life. You need the church now possibly as you have not needed it before. "I was glad when they said, 'Let us go unto the house of the Lord.'" Are you? Everyone welcome.
FOR RENT, FOR SALE CARDS AT BRAND OFFICE, CHBAP.

LEE TIRES
Are Backed
by OUR
GUARANTEE
for One Year



—With each Lee Tire, we give a twelve months unconditional guarantee—except for driving on a flat—and all adjustments are made by US. Let us show you these tires.

J. L. SHARMAN
Phillips "66" Service Station.



Lucy and H. D. Reed
OWNERS

PRUNES, two pounds	18c
OATS, Quaker, large	21c
BEANS, Pinto, 5 pounds	19c
CRACKERS, 2 lbs Saltine	22c
LUX FLAKES, small	10c
OXYDOL, large	21c
BROOMS, Fancy	29c
POST TOASTIES	12c
POPCORN, Jolly Time, pound	10c
HOMINY, small	9c
COFFEE, 3 lbs	39c
BLACK-EYED PEAS, dry, pound	5c
CORN, medium, can	10c
COOKIES, assorted	25c
SALMON, pink, can	11c
BREAD, 16-ounce, Hereford	8c
SUGAR, brown, 3 pounds	25c

FREE DELIVERY PHONE 249

SAVE for Your Vacation



—Today, start a separate account for Vacation Savings. Feed that account steadily, bit by bit, week by week... You'll never miss the money you deposit. But next summer you will spend glorious weeks as a result of this easy, prudent policy.
—SAVE

Open Your Account Today

The First State Bank

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, Varieties, 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 1-3 cents per word for the first insertion, and 1-1 cent per word for each subsequent insertion thereafter with no 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.

For Sale or Trade

FOR SALE OR TRADE: Buick 6 sedan, new rubber, A-1 condition. Bill Smith's Service Station. 12-1p

FOR SALE: A piano at a bargain. Box 678, or call at the Hereford Brand. 14h

FOR SALE: Oscar Hunt strain Buff Orpington eggs at 50c for 15. Mrs. Troy Womble, 800 25-Mile Avenue. 10-4p

FOR TRADE: Good notes, due in July, bearing 10 per cent interest, for used cars. Ernest Medkief, Hereford Motor Co. 11-2c

FOR SALE: Bred Duroc gilts, at prices you can afford to pay. Mrs. Bess Turrentine. 5tc

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

FOR SALE or trade: Ten tube Victor Radio, with electric Victrola. Sold new for about \$300. Will trade and prefer livestock. Box 747. 10-4tc

FOR SALE: Rawleigh Good-Health Products at 806 West Sixth St., B. M. Wright, Agent. 1-4tc

WOULD TRADE for land, stock of hardware, furniture and implements. A clean stock, well balanced and a real bargain for someone with good land priced right. See me if interested. A. A. Ott. 10-2c

Are You Troubled with DANDRUFF?

—If so, why not let us give you "Special Shampoo" for that purpose—it costs no more than an ordinary shampoo. FREE haircut with each finger wave.

Morene's Beauty Shop

Located in Close Drug Mrs. Honess, Prop.—Phone 107

FOR SALE: Registered, roan Durham bull. Also a Round Oak gas range. See John B. Davis at Summerfield. 8-4f

WILL TRADE my equity in home on West Fifth street for truck or car. See T. Williamson. 10-4tc

FOR SALE: Stock, eggs or chicks from A. P. A. certified, blood-tested S. C. Rhode Island Reds. Send for 1932 mating list. S. F. Warren, Friona. 3-4tc

FOR SALE: 80 feet of black 2 1/2 inch pipe, with pump rod and working barrel, would trade for 3-4 inch pipe. Owen Andrews, six miles south on West Dimmitt road. 9-5p

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.

For Rent

FOR RENT: Four room house. Inquire at Piggy Wiggy. 12-1tc

FOR RENT: Modern duplex, nearly new; close in, furnished or unfurnished. H. B. Webb, Phone 300. 6-4tc

FOR RENT: 213 1-3 acres, nine miles from Hereford; all in cultivation and fenced. Ella Karr, 123 N. Copper Avenue, Deming, New Mexico. 11-3p

FOR RENT: Furnished apartment. F. H. Oberthier. 37-4tc

FOR RENT: Four room furnished apartment, modern. Call 456. A. C. Thompson. 7-4tc

FOR RENT: Modern apartment, furnished or unfurnished. J. P. McMahon, at Skelton's Variety, or phone 747-W. 48-4tc

Lost and Found

STRAYED: Team of black mares. Weight about 1300 pounds each. Manes reached, but grown out long enough to droop over. Will give reward. John Benger, Friona, Texas. 11-2p

Santa Fe Train

(Continued from Page One)

class of forty students visited the train.

The special carried one car of livestock exhibits, stressing care and methods of feeding, with emphasis on self-feeders for hogs and creep feeding for calves; one car of farm electrification exhibits, stressing the use of various appliances and equipment in lightening labor on the farm and in the farm home; and two cars of farm and home exhibits. Operation of the farm electrification exhibit here was through power furnished by the local plant of the Texas Utilities Company.

The talks by specialists and the varied exhibits aboard dealt with the benefits of improved farming methods, a live-at-home program and how life on the farm and ranch may be made more comfortable, happier and of greater profit. The program as a whole featured such general subjects as agronomy, beef cattle, dairy cattle, poultry, hogs, sheep and goats, farm electrification, feeding and clothing the family, 4-H club work, yard beautification, rug making and home industries. In the exhibits displayed, visitors to the train found illustrations of the points brought out by the speakers.

In announcing the purpose and nature of the train, Mr. Tinsley said: "This is not the first agricultural train in the operation of which the Santa Fe has joined with the Texas A. & M. College and other interested agencies. But the exhibits aboard are the best ever carried from the college in such work. They tell in a fine way what the college is doing in helping the advancement of agricultural independence and the Santa Fe, in joining with the college in such an enterprise, feels it is taking the best way to aid in bringing about greater prosperity and better living conditions on the farm and ranch."

Exhibits aboard the train and speakers for the most part were furnished by the college, while the operation was handled by the railway.

The Santa Fe operated agricultural trains in Texas in 1923, 1924, and 1928. The 1932 farm and home special is the forty-seventh such train run by the Santa Fe System in cooperation with the agricultural colleges in the 12 states in which it operates.

The train arrived here on the sixth week of its itinerary of almost eight weeks, including 152 stops on the Santa Fe lines in Texas. The tour began February 15 at Navasota and will end on April 6 at Snyder. From here the special went to Friona for a night program.

Check of visitors to the train at Panhandle and Santa Fe stops showed nearly 30,000 had viewed the exhibits up to and including the stop here. P. & S. F. Itinerary began March 14 at Presidio in the Big Bend country. Prior to that the train was visited by nearly 60,000 people at stops on the G. C. & S. F.

Turkey Luck Is Management.

Many women of the Friona territory raise turkeys each year, many others try to raise them but do not succeed, at least for profit. The following may help all in their efforts:

Prevention of worm infestations and good feeding throughout the season equaled 917 Texas turkey demonstrators last year to market 85 per cent of their birds as No. 1's and to make average profits of \$2.04 per turkey, says Paul Cunyus, assistant poultry husbandman in the extension service of Texas A. & M. College and the U. S. department of agriculture. Demonstration flocks supervised by county and home demonstration agents numbered 71,371 birds of 730. The cost of raising, and marketing was \$58,960.

Turkey raisers are coming to the conclusion that feeding a flock of turkeys is important in keeping the flock healthy, securing good market weights, and producing birds without crooked breast bones or other drawbacks that keep them out of the No. 1 grade, declares Mr. Cunyus. From the first of the season a dry laying mash should be kept in front of the breeders at all times. Any good chicken laying mash will do. A good formula used by many demonstrators who mix their own consists of 200 pounds gray shorts or finely ground wheat, 150 pounds yellow corn meal or milo meal, 100 pounds meat and bone scrap, 25 pounds alfalfa leaf meal, ten pounds fine oyster shell and five pounds salt. Enough whole grain is fed at night to keep the birds in good condition without fattening.

Young poulters are fed much the same as young chicks but in two or three weeks may be given a mixture of 45 pounds yellow corn meal, 20 pounds shorts or ground wheat, 10 pounds alfalfa leaf meal, 5 pounds meat scrap, 5 lbs. bone meal, 3 pounds oyster shell and 1 pound salt where plenty of skim milk is available. The bone

meal and oyster shell prevent the crooked breasts.

To prevent worms keep turkeys and chickens separate at all times, treat the breeders for worms at the start of the season and avoid having dirty, sloppy places about the premises, says Mr. Cunyus. Green feed builds up resistance to worms, and is needed throughout the turkey's life. Lack of it causes much of the summer rump. If worms appear in spite of these precautions birds should be treated every 60 days by one of the common and successful worming treatments demonstrators are using.

NOTICE OF SALE UNDER ORDER OF SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 24th day of August, 1931, in favor of W. B. Arnold and against W. A. Parsons, H. E. Wall and J. S. Laing, for the sum of \$2282.17, with interest on \$626.48 of said judgment, at the rate of 10 per cent per annum, from the date thereof, with interest on the remaining portion of \$1055.69 at the rate of 6 per cent per annum from the date thereof, and costs of suit; and in favor of Mary P. Wilkinson against the said W. A. Parsons, H. E. Wall, and J. S. Laing for the sum of \$386.81, with interest thereon at the rate of 6 per cent per annum, from the date of said judgment; and in favor of Lillian Gabbert, against said W. A. Parsons, H. E. Wall and J. S. Laing, for the sum of \$191.25, with interest thereon from the date of said judgment at the rate of 6 per cent per annum, and in favor of R. D. Gist against the defendant H. E. Wall for the sum of \$205.14, with interest thereon from the date of said judgment at the rate of 6 per cent per annum, in favor of the said W. B. Arnold, Mary P. Wilkinson, Lillian Gabbert and R. D. Gist, which said judgment was rendered by the said District Court of Deaf Smith County, Texas, in cause number 1894, and entitled W. B. Arnold, et als, vs W. J. Harris, et als, and for a foreclosure of a Vendor's lien as it existed on the 15th day of September, 1928, on the following described lands, situated in Deaf Smith County, Texas, to-wit:

Being all of the south one-half (8 1/2) of section No. 28, township 5, north of range 2 east, of a Capitol Syndicate Sub-division, of record in the Deed Records of Deaf Smith County, Texas, containing 320 acres.

I did, on the 30th day of March, 1932, at 5 o'clock p. m., levy said Order of Sale upon the above described lands as the property of W. J. Harris, one of the defendants in said suit, and on the 3rd day of May, 1932, which is the first Tuesday in said month, between the hours of 10 o'clock a. m. and 4 o'clock p. m., on said day at the court house door of Deaf Smith County, Texas, I will under and by virtue of said Order of Sale and said levy offer for sale and sell at public outcry to the highest bidder for cash all the right, title, interest and estate that the said W. J. Harris, and the said W. A. Parsons, H. E. Wall and J. S. Laing, or either of them, had in and to the above described lands on the said 15th day of September, 1928, or at any time thereafter, in satisfaction of said judgment.

Dated this the 30th day of March, 1932, at Hereford, Texas. J. C. CARROLL, Constable of Justice Precinct No. 1, Deaf Smith County, Texas. 12-3c

NOTICE OF SALE OF REAL ESTATE UNDER ORDER OF SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court on the 22nd day of February, 1932, in favor of H. H. Myers and against J. H. Weeden, in the case of H. H. Myers vs J. H. Weeden, et als, numbered 1900 in the said district court wherein J. H. Myers is plaintiff, and J. H. Weeden, Bob Allison and H. W. Engle are defendants, I did, on the 30th day of March, 1932, at 5 o'clock p. m. levy upon the following described tracts and parcels of land situated in the County of Deaf Smith, as the property of J. H. Weeden described as follows to-wit:

All the North one-half of Section number 70 in Block K-3, Deaf Smith County, Texas, and on the 3rd day of May, 1932, the same being the First Tuesday in said month of May, 1932, between the hours of ten o'clock a. m. and four o'clock p. m., on said day at the court house door of said county, I will offer for sale, and sell at public auction for cash all the right, title and interest of the said J. H. Weeden in and to said property.

Dated at Hereford, Texas, on this the 30th day of March, 1932. J. C. CARROLL, Constable of Justice Precinct No. 1, Deaf Smith County, Tex. 12-3c

MANAGER SEES INITIAL SHOWING OF NEW FORD IN OKLAHOMA CITY

Earnest Medkief, manager of the Hereford Motor Company, was in Oklahoma City Monday to see the first showing of the new Ford, and came back to Hereford highly enthused with the possibilities and apparently valuable features incorporated in the new car.

In brief, the new Ford will have a V-type, 8-cylinder engine of 65 horsepower capable of carrying the newly designed streamline car 75 miles an hour. It is almost completely new in every detail, taking into its manufacture the most recent improvements in automobile manufacture with several added of original design.

The Hereford Motor Company expects to have a carload of the new Fords on hand some time within the coming week, the Oklahoma City assembly branch this week increasing operations by putting 1000 men to work on the new model, and shipments will be rushed with full speed.

NOTICE

All owners of city property will please call at City Offices and render same for taxation for 1932. EVA SKELTON, City Assessor. 10-1tc

SEE A WANT AD IN THE BRAND

GARDNER CLASS GAVE CANTATA SUNDAY NIGHT

The Gardner class of the Senior B. Y. P. U. gave a lovely Easter cantata at the Baptist church Sunday evening. Miss Norene Culwell, as director, is to be complimented upon the success of her work, as well as Leslie Cuiwell, president of the class, for his splendid leadership. The group is taking the cantata to Clovis next Sunday evening.

MYRTLE M'GOWAN, Class Reporter.

Band Mothers Meeting.

Mothers of members of the high school band will meet in regular session at 3:00 p. m. tomorrow, Friday, April 1, in the high school auditorium.

Ralph Smith, band director, has expressed the wish that the mother of every band member be present, as matters relative to general and specific activities of the band will be up for discussion, and it is desired they have the voice of all interested ones expressed. It is not too early to be considering ways and means as well as directions concerning the trip the band takes each summer.

Mrs. J. C. Parker, Misses Billie Allen and Frances Landrum, were in Amarillo Friday.

PLAN NOW TO ATTEND THE BRAND COOKING SCHOOL



MRS. LEONA IHRIG
Nationally Known Cook and Home Economics Expert

APRIL

12 - 13 - 14 - 15

At The

STAR THEATRE

The Hereford Brand

Texas Grocery and Market

FRIDAY AND SATURDAY SPECIALS

PHONE 353

FREE DELIVERY

SUGAR, 10 lb pure granulated, cloth bag 49c

CATSUP, 2 large bottles 25c

SOAP, White Laundry, 10 bars 25c

EGGS, fresh from the country, 3 dozen 25c

POTATOES, No. 1, ten pounds 15c

CRACKERS, 2 pound box 19c

MACARONI or Spaghetti, 3 large boxes 15c

COMB HONEY, 16-ounce bottle 20c

JELLO, assorted flavors, 3 boxes 21c

QUEEN OLIVES, quart bottle 49c

SWEET CORN, Golden Bantam, Iowa pack, 3 cans 33c

SPINACH or Turnip Greens, 3 cans 33c

COFFEE, fancy Peaberry, pound package 23c

GRAPE NUT FLAKES, large pack 24c

MEAT SPECIALS

STEAK, round, loin or T-bone, pound 15c

BEST BEEF ROAST, pound 10c

HAMBURGER, pure meat, pound 5c

BACON, Pinkney's sliced, pound 18c

PORK ROAST, pound 10c

SAUSAGE, pure pork, 2 pounds 25c

Fruits and Vegetables—Nicest and Most Complete Line in Town—
We Pay More For Your Eggs.

Locals

Ben Fritz and daughter, Frances, of Denton, are spending the week in Hereford visiting in the A. K. Gillis home.

Cream O' Plains meets every requirement for good butter. 1c

Mrs. Viola Williams visited her niece in Amarillo Sunday. 11-3c

After Easter Sale on all spring dresses, coats and hats at the POPULAR STORE. 12-1c

Miss Ethel Rice left for Boulder last Sunday, to resume school work in the University of Colorado after having spent the Easter holidays in Hereford with her parents, Mr. and Mrs. H. L. Rice, who took her as far as Amarillo on her trip.

Plant now with bulk garden seed from West Texas Feed & Seed Co. 11-3c

John Aldridge of Farwell visited in Hereford last Saturday.

J. T. McDonald of Canyon visited Johnnie McClendon in Hereford Friday afternoon.

Get your Mistletoe ice cream at the City Drug Store. Phone 100 and let us bring you a quart. 1c

Miss Frances Lewis Reeves of Canyon spent last week end in Hereford as a guest of Miss Leatrus Walsler.

Mrs. Earl Wilson visited Mrs. L. N. George in Canyon Saturday.

Always call for Cream O' Plains Butter. 12-1c

Mrs. O. E. Henslee and son, Omar, of Canyon visited her daughter, Mrs. N. E. Gass, in Hereford Sunday afternoon.

T. M. Moore of Canyon, member of the W. T. S. T. C. faculty, was a business visitor in Hereford Saturday.

New shipment of wash dresses and pajamas for children, at low prices. POPULAR STORE. 1c

T. V. Reeves of Canyon was a business visitor in Hereford Saturday.

Mrs. Florence Stevenson and baby daughter arrived in Hereford Tuesday to make a short visit with her uncle, A. C. Thompson, and wife.

Floyd D. Golden, superintendent of schools at Portales, New Mexico, was in Hereford a short time last Saturday on business.

Several MODERN HOMES for sale, \$100.00 cash, balance payable monthly. Modern home, close in, to trade for small tract land. Ralph Barnett. 11-2c

Alton Miller, who is attending Texas Tech at Lubbock, spent the Easter holidays in Hereford with his parents, Mr. and Mrs. J. H. Miller.

Complete line of light bulbs at City Drug Store. Phone 100—We Deliver. 12-1c

E. E. Ramsey was a business visitor in Amarillo Monday afternoon and evening.

Mrs. Jim Blagg entertained the Busy Bee Sewing Club at her home northwest of Hereford Thursday, March 24. No work was provided for the workers, so the afternoon was spent in visiting. Delicious refreshments were served to nine members.

Cream O' Plains makes satisfied customers. 12-1c

Mr. and Mrs. J. M. McEntire and son, Ray, of Dimmitt were in Hereford Saturday visiting their son, Hubert McEntire, and wife.

Mr. and Mrs. Marvin Alston returned Friday from a visit with their parents in Merkel and Sweetwater.

Mr. and Mrs. Ray Barber were business visitors in Clovis Monday.

Men's dress trousers, hats, caps, offords, dress shirts, etc., at great savings. POPULAR STORE. 1c

W. W. Hill of Canyon purchased the Joe Bernaur farm on 25-Mile Avenue this week.

Misses Ona Hammer and Mabel Gass visited friends in Amarillo last Sunday.

Johnnie McClendon was called to Silverton Saturday by the serious illness of his father.

Modern seven room dwelling, close to St. Mary's Academy, Amarillo, to trade for farm or Hereford property. Ralph Barnett. 11-2c

Mrs. Zola Roberts and daughter, Mary Louise, of San Francisco, were in Hereford Saturday visiting friends.

Miss Dorothy Flanery visited Mrs. Ivor McClendon in Amarillo Saturday.

Mmes. M. L. Steele and B. M. Wiltshire were in Amarillo Tuesday visiting friends.

Listen in on McKesson's musical program every Tuesday night from 8 to 8:30 o'clock over Columbia network. A complete line of McKesson's products will be found at the City Drug Store. Call 100 for free delivery. 12-1c

Mr. and Mrs. D. O. Williams of Abernathy were in Hereford last Saturday visiting friends.

Mrs. B. Lacy of Friona spent Monday in Hereford with friends and in shopping.

Mr. and Mrs. W. F. Gillis visited Mr. and Mrs. A. Kerr near Oton last Sunday.

Word has been received of the arrival of little Yolanda Irene Payne in the home of her parents, Mr. and Mrs. Everett H. Payne, of Hereford, Saturday, March 28. Mr. and Mrs. Payne are in Sadler, Texas, at the home of her parents, Mr. and Mrs. Lem Sawyer.

Miss Neville Wrenn spent Saturday and Sunday in Memphis visiting relatives.

Miss Mary Hoover of Clovis was in Hereford Saturday and Sunday visiting Miss Jeanette Rogers.

Money raising sale still going full blast. Take advantage now. We save your money. POPULAR STORE. 12-1c

Mr. and Mrs. Hal Bruner of Amarillo were in Hereford Saturday visiting Mr. and Mrs. Oscar Easley and other friends.

Dr. R. R. Wills of Friona visited friends in Hereford last Sunday.

Mrs. Helen Pipkin, who is spending the winter with her parents, Mr. and Mrs. J. S. Jones in Hereford, went to Amarillo Saturday to visit friends and relatives for several days.

Rent receipts will finally pay for a home, "BUT" we will sell you a modern home for \$100 cash, balance monthly like rent. Ralph Barnett. 11-2c

Mrs. Ivor McClendon of Amarillo visited her parents, Mr. and Mrs. George Guina, in Hereford Sunday.

Francis Frye of Dimmitt was a Hereford visitor Wednesday of last week.

Mrs. C. H. Dyar is spending several days in Amarillo with her mother and sister.

We have it—Culbertson's Bridge Blue Book. City Drug Store. 11

Edgar Ireland, Jr., attended a Pi-Omega banquet in Canyon Saturday evening.

Mr. and Mrs. C. J. Crump were in Hereford Sunday attending a family reunion at the home of Mr. and Mrs. J. C. Lance.

Miss Elizabeth Tolk of Amarillo spent the week end in Hereford visiting Miss Gladys Selgier.

Mrs. G. O. Curtis, former resident of Hereford, who now lives in Los Angeles, is here visiting Mrs. J. B. Hammer and other friends.

T. E. Selgier, Jr., visited Mr. and Mrs. H. H. Cooper in Amarillo last Sunday afternoon.

Mr. and Mrs. J. W. Witherspoon spent Easter Sunday in Bellview, New Mexico, with his parents.

Will Glibbreath of Hollene, New Mexico, returned on his trip to Hereford last Thursday.

Charles Simpson, who is attending McMurry College at Abilene, spent the Easter holidays in Hereford visiting Mrs. S. L. Easley.

Mrs. Tom Webb of Los Angeles arrived in Hereford last Thursday to make a short visit with her father-in-law.

Largest assortment of stationery in town. See our 49c special. City Drug Store. Phone 100—We Deliver. 12-1c

Mrs. G. A. F. Parker, who has been in California visiting her sister during the winter months, returned home last Saturday.

J. A. Tapp visited friends in Canyon Saturday evening.

Here and There

By MRS. C. E. TICE

Some fields of oats and barley have been damaged by cold and high winds.

Rev. Fields preached at Prio Sunday.

Mrs. Rhinehart of Bovina spent part of last week here with her sister, Mrs. Luther Cornelius.

Mr. and Mrs. A. T. Jones called at the Owen Andrews home Sunday afternoon.

H. M. Mobley and Miss Ula were in Bovina Sunday where Miss Mobley will visit her mother and sister.

The W. W. Club met with Mrs. A. Beauford and Blanche Thursday. Because of illness few were present. The day was spent quilting a friendship quilt for Miss Blanche. Miss Grace Russell was present and gave a health lesson.

Mrs. Pearl Lane and children spent Thursday with Mrs. Campbell.

Mrs. Earl Springer helped Mrs. W. A. Springer can beef Thursday. Mrs. Kenneth Hunter was taken to the hospital Thursday and underwent an appendix operation. She is reported doing well.

Last Thursday Jodie Benson and Miss Gladys Jones went to Clovis and were married. They were accompanied by Mr. and Mrs. DeWard Roberson. Mrs. Benson is the oldest daughter of Mr. and Mrs. A. T. Jones and Mr. Benson a son of J. N. Benson. They will make their home on a farm near Happy.

C. E. Tice and family spent Sunday evening in the M. Mitchell home.

Henry Allman is down with influenza this week.

Luther Hough and family called at the John Gaetz home one afternoon last week.

Earl Springer and wife spent Thursday with her father, B. F. Fulkerson, helping celebrate his birthday.

Mrs. Carl Maurer and children of Plainview spent Wednesday with her parents, Mr. and Mrs. K. F. Campbell.

Mrs. W. A. Springer entertained the primary room at the school house with an Easter egg hunt Friday afternoon, the event also being a surprise for her daughter, Mary Lois.

Mrs. J. B. Harlin spent Monday with Hereford friends.

Mrs. Clarence Beauford was an influenza victim last week.

Several attended a ball game in Hereford Sunday afternoon.

Mr. and Mrs. M. Mitchell were Sunday guests at Leo Williams'.

Mrs. L. Sparkman took her class of young people to White's pasture for an Easter egg hunt.

John Gaetz and family spent Sunday at the C. E. Tice home.

Mmes. Leo Williams and C. E. Tice called on Mrs. Fred Smith Thursday evening.

Mr. Welts did some threshing for Lowensberry's last week.

Roe Robbins of Canyon was looking after crop interests here Wednesday.

Wyche Items

MRS. L. F. PERKINS

Mr. Young spent Sunday in the Frank Nell home at Jumbo.

Ira Gene and Bernice Elliston visited Dorothy Barton Sunday.

Dorothy and Edward Perkins visited Mr. and Mrs. Thiele Sunday.

Several from this community attended the Santa Fe demonstration train program in Hereford Saturday.

Wyche school enjoyed an Easter egg hunt Monday. Mrs. Burgis and children, Mrs. Nell and Clara Joe, and Bernice and Helen Frances Elliston were visitors.

Jimmie Lou Perkins and mother have enjoyed visits from several friends the past week.

Jess Lindsey and family visited the paternal Lindsey home in Westway community Sunday.

Dillard and Robert Edwards and families spent Sunday in the A. E. Edwards home.

The club will meet with Mrs. Wolfe April 12.

Jack Grady and family and Ted Young and family visited Mr. and Mrs. Morgan Sunday afternoon.

Little Paty and Jo Ann Barton of Hereford are spending a few days with their grand parents, Mr. and Mrs. Barton.

Mrs. Evron called on her sister, Mrs. Morgan, Wednesday.

HOME MAKERS OF FIRST BAPTIST CHURCH IN CLASS MEETING

The Home Makers class of the First Baptist church met Thursday afternoon, March 17, at 2:30 p. m., with 22 members present, and Rev. and Mrs. V. M. Cloyd as guests.

After a business meeting and short program, Rev. Cloyd gave a very interesting talk. Group No. 3 served delicious refreshments of sandwiches, salad and coffee.

Mont E. Baker has improved the display windows of his grocery store by having the front of the building painted a silver color which reflects the light and improves the visibility of the interior.

FEDERAL LAND BANK WAIVES ALL LIENS ON CROP LOAN PAPER

Advices reaching Owen W. Sherrill, regional manager of the farmers' seed loan office of the Reconstruction Finance Corporation, Dallas, from President M. H. Gossett, are to the effect that the Federal Land Bank of Houston will waive all prior liens it holds on the crops of its borrower, in order that needy farmers may take full advantage of the crop production credit made available in Texas through the U. S. department of agriculture. Several days ago Judge Gossett wired that the lien of the Federal Land Bank would be waived. He stated in a letter to Mr. Sherrill, in no uncertain terms, the Federal Land Bank's decision. "We advised the agricultural department at Washington, through the farm loan board, Saturday, 19th, of our policy in line with our telegram to you. I suggest that you advise all local county committees approving loans to Texas farmers of the attitude of the Federal Land Bank of Houston, that it is not necessary to send such crop mortgages to Houston for release of first lien. This action on our part may be treated as a blanket waiver in favor of the government's loans," writes Judge Gossett.

This step on the part of the Federal Land Bank is of the greatest significance at this time to Texas farmers requiring immediate assistance in order that they may make their arrangements for the credit that they need so badly to finance the crops which must be planted within the next few weeks. This action has already made it possible for hundreds of farmers in Texas to complete their loans through the farmer's seed loan office at Dallas.

A number of the more important life insurance companies who hold mortgages against the 19-22 crops of Texas farmers, have also expressed their willingness to waive their liens with result that a much larger volume of crop production credit will be made use of in Texas than could possibly have been used without their cooperation.

Rev. M. J. Johnson wishes to express his appreciation to every one for their attendance last week during the revival meeting of the First Christian Church. Rev. Johnson reports the meeting a success, and that six responded to the invitation of the church.

NOTICE OF SALE UNDER ORDER OF SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH. By virtue of an Order of Sale issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said court, on the 8th day of February, 1932, in favor of Guy R. Varnum, and against W. E. Stevens, one of the defendants in said cause for the sum of \$206.87, with interest thereon from February 8th, 1932, at the rate of 6 1/2 per cent per annum, and costs of suit, and for a foreclosure of a Deed of Trust lien on the following described lands, situated in Deaf Smith County, Texas, to-wit: All of the N 1/2 and the SE 1/4 of section No. 86, Block K-4, certificate 1-380, B. S. & F. survey, containing 488.8 acres, which said Deed of Trust was dated April 15, 1925, and is of record in the Deed of Trust Records of Deaf Smith County, Texas. I did on the 30th day of March, 1932, at 5 o'clock p. m., levy said Order of Sale upon the above described land, as the property of

said defendant, W. E. Stevens, on the third day of May, which is the first Tuesday in month, between the hours of 10 o'clock a. m. and 4 o'clock p. m. on said day, at the court house door of Deaf Smith County, Texas, I will, under and by virtue of said Order of Sale, and said levy offer for sale and sell at public outcry, to the highest bidder for cash, all the title, interest or estate that the said W. E. Stevens and Claude Higgins, H. W. Engle, the First National Bank of Hereford, a banking corporation, O. H. Peterson, Randolph Holland, Edith Bergh Holland, Elmer C. Holland, Bernice J. Holland, and Leigh F. Watson, Jesse Harrington, and the Godfrey Investment Company, a corporation, or either of them had in and to the above described lands, on the 15th day of April, 1925, or, at any time thereafter, in satisfaction of said judgment.

Dated this 30th day of March, 1932, at Hereford, Texas. J. C. CARROLL, Constable of Justice Precinct No. 1, Deaf Smith County, Texas. 12-3c

W. J. (Bill) Smith Sez:

I have purchased the stock and business rights of the

Hereford Service Station

Corner of First and Main

and will take charge there today. My old friends and customers will find me there ready and fully equipped to give the very best of tire, gas, oil, grease, washing, polishing, etc., to be found in town.

YOU KNOW ME

W. J. (Bill) Smith [Himself]

—and J. A. Tapp will be there, too

All The Facts About the **NEW FORD V-8**

—STOP IN FOR COMPLETE DETAILS OF THIS GREAT NEW CAR THAT GIVES YOU EVERYTHING YOU CAN WANT IN AN AUTOMOBILE.



HEREFORD MOTOR COMPANY

Friday and Saturday Only

The Hereford Brand

One Year **\$1.00**

Limited to those living within a radius of 50 miles from Hereford, and not now subscribing to the Brand. \$1.50 per year to those living more than 50 miles from Hereford and not now subscribing to the Brand. Subscriptions received by mail next week, postmarked Friday or Saturday, April 1 or 2, will be accepted.

The Hereford Brand

International Sunday School

Lesson

BY DR. J. E. NUNN

April 2.

GOD IN CREATION

Gen. 1:1-5; 26:1.

Gen. 1:1. In the beginning God created the heavens and the earth. 2. And the earth was waste and void; and darkness was upon the face of the deep: and the spirit of God moved upon the face of the waters.

3. And God said, Let there be light: and there was light.

4. And God saw the light, that it was good; and God divided the light from the darkness.

5. And God called the light Day, and the darkness he called Night. And there was evening and there was morning, one day.

26. And God said, Let us make man in our image, after our likeness: and let them have dominion over the fish of the sea, and over the birds of the heavens, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth.

27. And God created man in his own image, in the image of God created he him; male and female created he them.

Golden Text: In the beginning God created the heavens and the earth.—Gen. 1:1.

Time: Geologists and astronomers vary by many millions of years as to the age of the world, and the data available are slight and precarious. Moses dates it as definitely as possible, "In the beginning."

Place: Many facts point to Western Asia as the primitive home of the human race, probably Babylonia; but here also we are met by many conflicting theories.

Introduction.

We now start on a most interesting and valuable course of study. "Having completed the study of the greatest Book of the Bible, the Gospel of John, the Book of Spiritual Beginnings, we turn to the fundamental Book of the Bible, which is the Book of Physical and Historical Beginnings. That is the meaning of its name, for 'Genesis' is the Greek for 'origin'. We are to study the origin of the universe and the world, the origin of man, the origin of the races, and in particular the origin of the great Jewish race which gave us our Bible and from which Christianity sprang."

The Book of Genesis.

Genesis is the first Book of the Pentateuch, which means "The Five Books." These first five Books of the Bible are called "The Law," "The Law of God," or "The Law of Moses." In numerous places through the Pentateuch Moses is expressly stated to be the writer.

The history opens with an introductory section (Gen. 1:1-2:3) which declares how God in the beginning created the heavens and the earth as the theatre upon which it was to be transacted. This is followed by ten sections of unequal length, which make up the rest of the Book of Genesis, and are introduced by titles of a uniform pattern: "These are the generations of—" etc. The genealogies contained in the Book are not merely incidental and subordinate, but essential, and the real basis of the whole. They exhibit at once the kinship of Israel to all nations of the earth, all being of one blood and sprung from one common stock, and their separation from the rest of mankind

for a special divine purpose, God's gracious choice of them to be his peculiar people until the time should arrive for spreading the blessing of Abraham over all the earth.—Prof. William Henry Green.

In the Beginning, God.

"In the beginning, God created the heavens and the earth." "By these few simple words the 'gods many' of the heathen mythologies are swept away, the extravagant ancient cosmogonies are brushed aside; the defilement of material things, the degradation of the God-head, and the fabulous divine origin of mankind—everything, in short, that distinguishes the pagan systems—is contradicted, and the world and the human race are set in a new and brighter light."

—Prof. James Robertson. Note that the wonderful account goes back to the very beginning. Note also, in regard to this first chapter, "its brevity, absolutely unparalleled; the history of many millions of years, according to the scientists, told in thirty verses; the merest outline sketch. It is like compressing the map of a continent into less than a single inch."

—President S. C. Bartlett. "The heavens and the earth had a beginning; and as they had a beginning, therefore they must necessarily have had a cause. God made the heavens! They had a cause, and that cause was not anything unintelligent, not any accident, but a Divine, a forecasting, foreplanning, all-ordering, all-designing mind; and we infer this from the infinite signs and tokens of design that there are all round us, and that we know without ourselves."—Bishop W. C. Magee. "When did the creation occur? How long ago? All that we can gather from the record itself is that the creation occurred 'in the beginning'; a beginning that was indefinitely long ago. And that is precisely what science affirms about it."—Rev. D. J. Burrell, D. D.

A Name Growing in the Garden. Dr. Louis Albert Banks illustrates this verse with the story of the father who drew his son's name in the garden mold and planted seed in the furrow. When the boy saw his name growing up in the garden and was greatly excited about it, his father at first pretended that it came about thru chance. But the boy would not believe it, some one must have contrived it; and from that start the wise father showed the lad some of the many evidences of design in nature and in his own frame, and led him on to a belief in a personal Creator of the universe.

"And the earth was waste and void." "When the material elements of the universe were first brought into existence, they were diffused and formless; that is, they were not collected to form the suns and planets and satellites which now in such majestic circles wheel around each other in space. The nebular hypothesis is already a doctrine of science."—Prof. G. Frederick Wright, F. G. S. A.

God Said, Let There Be Light.

"God said, let there be light; and there was light." "The gospel of Genesis is that the creation is God's word."—Rev. W. S. Rainsford, D. D. "God's word" is the one medium or link between him and creation."—Horatius Bonar. "In the beginning was the Word, and the Word was with God, and the Word was God."—John 1:1. Jesus Christ was this Word incarnated. What more majestic description of God's power could there be than these eleven words,

all of one syllable? They signify the setting in motion of the dull and stagnant mass of lebulous matter, and the beginning of that vast revolution which was not only to flash into light, but to come together into form.—Flat Lux. "Let there be light" was the motto of the first great English printer, William Caxton, and light, not only physical, but mental and spiritual, is ever the creation of God.

The Order of Creation.

The first chapter of Genesis goes on to picture the creation of (1) the firmament (that is, the separation of the sky from the earth); (2) the grass and trees; (3) sun, moon and stars; (4) the birds and fishes, and (5) the cattle and other beasts. "The record in the Bible is, therefore, profoundly philosophical in the scheme of creation which it presents. It is both true and divine."—James D. Dana, professor of Geology, Yale University.

While Genesis is not and does not pretend to be a textbook of science, yet its correspondence with the order of creation of the plants and animals, as shown by geology and with the history of the formation of the stellar universe as shown by astronomy is so exact as to be far beyond the wisdom of Egypt imbibed by Moses. By itself, with nothing added from the remainder of the massive collection of 66 Books, it would suffice to prove the inspiration of the Bible.

"And God said, Let us make man in our own image, after our likeness." "Man's chief distinction lay in his likeness to God: (1) a 'living' or immortal 'soul'; (2) an intelligent being; (3) with a conscience; (4) with a personality; (5) with a will; (6) with moral righteousness; (7) with affections—with all these qualifications he was made ruler of all the earth."—Prof. Ira M. Price. The theory of evolution traces the stages of creation from the lowest organisms up to man, with steady progression according to a definite plan, but stops short of that which makes man what he is, his soul. "Why have the lower animals no poets, no painters, no prophets, no apostles, no literature, no churches, no worship? Simply because they are not created in the image of God in the special sense in which man is."—Prof. John Stuart Blackie. "Man is God's masterpiece—the diapason closes full in man. Man only was created in God's image; he only could have fellowship with God."—Rev. George H. Morrison, D. D.

Let Them Have Dominion.

"And let them have dominion over the fish of the sea, and over the birds of the heavens, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth." "Man shows his power to govern in his treatment of the wild animals. As he increases in civilization, those he does not need he destroys. Man exercises the same power over the vegetable world. He carries wheat and corn and potatoes and coffee from land to land, and develops and transforms plants by cultivation in the most marvellous manner. How wonderfully he has entered into dominion over the mechanical, chemical, and electrified forces of nature! Man was made to have dominion over his physical body—the house in which he lives. Man has power over his own moral nature—the power of choice, of decision. Man may draw to his aid the power that holds the planets in their orbits."—Rev. Louis Albert Banks, D. D. Since the above words were written man has extended his mastery of nature by the submarine, the airship, the X-ray, and radio, and has penetrated to both poles.

Man, in the Image of God.

"And God created man in his own image, in the image of God created he him." "God made man with an intellectual, moral and spiritual nature like his own nature, as a simple bucket of seawater is like the ocean."—Rev. Edson L. Clark. "God is a spirit, and it is in the spirit of man that we must seek his likeness to God."—Rev. J. H. Worcester, Jr., D. D. "God made the animals to follow their natures, and to do each what it liked, without sin. But he made man to do more than what he likes; namely: to do what he ought."—Charles Kingsley. "Man was created with such powers and such possibilities, and held such a position with relation to the universe, that the eternal Son of God could become man, and, under the conditions of a human life, reveal the glory of the Father."—Rev. R. W. Dale, L. L. D.

NOEL GOLLEHON BUYS J. A. TAPP INTEREST IN FILLING STATION

Noel Gollehon of Dimmitt purchased the interest of J. A. Tapp in the Tapp-Ireland filling station at Main and First streets last Thursday, and has begun work. As a result of his being a partner of the firm its name has been changed to the I. & G. Service Station.

Bulk garden seed will save money for you. West Texas Feed & Seed Co. 11-3c

Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mrs. W. O. Comingoer has returned from a week's visit with relatives and friends in Panhandle and Conway.

Mr. and Mrs. C. McBroom were dinner guests in the Sam Griggs home Sunday.

Mrs. O. J. Grabbe was ill the past week and was in Amarillo most of the time for medical care. O. J. Grabbe taught during her absence.

Mr. and Mrs. S. Cretsingler and Margery of Panhandle visited in the John Boling home Friday night, and Saturday, and Sunday, they and the Bolings were dinner guests in the C. Cretsingler home.

Mr. and Mrs. P. A. Brown and family were Sunday dinner guests in the Clarence Brown home.

Mr. and Mrs. R. L. Campbell were in Amarillo Saturday.

Mrs. McBroom and Marvin of Canyon visited her daughter, Mrs. Sam Griggs and family, Sunday. Mrs. John Boling and children called on Mrs. M. H. Buren Wednesday.

The Boyd Bates children visited Glenn Allred Sunday.

Mrs. Comingoer visited her parents, Mr. and Mrs. R. W. Stephens, at Ford Tuesday.

Arney News Items

By MRS. F. W. FORTNER

Easter was observed here by most of our people attending services here or at Nazareth.

Mr. Hewey and family went to Brownfield to spend the week end with his parents.

O. L. and Veneta Fortner of Borger spent Saturday here with relatives.

A light shower fell here Saturday afternoon.

Mrs. J. R. Morris gave an Easter egg hunt for the children Friday afternoon.

Most of the influenza patients have about recovered.

Rachel Burks of Canyon spent the week end at home.

Mr. and Mrs. Harry Scowin of Canyon spent Sunday with her parents, Mr. and Mrs. Hendrix.

Mr. and Mrs. E. Tipton and family spent Sunday with Mr. and Mrs. Ott.

Miss Katy Mae Burks spent Saturday night with Miss Nadine Wrenn.

Miss Rachel Burks spent Saturday night with Miss Flossie Fortner.

Little Bernice Elliston of near Hereford spent Friday night with Mr. and Mrs. Floyd Fortner.

Miss Flossie Fortner spent the past week with her sister, Mrs. Lela Campbell.

ESTRAY NOTICE

Taken up, January, 1931, on premises of the undersigned, living about four miles northwest of the town of Hereford in the county of Deaf Smith, the following described animals known to be estrays, viz: two whiteface cows, coming three years old, no brands, tattooed in left ear. If not legally proven by the owner thereof within TWENTY DAYS from the date hereof I will proceed to Estray the same in accordance with law.

C. T. KIBBE, Taker Up.
Hereford, Texas, this 25th day of March, 1932. 12-3c

Daniel News

By MRS. JOE THURMOND

Rev. R. E. Pickett of Amarillo preached on "The Resurrection of Christ" at the school house Sunday afternoon.

Mr. and Mrs. Hubert Thomsen and children attended Easter services at the Park Street Methodist church in Amarillo Sunday.

Mr. and Mrs. Joe Thurmond and Betty Joe and Wynette Jacobs attended literary society at Palo Verde Friday night.

Misses Lucile and Lois Park of Progressive attended church services with Miss Katherine Hershey here Sunday afternoon.

Joe Moore made a business trip to New Mexico Friday. Teachers, school children and patrons enjoyed a picnic and Easter egg hunt on the creek southwest of Dawn Friday.

Mmes. Luna Jacobs and Durwood Vernon, assisted by Mmes. Gus and Vernon Miller of Canyon entertained with a party at the Jacobs home Wednesday afternoon, honoring Mmes. Joe Thurmond and J. S. Moore. Sandwiches, cake and cocoa were served to the honoree and guests.

On account of the weather the Easter program that was to have been given at the school house Saturday night was postponed and was given at chapel Monday morning. Several patrons were present and enjoyed the program.

Mr. and Mrs. Joe Thurmond and Betty Joe attended church at Palo Duro Sunday night.

Miss Mary Thurmond of Amarillo spent Thursday night in the home of her brother, Joe Thurmond.

Mr. and Mrs. Walter Beckman

How Hereford and Opponents Will Play Golf This Summer

Wheat	at Hereford	at Canyon	at Plainview	at Happy	at Tulia	at Clovis
Hereford	Belt	May 22	July 24	Aug. 21	April 24	Aug. 28
Canyon	Aug. 7	Golf	April 24	July 24	Aug. 28	June 5
Plainview	May 8	July 10	League	June 19	June 5	Aug. 7
Happy	June 5	May 8	Aug. 28	Schedule	Aug. 7	July 10
Tulia	July 10	June 19	Aug. 21	May 22	For	May 8
Clovis	June 19	Aug. 21	May 22	April 24	July 24	1932

Hereford golfers are advised to clip out and save the above schedule of play of the Wheat Belt Golf League, as the six teams will meet each other in competition in their respective towns.

Each team will be composed of 20 bonafide members of that club, the winning score to be determined by the first 10 counting 1 point each, the next six counting 1/2 point each, and the next four 1/4 point each. An exception is made in that all teams playing against Happy will use but 12 players and each will count 1 point each in determining the winner.

The qualifying score of each player and subsequent ranking is left up to each club to work out as it sees fit. Should a club not have 20 players to take part in a match, it shall forfeit as many points as the scoring rules allow, for the number of players the club lacks.

Each "home" club shall send to all other clubs a report of its match, not later than three days after it is played. All matches should begin at 1:30 p. m., central standard time, to enable the visiting team ample time to get home as early as possible.

Each secretary should furnish all other clubs with a list of the members of his club.

A final tournament will be held at the end of the playing season, open to all members of the league clubs; the time, place and kind of tournament to be determined in a meeting to be called for that purpose.

Adrian-Sims Notes

By MRS. J. M. CHAPMAN

Mrs. Buren Spande went to Vega Wednesday. Sims and Thomas schools joined Friday afternoon in an Easter program and egg hunt, Sims school visiting Thomas for the occasion.

Adrian-Sims Notes

By MRS. J. M. CHAPMAN

Mrs. Buren Spande went to Vega Wednesday. Sims and Thomas schools joined Friday afternoon in an Easter program and egg hunt, Sims school visiting Thomas for the occasion.



John Deere Tractor Demonstration

of Model "D" and General Purpose with equipment

TUESDAY APRIL 12

Watch for further announcement and location.

Kerr Implement Company

WE BUY CREAM, EGGS AND POULTRY

Carl's Cash & Carry Grocery

FRIDAY AND SATURDAY SPECIALS

Tune in on WDAG each Thursday at noon for our Friday and Saturday Specials.



Large Packages 3 for 22c



3 Cans 26c

- SALMON—Concho, pink, two cans 21c
- COMPOUND—Swift's Jewel, 8-lb bucket 61c
- OATS—Crystal Wedding, large box 20c
- PRUNES—Texo, Italian, gallon 32c
- PEACHES—Texo, Gallon 43c
- BRAN—Post 11c
- BAKING POWDER—25 ounces, K. C. 19c
- GRAPE JUICE—With one Pen-Jel FREE, pint 31c
- JELLO—Any flavor, 3 packages 22c
- RICE—White Swan, 2 pounds 15c

AUDITORIUM AMARILLO APR. 16

SATURDAY

Matties and Night

FRED

STONE

in "SMILING FACES" A NEW MUSICAL COMEDY

with PAULA STONE AND GLAMOROUS ENSEMBLE OF 75

And ALBERTINA RASCH DANCERS

MATINEE—50c to \$2.50; NIGHT—\$1.00 to \$2.50

Address Mail Orders to WILBUR C. HAWK, Amarillo, Texas (Enclose Stamped, Addressed Envelope)

No. 23



Hereford, Texas

Takes Pride In Announcing the Showing of the Sensation of the Season

'BROKEN LULLABY'

Sunday Matinee also Monday and Tuesday

April 3 - 4 - 5

No. 17

LIBERTY DOLLARS

Decreased in value at our store. Fifty dollars will buy practically as much as \$100 did a year ago if you buy from us.

\$45.00 Rug value for only	\$29.75
\$35.00 Rug value for only	\$19.75
\$250.00 Living room suite value for	\$150.00
Splendid 3-piece used suite for	\$35.00
Eight-piece used dining room suite extra good, for	\$39.75
A fine seven-tube radio for only	\$49.7

E. B. BLACK COMPANY

We Are Satisfied With Small Profits

No. 13

SPECIAL

Five-Cent Nutty Nuggets

CANDY BARS

2 for 5c

\$1.00 to \$1.50 Stationery

65c

The Chocolate Shop

No. 14.

MUNSINGWEAR HOSE

Ladies' Munsingwear hose in both the chiffon and service weight, French heels and new spring shades

79c

Garza Sheeting, bleached or unbleached, 9-4 width, 25c

36-inch Prints, a yard 7 1/2c

Men's Gray Covert Work Pants

89c

FOX

Mercantile Co.

No. 4

O-P-E-N-!

Parts, Repairs, Battery Work
and Complete Service.



Brumley Garage

No. 20

SPECIALS--Friday, Saturday, Monday

—200 pairs, ladies DRESS SHOES, pumps, straps, ties, light and dark shades, for ONLY \$1.95



—Men's Work Shoes, black clk, full stock, both leather and composition soles \$1.48

Extra heavy LL Economy Domestic, 5c a yard 10 yards to a customer

Men's Rayon Shirts and Trunks, full run sizes, 25c each.

Men's Heavy Work Sox, smooth toe, full run sizes and colors, 7c pair.

Men's Split Horsehide Leather Work Gloves, only 48c. Sizes 7 1/2 to 10.

Sprouls-Cronin & Co.

You Will Recognize Re

Trade Bui

TO BE HELD AT H

Friday
April



Traffic Cop: "Do
turn around in the mid

Fair Lady: "Oh
make it—just watch

No. 18

FURR FOOD STORE

—Stores, like people, have personalities, and to be successful a store must have a personality that attracts customers and holds them. Each week some of our customers drive many miles to do their shopping. We like to feel that the personality of our store, our service and our merchandise appeal to YOU, for we have all confidence in our customers and want them to be confident that they can get quality merchandise for less money from us. Service is the basic principle of our business. See our circulars this week-end.

No. 6



House Dresses ON SALE

Guaranteed fast to washing, new assortment of patterns, sizes 16 to 44

—Only—
98c

S. L. Harman Store

S. L. Harman, Jr., Manager.

No. 2

A "For Rent" sign is
property. Paint your
Panhandle Lumber Comp



No. 12

Bring a Friend and Share
THE SAVINGS

NYAL 2 FOR 1 SALE

NOW GOING ON

Buy One Article and Get One Free

CLOSE DRUG CO.

Once a Trial—Always Nyal

No. 5

Rice's Ar TIRE

—Begins Friday, April 1st.
ers cost price-list and

RICE'S INSTANT

No. 7

Spring Time==Fly Time

—Flies kill more people and cause more sickness than any other one thing. KEEP 'EM OUT—We are offering this week-end, BLACK SCREEN WIRE, 2 1/2c per square foot—any width we have in stock. Also special bargains in screen wire remnants, both galvanized and black.

R. H. Kemp Lumber Co.

Phone Four-Four

No. 1

—Our patrons liked our sp
well last month that we aga

Grease Jo FREE

With Every Oil Chang

Tapp-Irela

Phillips "66" Service Sta

These Merchants Are Earnestly

Remarkable Values In This Order's Sale

HEREFORD STORES

u know you can't
the block?"
er, I think I can

Saturday 2 April

No. 11

SPECIAL ON COAL-OIL BURNING BROODERS

\$12.00 Brooder for . . . \$ **8.50**
\$16.00 Brooder for . . . \$ **12.25**

STREU HARDWARE CO.

No. 10

PORK AND BEANS— 72c
Van Camp's, dozen

PEAS— \$1.10
Glen Valley, dozen

CORN— \$1.40
White Swan, dozen

Carlyle's Grocery

No. 9

JUST-RIGHT Chick Starter

—Is made FRESH DAILY. It is insurance against chick loss and assurance of quick, healthy growth.

WEST TEXAS FEED AND SEED COMPANY
We Give Green Stamps

No. 16

Alarm Clocks— 89c
Assorted colors, \$1.50 value

Dr. Caldwell's Syrup Pepsin— 85c
\$1.20 Size

Syringe— 69c
\$1.50 Value

City Drug Store
We Give Green Trading Stamps

No. 21

Eyelet Batiste, assorted colors, per yard 59c

Scarsdale Mesh Materials 59c **Work Pants \$1.00**
For dresses and skirts, per yard Gray or blue

Percales 12½c **Good Work Shirts 50c**
New assortment, fast colors, new patterns Gray or blue in sizes 14½ to 17

D. R. GASS & SON

No. 15

Mello-glo Face Powder and Perfume - 69c
\$1.00 value

50c Dr. West Tooth Brush
25c Dr. West Dental Mirror
25c Listerine Tooth Paste
ALL FOR 50c

Corner Drug Store
The Rexall Store

No. 3

SPECIAL EVERY TUESDAY

Rough Dry 15 lbs. minimum \$1.00

Shirts in these bundles finished for 10 cents each, if desired.

Safe-guard your health by our Sanitary Method.

"A Service That Saves"

Hereford Laundry
Phone 298

No. 22

APRIL FOOL?—NO!
THIS IS NO JOKE

Dry Cleaning and Pressing

Two Suits \$1.00
ONE SUIT—75c

Two Plain Dresses \$1.00
ONE PLAIN DRESS—75c

Cash-Carry Only
SOUND HORN FOR CURB SERVICE

CORBETT & CO.
207 MAIN STREET

No. 8

What Will The New Plymouth Be?

Ireland-Beavers Motor Co.
Dodge Bros. and Plymouth

No. 19

Ladies' Silk Hose 75c
\$1.05 value, closing out this particular number

Ladies' Spring Shoes \$1.69 to \$4.95
The newest and smartest styles

Ladies Spring and Summer Hats \$1.00 to \$4.95
In all the wanted cuts and colors.

Beautiful Prints
Guaranteed fast colors, spring and summer patterns

7½c Yard

Group of plain and printed SILK DRESSES \$3.49

Stone Department Store
Incorporated

seen on well-painted
this spring. See the
quality merchandise.

THE FURNITURE CO.

Anniversary SALE

one week we will use deal-
tire is backed by

RE SERVICE



Living To Merit Your Patronage

Social and Society

MARATHA LEE DUNCAN, Editor, Phone 642-W

SOCIAL CALENDAR

Meetings of the week.

Thursday.
Bayview Study club, Mrs. Rex Tynes, hostess, 606 Main Street, 3:30 o'clock.
Junior Bayview club, Miss Fern Cardale, hostess, 111 E. Sixth street, 7:00 o'clock.

Monday.
Music Study club, Mrs. H. L. Broadwell, hostess, 311 West Third street, 2:30 p. m.
Chamber of Commerce, place to be determined.

Tuesday.
La Affiliata Estudio, Mrs. G. M. Suggs, hostess, 3:00 o'clock.

Wednesday.
Lion's Club luncheon, Presbyterian church, noon.
Missionary society meetings at their respective churches at the regular time.

Married at Clovis.

An item in the Evening News-Journal of March 25, gave notice of the marriage there of Joe W. Benson and Miss Gladys Jones.

DAUGHTER OF MRS. E. J. WILLIAMS MADE DELEGATE TO SHRINE CONVENTION

Mrs. Ruby McBride, daughter of Mrs. E. J. Williams of Hereford, who was recently elected high priestess of Mizpah Shrine at Dallas, has been chosen a delegate to the national Shrine convention at Detroit, to meet there early in April, according to word received this week.

FORD DEMONSTRATION CLUB NOTES

Ford 4-H club met at the home of Mrs. W. E. Hawkins March 18. Eight members and the agent were present. Mrs. Wilson resigned as secretary, and Mrs. W. E. Hawkins was elected to fill the vacancy. Mrs. Wilson was elected reporter. The club will meet with Mrs. Earl Dyer April 1 at 2:30 p. m.

WARD HOME DEMONSTRATION CLUB MEETS

The Ward Home Demonstration club met March 23 with Mrs. John Hutson as hostess. Roll call was answered with "Name a county official." Talks were made on county court and its laws. Easter chickens and rabbits were given as favors. Pie with whipped cream, and coffee were served to Mmes. Saltzman, Caraway, Suggs, Edwards, Hutson and Stivers.

The next club meeting, April 13, will be an all day affair with Mrs. Ernest Seigner. All members are urged to be present, if possible.

MRS. S. A. EDWARDS, Reporter.

Seen On the Screen at the Star

Manager J. C. Parker has some kind of a surprise for Star theatre attendants today. He has not said what it is, just made the statement it was going to be a good show and was absolutely free to everyone. It is expected there will be a large attendance.

Friday and Saturday will bring the famous story of "Lasca, the Girl of the Rio Grande," possibly the greatest of all poems descriptive of the Southwest and the fiery, tempestuous, trigger-quick decisions of the ranch life along the famous river. Those who liked "The Summer of '31" in "Unexpected Father" last week will find him again as a hard-boiled comedy cowboy, Crabapple, in "Lasca."

Sunday's afternoon matinee brings some favorites to the screen that have been missing from Hereford for several months, Lionel Barrymore and Nancy Carroll, who play important parts in "Broken Lullaby," with Phillips Holmes in the star role of a soldier who repents of dealing death to an enemy during war and goes to make restitution to a bereaved family. It is a real story. The same picture will be presented Monday, and Tuesday as well.

The two Barrymore brothers, Lionel and John, play together for the first time in pictures in the show coming to the Star Wednesday and Thursday of next week, "Arzene Lupin," a story of a master criminal and the efforts of the law to apprehend him. It is a famous classic, and the acting of the two Barrymores should bring it to a height of entertainment it has never reached before. This will also be Manager Parker's special one-cent sale feature of the week, wherein two persons are admitted to the theatre for one cent more than the price of a single admission.

MRS. GEO. GARRISON HOSTESS TO BAYVIEW CLUB

Thursday, March 24, the Bayview Study Club met at the home of Mrs. George Garrison, 300 Lee Avenue. The subject discussed was "The Middle West." Those appearing on the program were Mrs. R. O. Dunkle, Mrs. E. W. Harrison and Mrs. Garrison. Music for the afternoon's entertainment was furnished by Mrs. J. C. Ricketts and Mrs. E. P. Geiser.

EASTER EGG HUNT GIVEN SUNDAY SCHOOL CLASSES

Sunday afternoon members of the primary department of the Methodist church were entertained with an Easter egg hunt. They gathered at four o'clock at the home of Mrs. E. W. Harrison, and in a few minutes the fun started.

After the eggs had been found ice cream cones and cookies were served. Hostesses for the afternoon were Mmes. John McLean, Jim Black, Ray Conaway and E. W. Harrison, Misses Martha Duncan and Ursalee Fridley.

WYCHE DEMONSTRATION CLUB MEETS WITH MRS. DUBOIS WALKER

The Wyche demonstration club met with Mrs. DuBois Walker March 23, with 11 members present and Mrs. Dave Smith and Misses Mildred and Aline Redwine as visitors.

Mrs. Leo Wolfe taken on Organization of State Administration, Superintendents, Commissions and Boards. Mrs. Nollie Hillston told about the operation of State Courts.

Miss Lula Martin, new home agent, met with us for the first time, and gave us the outline for 4-H Pantry and Wardrobe demonstrations. Miss Grace Buzzell, the county health nurse, told of the proper bathing and care of patient in bed.

The next meeting will be at the home of Mrs. Leo Wolfe Tuesday, April 12, when Miss Martin will be with us again.

GOOD FELLOWSHIP DINNER GIVEN BY MRS. EASLEY

A dinner representing good fellowship was given Sunday, March 13, when Mrs. S. L. Easley entertained her Sunday school class of the Methodist church with one of the class' famous dinners at her home. The dinner was for the purpose of giving the boys a social good time, and each was as gay as possible. A big dinner consisting of chicken and everything that goes with it was served and the afternoon was spent in all kinds of clever entertainment.

Present were June Allred, Carl Spratt, Andrew Habermacher, W. R. Schelbagen, Cawthon Bryant, Noel Bryant, Kermit Wilson, Paul Conaway, Spaulding Bartley, J. C. McCullough, Chris Jacobsen, Marvin Thomas, Walter Seed, Berry Orr, Jno. Jacobsen, Rob Hough, Bill Hensley, Clay Hughes, Homer Hawkins, Frank Barber, Junior Sherman, S. L. Easley, Morris Easley, D. R. and Mrs. E. E. Robinson, Miss Irene Crawford and Mr. and Mrs. S. L. Easley.

Methodist Missionary Society.

One of the best services of inspiration and profitable study enjoyed for some time was held at the business session. There was a splendid number present at this pre-Easter service. Easter, that glorious season of beginning again, spirit receiving and soul cleansing. Reports of officers were gratifying and bespoke earnest effort with splendid results. Each lady felt progress was being made in spiritual and material fields.

In the feature, Call to Prayer, Mrs. W. O. Fox gave testimony of the blessings of prayer. The key-note being that prayer is the key that unlocks the treasures of God's power house. Mrs. O. T. Behrens gave a brief survey of world missionary news.

Mrs. R. O. Douglas had prepared a fitting Easter service and had the room beautified with golden crosses supporting lighted candles, along with flowers in abundance. Mrs. D. H. Bryant led in an uplifting devotional, followed by prayer led by Mrs. W. A. Robinson. Mrs. Polly Wiltshire touched hearts with a solo, "The Crown of Thorns." A pageant depicting women of the tomb discussing their sorrow over their Lord's crucifixion, but unbounded joy for his resurrection, and pledging undying faith and service to Him, was splendidly portrayed by Mrs. Buford Farmer and Miss Martha Duncan. Truly, it was good to have been there.

REPORTER.

Summerfield

BY MRS. L. JOHNSON

W. M. S. met Wednesday with Mrs. B. C. Roberson in charge of program. Mrs. A. Lookingbill gave special songs, Mrs. B. Roberson piano numbers. Eight members and three visitors attended. Leatrus Walsler and Geraldine Kendall were in Dimmitt Friday.

Miss Christine Fincher, Hereford spent the week end with Miss Mary Lee Curry.

Mrs. Guy Easley and daughter of Crowell are visiting her parents, Mrs. and Mrs. A. J. Blakehome. Mrs. Geo. Story was sick last week.

Jas. Smith has returned from a visit with his parents at Gainesville.

Misses Martin, Wolfe, Hostetter of Hereford attended the club party at Mrs. Lee Curry's home Friday night.

Louie Huckert, Amarillo, spent the week end here.

Messrs. and Mmes. Denison Hill and Walter Hawkins of Ford, and Bill Knox of Hereford spent Sunday in the B. A. Atchley home.

Mmes. W. Huntley and M. Abbott were in Amarillo Thursday attending a Baptist meeting.

The H. M. S. club entertained their husbands Friday night with a party at the Lee Curry home. Forty-two and bridge were followed by refreshments. Sixty attended.

Jake Roberson and family of Canyon visited the Britt Clark and Geo. Story homes last week end.

Forbus Blakemore was in Dimmitt last week.

Mr. and Mrs. M. Madden entertained with a party Saturday night. Games and refreshments were enjoyed by about 25 guests.

Miss Frances Reems of Canyon visited the Walsler home Sunday.

A. J. Blakemore and family, Mmes. Ed Peacock, Amarillo, and Guy Easley and daughter of Crowell visited the E. Blakehome home at Progressive Friday night.

G. F. Morgan and family, Vega visited the M. Madden home last week end.

Mrs. E. Peacock, Dimmitt, visited the parental A. J. Blakemore home last week.

Louie Huckert and family visited the J. Helsmany home in Vega last week end.

Miss Fannie Manning visited her parents in Plainview Sunday.

Mrs. W. A. Davis and son returned to their home in Clarendon last Thursday.

Belle and Densil Long, Texico, visited friends here Sunday.

B. A. Atchley and J. A. Noland have returned from Hot Springs, New Mexico.

Mrs. Alva Wilson and children of Hereford visited Mrs. Benlah Roberson Sunday.

J. T. Cronin and wife, Hereford, spent Sunday in the W. Huntley home here.

Geo. Scheuburger, Iowa, visited his sister, Mrs. E. W. Murdock, last week.

Miss Ruth Smith, Hereford, spent Sunday in the B. C. Roberson home.

Joe Kendall and family, C. R. Waiser and family, Frances Reems and Mildred Fullwood took dinner in the J. C. Lance home in Hereford Sunday, celebrating the wedding anniversary of Mr. and Mrs. Kendall and birthdays of C. R. Waiser and Betty Joe Kendall.

Black defeated the Summerfield baseball team Sunday.

W. M. S. made over \$11 in their bake sale at Hereford Saturday.

M. E. Murdock and wife and Geo. Schulerberger were in Springlake visiting relatives Sunday.

Pupils of Rance school, Miss Leatrus Walsler, teacher, enjoyed an egg hunt Friday afternoon.

C. Carr and wife and Mr. Southen attended services at Black Sunday.

P. T. A. met Wednesday night. Third grade pupils gave the program. A social hour was enjoyed.

Mrs. L. Johnson is seriously ill this week.

John and Walter Kouch of Gainesville are visiting Will Shultz.

D. J. Neill was in Canyon last week.

Trees are being put out around the school house, and flowers will be planted. A fence is being put around the yard by teachers and pupils.

Dawn Items

By LOIS ANDERSON

Sunday school was well attended Sunday. Noel Bryant of Hereford preached a good sermon.

Dawn high school students visited the Hereford library Friday and it was a very interesting experience.

Miss Hazel Crouch spent Tuesday night in the R. W. Botsford home.

Mr. and Mrs. L. A. Smith and family visited the H. E. Miller home Sunday afternoon.

Misses Mignon and Gladys Greer and Buster Greer called in the A. T. Frye home Sunday afternoon.

Mr. and Mrs. W. J. Stewart called in the H. E. Miller home Friday afternoon.

Mr. and Mrs. A. J. Morris and family visited the H. E. Miller home Thursday evening.

Mr. and Mrs. W. L. Harris visited Mr. and Mrs. Jess Dodson

Ward News Notes

By MRS. W. P. CARAWAY

Mr. and Mrs. Pat Wederbrook spent Sunday in the Geo. Lewis home.

B. D. Hutson spent the week end with Robert and Freddie Hutson.

Mr. and Mrs. D. O. Williams of County Line spent the week end with her parents, Mr. and Mrs. Jack Hutson.

Jim Blagg and family spent Sunday with her parents, Mr. and Mrs. Miles.

W. R. Harrison and children visited his mother at Hollepe, N. M., Wednesday.

Mrs. Will Cole spent the week end with her mother, Mrs. John Higgins.

There was a splendid Easter program at Ward Sunday afternoon.

Mrs. Jack Hutson entertained her Sunday school class with an egg hunt Sunday morning.

Mr. and Mrs. T. L. Vaughn and daughter spent Wednesday with her sister, Mrs. Geo. Lewis.

Mrs. John Higgins is reported on the sick list this week.

Mrs. Frank Stivers spent Monday afternoon with Mrs. Suggs.

Jessie Thompson visited the H. L. Caraway home Saturday night.

Omah Harrison spent Sunday with Viola and Frances Hutson.

May Harrison spent Saturday night with Gertrude Kelly.

Jimmie Harrison and family and Lynn Powelson and family visited the parental home Sunday.

Mr. and Mrs. O. L. Rutherford and Mildred called in the John Hutson home Sunday afternoon.

Alleen Hughes spent the week end with Miss Lucille Hughes and Grace Garrett.

Mrs. Zola Garrett and daughter spent the week end in the Jack Hutson home.

Gladys Lewis spent Sunday with Alleen Caraway.

A. J. Sanderford is visiting the W. P. Caraway home a few days.

Mrs. Albert Higgins spent the week end with her mother, Mrs. John Higgins.

Ed Cox and family visited Mrs. Fred Saltzman Sunday.

S. A. Edwards and Fred Moreman and their families spent Sunday in the Geo. Suggs home.

Misses Hughes and Garrett visited in the W. R. Harrison home Thursday night.

Miss Garrett's pupils enjoyed an egg hunt Friday afternoon.

Mrs. Kelly spent Sunday in the Boyer home.

Ted Higgins spent the week with his grand parents, Mr. and Mrs. John Higgins.

Obed Caraway visited Freddie Hutson Sunday afternoon.

Westway Items

By WILMA NELL SIKES

"Happy Valley," home talent play, will be given here Friday night. Admission 10c and 25c, proceeds to be used in beautification of school grounds and building.

Veda Short spent Saturday night with Stella Mae Gore.

Mr. and Mrs. Skypola and family spent Sunday in Umbarger with friends and relatives.

Vernon and G. W. Wilson left Friday for Abilene where their father is seriously ill with blood poison.

Saturday night members of the Ladies club entertained their husbands with a "hard-time" party given at the G. C. Hartman home.

At a late hour after the guests had been delightfully entertained by forty-two and other games, delicious refreshments were served.

The young people enjoyed a party at the school house.

C. P. Grimes spent Saturday night with his grandfather, Plez Turnbow, at Hereford.

Doy Smith, Edith Chandler, Guy Lawrence and Bessie Gunn spent Sunday with Ivy Ragsdale at Dawn.

The school children enjoyed an egg hunt Friday afternoon.

The Hartman and Sikes families spent Sunday in the Holland home.

Our boys had a baseball game with Black Friday at Westway, Black winning 8 to 2.

Vondyl and Orville Houser, Oleta and Elwin Hartman visited Misses Brown and Hanna Sunday afternoon.

Mr. and Mrs. Clem Schumacher and Eugene, Lawrence and Edmond Larwald visited the V. Skypola home Sunday night.

L. O. Gore and family visited the P. C. Short home Sunday.

E. E. Joiner and wife visited the Earl Little home Sunday.

Westway played the Hereford Barbers at Hereford Sunday, the score favoring Westway 33-4.

Don't fail to see "Happy Valley" Friday night. Bring along your family and friends.

Scherer Items

MRS. B. R. FULKERSON

Neighbors and friends were entertained Wednesday night when Mrs. Lee Crawford was hostess to a party. Refreshments of sandwiches, cake and coffee were served. A number of guests were present from Hereford, and everyone had a splendid time.

Mrs. Clea Friemel took her three children to town Tuesday to have dental work done.

The Home Workers Recreation club met March 24 with Mrs. Dean as hostess and six members present. Roll call was answered with a Texas news item and the name of a county officer.

Two programs were given. Mrs. Crawford gave importance and powers of the governor. Mrs. Dean gave organizations of the state administration. Mrs. Ingram gave County Board, Miss Ragsdale gave peace officers. Mrs. Morel gave some county history. Miss Martin was present and gave a talk. The next meeting will be with Mrs. Crawford April 14.

Mrs. Dean has been ill this week.

Mrs. J. C. Falces of Fort Worth visited her sister, Mrs. Morel, Wednesday.

Little Grace Boyd who has been seriously ill with pneumonia, was brought home Monday and is improving.

Pupils of Miss Brunson enjoyed an egg hunt at the school house Friday afternoon.

Miss Ragsdale and Mrs. B. R. Fulkerson visited Mrs. Caldwell Friday.

Mrs. Brunson and two daughters spent the week end in Claude visiting relatives.

Mrs. Clem Friemel and children and August Skypola visited relatives in Umbarger Sunday.

Mr. and Mrs. T. P. McCollister visited the Harrell home Friday.

Mrs. Duncan and son visited the Caldwell home Friday.

Al Ellwart was a caller in the Fulkerson home Friday.

Mrs. Earl Springer spent Wednesday with her father, B. F. Fulkerson, bringing him a cake as a birthday reminder.

Mr. and Mrs. Edgar Sowell spent Saturday night in the Morel home.

Mr. and Mrs. Lacke of Walcott took dinner with Mr. and Mrs. E. Caldwell Sunday.

A crowd met at the Ellwart home Sunday and organized a baseball team. They will meet again Wednesday at the Fulkerson home.

Mr. and Mrs. Hicks of Walcott took dinner with Mr. and Mrs. Bohomon Sunday.

Miss Ragsdale had as dinner guests Sunday Miss Gunn, Guy Lawrence, Miss Chandler and Dan Smith of Westway.

Mr. and Mrs. B. R. Fulkerson took dinner with Mr. and Mrs. Roy Boyd Sunday.

Easter News

By MISS LOUISE FRYE

E. O. Dixon and family attended church services at Frio Sunday morning.

Mr. and Mrs. Wardlow and family visited relatives in Plainview recently.

Mr. and Mrs. Harvey Allison and Mrs. J. S. Wilder and family called in the J. S. Smith home one day recently.

Ben Medley of this community accompanied the agriculture boys of Dimmitt to Lubbock Monday.

Mr. and Mrs. Pat Hardy and son of Jumbo, and Mr. and Mrs. Nolan and daughter of Flagg called in the Ray Durant home Sunday afternoon.

George Chambliss and family spent Sunday in the Bob Axe home at Jumbo.

S. Hise spent Sunday afternoon with the Martin boys at Jumbo.

H. H. Frye and family called in the Carl Frye home Sunday evening.

Mrs. M. Stemmmons and Mrs. Fred Walton attended the Women's Federated club meeting at Dimmitt Wednesday.

Mr. Stemmmons sold two car loads of calves last week.

Mrs. Betty Coonauger and Miss Maggie called recently on Mrs. Jack Baker at Bethel.

Mr. and Mrs. Walter Aines of Hereford called on Mr. and Mrs. E. O. Dixon Sunday afternoon.

The school election will be held at the school house next Saturday for the purpose of electing one trustee.

ANNOUNCEMENT

To the Voters of Commissioner's Precinct No. 1:

I have been solicited and prevailed upon to again make the race for the office of Commissioner of this county and after giving the same careful and deliberate consideration, I have now consented to do so. I respectfully ask your vote and influence and if you see fit to place me back into this responsible position I will continue to endeavor to do the bidding of the majority of the people in a fair and business-like manner.

C. J. PADDOCK.

More garden seed for less money. West Texas Feed & Seed Co. 11-3c

Obituary.

Robert E. Boutwell was born April 17, 1859, and died at the home of his daughter, Mrs. W. J. Stewart, at Dawn, Texas, March 16, 1932.

He is survived by two daughters, Mrs. W. J. Stewart, Dawn, and Mrs. Ona Hopkins, of Byers, Texas; two sons, A. M. and R. F. Boutwell of Nocona, Texas, and a sister, Mrs. V. F. Phillips, of Big Spring, Texas.

Funeral services were conducted March 18 by Rev. Ernest Robinson of the First Methodist church, in the E. B. Black funeral home, and interment was made in West Park Cemetery.

Progressive News

By OLIVE PERKINS.

Eunice Caldwell is spending several days with Elizabeth Bowman at Hereford.

Ira Jeanne Ricketts spent Monday night with Rilla Mae Baker, Luke McBrayer and family and Grandmother McBrayer visited Mr. and Mrs. Clyde Russell Sunday.

Mr. and Mrs. Jim Park and Lois, Ruth and Lucile were Sunday dinner guests of Mr. and Mrs. Hershey.

Miss Edith Childree of Amarillo spent Sunday with home folks.

G. A. Harris and family spent Sunday with Mr. and Mrs. W. R. Scales.

Mr. and Mrs. Raymond Saylor and family, Mr. and Mrs. W. H. Russell and children, F. D. and Miss Olive Perkins attended a party at the H. T. Wedel home Tuesday night, honoring Mrs. Wedel.

Mrs. Ray Hershey visited her daughter, Mrs. Arch Conklin, at Hereford Monday.

There was good attendance at Sunday school Sunday afternoon, and all present enjoyed singing old hymns instead of an Easter program.

Katherine Hershey visited Lois Park, Saturday night.

Mrs. Carl Donovan has been ill with influenza the past week and Lucile Park has been staying with her.

Cecil Hodges and family, Jeff Roberson and family visited the C. P. Caldwell home Sunday.

Mmes. Owen Neel, Ed Botts and J. E. Blakemore attended an Easter egg hunt at the school house. As a surprise to the children, the ladies and Miss Boyd served cake and punch.

Messrs. and Mmes. Albert Higgins and Owen Neel called on Mrs. Carl Donovan Sunday afternoon.

Sweet Clover Seeding Spreads.

That one sweet clover demonstrator was responsible for the planting of 1000 additional acres to this crop in Wharton county was due to a huge increase in the yield of a succeeding potato crop on the land, says J. O. Graham, county agent. Walter Mathtys planted 3 1/2 acres of clover in the fall of 1929 and secured thereby an abundance of pasture for 12 head of cattle throughout spring and summer of 1930. Broken deep in November and planted to Irish potatoes a crop of 157 bushels per acre was made on the clover land, whereas potatoes on corn land made only 95 bushels per acre. Last fall Wharton county farmers sowed 12,880 pounds of sweet clover seed.

CREAM WANTED 16c

We Pay the Transportation. Butter market lower, but our price is still market value, perhaps a little higher than it should be, and we might be forced to lower it. However, we always give you all we can. Ship us your cream, you need our market and we need your cream. FALLS CITY CREAMERY CO. Falls City, Nebraska.

HEAT WITH GAS
WEST TEXAS GAS CO.

D-A-N-C-E
St. Anthony's Auditorium
Monday, April 4th
Nine O'Clock
Admission \$1.00
Music by Local Orchestra
EVERBODY WELCOME

Bakers Cash

THE WHITEFACE ROUNDUP

NEWS OF THE HEREFORD HIGH SCHOOL



The Whiteface Roundup

THE STAFF
Lueta Borden Editor-in-Chief
June Allred Assistant
W. J. Fellers Sports
Ardelle Foster Societies
W. B. Wilson Jokes

Our Entry in League of Nations Contest.

Every year there is a League of Nations contest. The examination for the contest is made out by the authorities, given to a local teacher and then the teacher conducts the examination in the local community. Last year there was one entry, Elsie Parrish, and this year one girl, Louise Hamm, took the examination. This examination was given Friday morning, March 18. Two and a half hours were allowed for answering the questions. The winning students will be notified by telegram. The first prize is a trip to Europe and lesser ones range downward. Here's hoping you get a telegram soon, Louise!

An Easter Egg Hunt.

At six o'clock Sunday morning about ten peaceful sleepers were being disturbed by faithful alarm clocks. The boys were spending the night with Climer and Cartwright, and it had been rumored that no sleeping took place. When the bunch was gathered they started out to find a suitable place to hide the eggs. The morning was beautiful and everybody was feeling bright and fresh from the night's sleep, therefore the hunt was enjoyed immensely. Those experiencing this pleasure were Violet Marrs, Milton Orr, Virginia Barnett, Brunell Climer, Zelma Ruth Shore, Jack Russell, Wilma Jo Jones and Jack Cartwright. Later in the morning when breakfasts were beginning to be missed the girls made sandwiches and hot chocolate and everybody enjoyed a light lunch at the Barnett home.

Senior Kid Day.

One of the big events of the year was the Senior Kid Day last Friday. The seniors had been planning and waiting anxiously for many weeks. Of course, none of the other classmen were to be told so that it would be a complete surprise, and so it was. Friday morning at 8:00 o'clock all the seniors met at the court house, dressed in kid costume and carrying their lunches. From there they went in a body to the school building. The great majority walked, while some of the little kiddies skated. At school, of course, the reading and writing and arithmetic had to go on just the same, but many of the teachers were very considerate in that their assignments fitted the day. Miss Crawford, public speaking and English teacher, did her part. Those seniors in public speaking were allowed to read before the class such poems as children would select or enjoy. Her English classes enjoyed an old fashioned spelling match. Miss Wrenn, science instructor, quietly listened to the children's opinions on such topics as "prospects of matrimony in this school" and "assignments for and against marrying a butcher's and doctor's son." The little ones (seniors) gave extemporaneous speeches on these topics at their teacher's direction. Other teachers were very considerate in ignoring some of the childish pranks, etc. At noon time practically all the seniors gathered on the vacant lot west of the school building and ate their lunches. After school the little ones played more childish games. However, on the whole it was thought that the seniors were more than ready to don civilian clothes again.

Our Day.

La Verna Womble. 'Twas the seniors' jolly day, They came to school to play, But when they get there, what to do I'll just bet you'd be silly, too!

Now on this day we got together (We had, oh, such lovely weather) We made that day a great feat, And took our lunches to school to eat.

Some on skates, some were walking And, to be sure, we all were talking We'll remember this day until the end, For what's the use, without a friend?

Now juniors, sophs and fish, We're not trying to act "cutish" We're only seniors having our fun And you will, too, when you are one.

Tennis Week End.

Last week end could have been called tennis week end, as Friday afternoon four teams were played and Saturday another team was here for a game. One of the girls' teams went to Vega. The results of this game were: Theda Lou Wilson and Beatrice Buchanan, doubles, 6-3, 6-0; and Estelle Gilliland in singles, 2-6, 3-6.

The girls' team that played Summerfield was composed of Bettye Miller, Bobby Jackson and Mattie K. Sherman; all of these won their matches.

The results of the boys at Wildorado Friday were: Bartley and Allred, doubles, 6-4, 6-3; Fellers, singles, 3-6, 4-6; Allred, singles, 6-1, 6-0; Bartley and Fellers, doubles, 6-3.

L. W. Carlyle won his match with Summerfield Friday. Saturday Wildorado returned their match. The results of this were: Beatrice Buchanan and Theda Lou Wilson, doubles, 9-7, 6-2; June Allred and Bartley, doubles, 9-7, 6-4; Owen Miller, singles, 9-7, 6-4. L. B. Russell won from the junior that Wildorado brought.

This gives the teams' players good practice as well as experience. Several matches have been booked ahead.

Just Wait.

That spring football game between the seniors and underclassmen will come off one of these days. And that's certain, because the coach recently announced that those who expect to play must come out for practice every afternoon in the future. Who will win?

Senior Kid Party.

Following the Senior kid day on Friday, March 25, the mothers of the seniors furthered the seniors' hilarious fun by giving them a kid party that night at the home of Mrs. L. H. Shore. Upon arrival, each was given a little card which was to show in which room to go. Games were played in each room, and then those in one room would progress to another room in which different games were played. At the end, prizes were awarded to those who won certain games. The faculty rejuvenated and was also present. Besides serving delicious refreshments, the mothers tried to poison a few undesirable seniors by serving chewing gum in quinine to a select few of the seniors.

Skating Party.

The Pep Squad is a determined club all right, or maybe it's a club run by a few determined heads. Anyway, they planned a Leap Year skating party for Wednesday night, March 23. Later, however, they were notified that only seniors are permitted socials on school nights. Consequently, the Pep club called off their social and the whole school, more or less, got together and went roller skating on Wednesday night.

After skating around the court house on the broad walks and in the court house on the ground floor for several minutes—and that was long enough for several spills to take place—the whole party removed to a cafe where hamburgers and pie were served to the jolly, laughing, exhausted, and otherwise, group. Several, perhaps one-half of the crowd then went to the show. Oh, it was some party. Perhaps there were 25 couples there. Isn't that something?

Track Meet Wednesday.

Farwell track squad came to Hereford Wednesday to contest with the local track squad in track and field events. Some of the Hereford boys won first place. Edwin Hotland won first place in broad jump and discus throwing; Wayne Farris won first in javelin throw and Berry Orr won the low hurdles. Farwell took the 100, 220 dashes, half mile, pole vault, high jump and relay. Farwell has a good track squad and came with the intention of winning. Later in the season, if Hereford returns the meet, our boys should win more first places.

Name Science Club.

From now on, we shall hear no more of a Science Club in our school, but of the T. N. T. club. Yes, the initials have a meaning, but only to members of the club. A delightful party, supervised by Miss Wrenn, announced the initiation of new members, and enabled the few members present to enjoy one another's presence. The T. N. T. club is striving to become a registered club of science under the rules and regulations of the state. REPORTER.

DONT CRY

By Pu-Kuky

Reaford West went to know what Cloyd is going to do with Louise's twin.

Billy Ruth Miller, a new pupil in our school. Welcome!

Cloyd and Ray have everything fixed up in their car—radio, bath, running water, etc. Some courting car, I must say. James, some courting car.

Someone wonders if Betty Ruth ever tried to work any of her pals.

We all wonder when was the last time Percy received a letter from his girl in Stinnett.

Nancy has been trying to influence Sally.

In economics class Sherman was bent over in his chair and Ardelle said: "Sherman! if you don't straighten up I won't like you any more. Sherman straightened up."

Ardelle says a meat market man is not a butcher, but is a meat cutter.

It has been rumored that the flashing Jack R. and Jack C. are lucky enough to go with the best looking blond and brunette in the State of Texas. They live 22 miles south of Hereford.

It has been said that J. R. Fellers doesn't know the difference between spaghetti and confetti.

The absent minded geometry student: Given: I love you. To prove: You love me. Mary Elizabeth asked Florence if she could prove this in three steps. Florence said she could, but some very important steps would have to be left out.

One thing, says P. C., that puzzles Orr is that when he takes off his shoes a hole is in his sock. He wants to know where the goods went that was across the hole.

The doctor said Mr. Hudson was too heavy and recommended him to ride horses. He rode four weeks, gained 51 pounds and the horse lost 108 pounds.

Nora Alice ran away with Percy last week and now every time a horn is sounded it makes him nervous. He thinks: he's bringing her back to me.

Andy got a call from the union depot. Here is what they said: There's a box of books here, addressed to you, and they are leaking all over the station.

I love to hit on my head with a hammer; Pee Wee Bartley said to his pop—the reason I love to do it is, it feels so good when I stop.

After weeks of study Orr and Copeland say they have figured out that if you drop a pin in the Pacific Ocean it will rise .0000322-77884 of a centimeter. If you do not believe this, they say to figure it out for yourself. I believe it.

Teacher: Give me a sentence or two showing the meaning of posterity. Rex Tynes: He looked as if he had been reduced to posterity. By his clothes he seemed a man of great posterity. The cat leaped about and sat on his posterity.

Our school seems to be ventilated by hot currents. Miss Wrenn: What are the main races of men? Milton: Foot, horse and car.

We've lost two mighty good men from our high school, anyway for a few days, Dogs Henson and Cow West. Mr. Wilson: Define parallel lines. Melvin: Parallel lines are two straight lines that cannot enclose a space unless they are crooked.

Yes, Queen Elizabeth rode thru the country with nothing on so Raleigh gave her his coat. Miss Campbell: Give me a sentence with a passive verb. And what is one? Betty Ruth P.: A passive verb is when the subject is the sufferer, as: I am loved.

Scandal—Zelma Ruth and Milton, Murray and Ardelle came in the last period study hall about 35 minutes late. REPORTER.

Prof. Hudson: What is generally used as a conductor of electricity?

W. J.: Why— Prof. Hudson: Correct.

Climer: There goes Jack R., the football player. He's going to be our best man next year. Virginia L.: My goodness, this is so sudden, don't you think?

Poor Hickie, it's a shame he can't elude the women.

A freshman suggests that we elect the most popular teacher, how about it, folks?

Question: Where do Carl Dean and C. J. hurt the most? Little grains of sawdust, Little chips of wood, Treated scientifically, Makes a breakfast food.

Thanks for Grand Event.

We wish to express our deep appreciation to our hosts at the Cross Bar Hotel, or county jail, on the night of March 3. We feel that an enjoyable evening was had by all (one that will not soon be forgotten), although among other minor accidents some cards seem to have been misplaced. In order to redeem ourselves, since the suspicion seems to fall on us, we will pay you the exact sum of the loss, provided you see us within ten days. Since we were so cordially received we feel that we should acknowledge this fact publicly. We also wish to mention the delicious refreshments, and the only thing we regret about the whole affair is having to leave at such an early hour. There are very few parties where such a large group of friends can gather and enjoy such friendly association. Again we thank you for the delightful evening.

UNINVITED GUESTS.

English Stages Submitted. If you really want to see something cute go look in Miss Crawford's English room. The model stages which the English IV classes had to build some time ago are still on display. They range all the way from those 10 inches high to one 3 1/4 feet tall, and if you'll study your Elizabethan stages you will find them very similar.

Torture.

Why was he the one to suffer so? He closed his weary eyes and lay in a deadly calm. Ever to his ears came the steady pounding of the torture, similar to the Chinese torture of letting water fall drop by drop on a victim's forehead until he went insane. Only he could hear it instead of feeling it. Each moment the noise seemed to grow until it was all that his sluggish, numbed brain could think about. Drop by drop it sounded, ever maddening and harrowing. At last when he felt he could endure it no longer he slowly rose to a sitting position and cut the bath tub faucet completely off.

MARTHA WHITE.

Friona Loses to Hereford.

Last Wednesday the Friona tennis squad returned the match with the local high school team. Each team exhibited good playing but Hereford won the match. In the singles L. B. Russell represented Hereford, and won from Coventry of Friona, 6-2, 6-1.

Bartley and Allred defeated Reeve and Furlong of Friona in the doubles. Both double teams did good playing, but Bartley and Allred won 6-3, 6-2. Friday, March 18, Bartley and Allred won from these boys, and L. W. Carlyle won from Coventry at Friona.

It looks as though Hereford will do something in tennis this season, anyway our players have a good start.

Razberries.

Ha! Sophomores, you surely must be proud of your beating the seniors. Well, that's nothing to brag about. You played the seniors on short notice when no seniors could play. Well, we shall just challenge you to play any time that you can get your men together and then you can tell the story.


TRY A WANTED AD IN THE BRAND.

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

Almost Anything You Need In....

USED ONE-WAYS
DISC BREAKING PLOWS
and
A nice line-up of
USED TRACTORS

M. D. Womble



THIS MUCH PURINA FEED A DAY WILL START ME RIGHT ALONG THE WAY TO LIFE, GROWTH, AND EARLY LAYING A PROFIT SWEET I'LL SOON BE PAYING

McLEAN & PITMAN

Phone 1

First Christian Church.
Rev. M. J. Johnson, pastor.
Bible school at 9:45 a. m., A. M. Jones, general superintendent.
Morning worship hour at 11:00 o'clock. Next Sunday's subject: "Duty of Man to God, and Man to Man."

Evening hour services will be based upon the sermon subject, "Asking for the Old Path." Evening services at 8:00 o'clock.
Junior Endeavor, 5:30 p. m., Senior Endeavor, 7:00 p. m.

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

ANNOUNCEMENT

—We have leased the Mosely building at First and Main Streets and will install a modern machine shop and garage within a short while. —We are experienced and trained in all kinds of machinery repair and have capable equipment to do efficient work. —Bring us your car, truck, combine or tractor-troubles.

KOCH & DYSON



Farmers Bank Here Have Money

MODERN times demand that farming no longer be a hit or miss proposition... but a modern business-like enterprise.

Farmers consult us because they find our confidential business advice helpful. Have you need of our friendly advice? **START SAVING REGULARLY NOW**

We Welcome YOUR Banking Business

THINK! **THE FIRST NATIONAL OF BANK HEREFORD** THINK!

MEMBER FEDERAL RESERVE SYSTEM

HAVE MONEY! *A Strong Bank Thoughtfully Managed* HAVE MONEY!

Light Will Help You Sell--

EIGHTY-FIVE PER CENT of all retail purchases are either made or influenced by women. And of all buyers, the woman of today is the most scrutinizing. Women enjoy shopping—they buy only when they are completely satisfied that they have found what they want. Good lights will help you sell to the modern woman. Light attracts attention. Light displays your merchandise to the greatest advantage. Light eliminates errors in prices, quality and style. It means more customers, more satisfied customers, and greater profits.

Texas Utilities Company

MUSIC STUDY CLUB MEETS NEXT TUESDAY WITH MRS. BROADWELL

The postponed regular session of the Music Study club will meet at 2:30 next Monday afternoon in the home of Mrs. H. L. Broadwell, Mrs. C. H. Dillehay will be leader of the lesson, which will be the second treatise on Russian music.

Demonstration Agent Announces Plans and Community Visits

A new club was organized in Bippus community Tuesday afternoon where the women were highly interested and eager to begin the demonstration work. Any unorganized community de-

siring club work is urged to get in touch or write me, letting me know when and where I can meet with those assembled. I will be glad to help in every way I can. Please look at my itinerary as published below, to know what days I may be with you. Club members are requested to clip out and preserve the itinerary that they may know where and when I may be found. Bulletins and other materials descriptive of the work may be obtained by inquiry at my office on the north side of the lower floor of the court house.

Itinerary.
 First week: Monday, office; Tuesday, Westway; Wednesday, Bippus; Thursday, Summerfield; Friday, Ford; Saturday, office.
 Second week: Monday, office; Tuesday, Wyche; Wednesday, Ward; Thursday and Friday, open; Saturday, office.
 Third week: Monday, office; Tuesday, Dawn; Wednesday, Thursday, Friday, open; Saturday, office home demonstration council.
 Fourth week: Monday, office; Tuesday, North Hereford, Wednesday, open; Thursday, Dean; Friday, open; Saturday, office.

Saturday Close Of Diphtheria Immunization

The county health service, under the direction of Miss Grace Buzzell, county health nurse, is this week closing its special drive to accomplish the greatest possible number of diphtheria immunizations among children of the county. Saturday night is the last time to secure the special price of 50 cents for this work as has been offered by the four physicians, Drs. G. F. LeGrand, E. B. Thomasson, H. K. Robison and T. L. Morgan, in each of their respective offices, for the past three weeks.

"If parents could be brought to realize just how dangerous and deadly, yet entirely unnecessary is diphtheria," said Miss Buzzell, "they would not hesitate to protect their children. There is one case of diphtheria in town right now. It is important that the immunization work be brought to a close in this campaign, as the second administration of the work must be done within a certain time after the first, and those who have already taken advantage of the first treatment will be needing the second. Let every child possible be given the treatment by Saturday."

The vaccination against smallpox is also handled at a reduced price by the four physicians, but 25 cents being charged for the treatment, yet it will protect the child from that dread disease of unnecessary disfigurement for 7 years or more.

Trade Extension

(Concluded from Page 1)

hats \$1 to \$4.95, ladies' shoes \$1.80 to \$4.95.
 No. 20: Shirts or trunks 25c, work shoes \$1.48, horse hide gloves 48c, and domestic 5c a yard.
 No. 21: Eyelet batiste 50c, Scarsdale Mesh 50c, and gray or blue work pants for \$1.
 No. 22: Two suits or two plain dresses cleaned and pressed for \$1.
 No. 23: Offers "Broken Lullaby" April 3-4-5.

Brand for \$1.00.
 To assist the Merit Merchants in making the monthly trade extension plan as successful as possible for the whole community, the Brand will again make a special subscription offer of \$1.00 a year to those who live within a 50-mile radius of Hereford and are not now subscribers. This offer is good for the two days only, Friday and Saturday, April 1 and 2, although subscriptions mailed in with the postmark of the above dates will be accepted later. Subscribers outside the 50 mile radius must pay their special subscription rates as advertised in this issue.

Band Mothers Feed Chamber Of Commerce

The regular monthly luncheon of the Hereford chamber of commerce has been announced by W. E. Dameron, president, to be held at noon, Monday, April 4th, in the basement of the First Baptist church, the luncheon to be served by the high school band mothers' organization.

While a set program has not been definitely decided upon, there are always ready for discussion more than enough interesting matters of vital importance to the community and county, to warrant the attendance of every citizen who takes pride in Hereford and has an earnest desire to see accomplished those things that will contribute most for the general welfare of all. No one can attend a chamber of commerce luncheon program in Hereford and fail to be drawn into a closer harmony of understanding fellowship with those who work openly for the greatest community good that can be accomplished. No one can stay away and not be the loser, because of failure to keep in touch with matters of public concern as they are sincerely expressed for earnest consideration.

It is highly probable that, since the luncheon is served by the band mothers, there will be individual and ensemble numbers by members of the band, for the entertainment of those who attend. It should not be forgotten that Hereford band took first place in Amarillo in the Spring Music Festival.

L. Baskin Again Writes On Topic of City Election

Editor of the Brand:
 Regardless of who composes the new city commission, it is highly important that no time be lost in getting right down to the business of economizing and making every dollar count for two, as is being done in many other lines of endeavor. In an interview with E. B. Black, I discover that he has in mind, if elected, the appointment of advisory committees of representative citizens, to act unofficially with the commission in matters of extra importance. This, to my mind, is a move in the right direction. Several minds actively at work are better than three, always so I think Mr. Black should be commended for thinking of such a plan. Prompt action should be instituted for lowering of all utility rates, and, as Mr. Black has already committed himself to this task, I think he should be encouraged to push forward.

Dollars are dollars now days, and if we sit idly by and let people make the same charge for utility service against us as was made when dollars were smaller, we are chumps to stand for it. It is going to take grit and lots of backbone to go up against the problems that face the incoming commission. The people are demanding that something be done, and without delay, so we must be careful in the selection of our new commission. The city of Lubbock, by business-like management, has, we are told, cut their tax rate down to 45 cents on the \$100 valuation. If I am correctly informed, the Hereford city water plant has paid a net income during the past year of over \$1000 per month. This is a remarkable showing, and by proper management this utility alone should almost pay the entire running expenses of the city. Our backs are almost broken under the burden of high taxes, so the people are demanding that this matter of reduced taxes have prior consideration.

L. BASKIN.

STAR THEATRE

HEREFORD, TEXAS

Free Show

Thursday, March 31
 A good picture—take a chance on it—EVERYBODY INVITED.

Friday and Saturday
 APRIL 1-2

Romance Lives Anew!



Leo Carrillo
 Johnnie Mack Brown
 Dorothy Burgess
 SLIM SUMMERVILLE
 FRANK CHAMPEAU

LASCA OF THE RIO GRANDE

A dashing dramatic story of the days of the Old West, set in Old California. Directed by Edward Laemmle, produced by Carl Laemmle, Jr., presented by Carl Laemmle.

A UNIVERSAL PICTURE

Thursday — Friday — Saturday
Madame Ellis
 "The Woman Who Knows"
 Come to the Free Show Thursday and Ask Madame Ellis Any Question You Like.

Sunday Matinee

Also Monday and Tuesday
 April 3-4-5

The Father consumed with bitterness for a great wrong.
 The Sweetheart her happiness shattered... but she smiles again.
 The Stranger who brings joy to them both in the romantic

BROKEN LULLABY
 A Paramount Picture
 LARRY BARRYMORE
 NANCY GARROLL...
 PHILIP HOLMES...
 AN ERNST LUBITSCH PRODUCTION

Wednesday and Thursday

APRIL 6-7
1c SALE
 ONE ADULT, 35c
 TWO ADULTS, 36c



Annene Lupin
 with KAREN MORLEY
 JOHN MILJAN

Thursday — Friday — Saturday
Madame Ellis
 "The Woman Who Knows"
 Come to the Free Show Thursday and Ask Madame Ellis Any Question You Like.

Tax Payers to Meet Saturday In Organization

A number of letters that are self explanatory of a called meeting of tax payers to convene in the district court room next Saturday afternoon at 5:00 o'clock, have been mailed to interested citizens during this week. The matter is of vital concern and the Brand is glad to publish the letter in detail. The movement has been agitated for a considerable time and is sponsored by a number of reputable and influential business men. The letter follows:

To the Tax Payers of Deaf Smith County, Texas:
 Our tax problems, Federal, State and the tax-levying subdivisions of our State, have become serious matters with those who are required to pay them.

Our National Congress has searched for and found every conceivable thing of value it could legally tax, and it now finds itself unable to make the "budget" balance with the taxes it can make the people pay, by some two billion dollars; that is, after exhausting all the taxes that Congress thinks can and should be collected, legally, it will still lack two billion dollars having enough money to run and pay the expenses of the National Government. Our State Government and its various taxing subdivisions are all encountering the same difficulties in their efforts to balance their budgets. Additional means of increasing our ever-increasing burden of taxation, in order to try to continue the same policies, are making taxation to the tax payers more oppressive.

To us, as must be to all tax payers, these conditions are serious, and nothing short of bankruptcy and ruin of our governments, as well as our people, will be the result, unless remedied. The remedy cannot be, by increasing rates or values—that will only increase the burden. The remedy must be the reduction of cost of government by the reduction of expenditures, and we consider the matter of such importance to all tax payers, that we ask all the tax payers of this county to meet with us in a mass meeting in the District Court room in Hereford at five o'clock p. m. on the second day of April, 1932, for the purpose of trying to devise some means that will, in some measure, relieve us from the result that will necessarily follow our present taxing policy.

Give the meeting all the publicity you can, and you and all of your tax-paying neighbors are sure to attend and take part in this meeting.
 (Signed): CARL GILLILAND.

PARENT-TEACHER ASSOCIATION NEXT TUESDAY

The next regular session of the Parent-Teacher Association will meet in an interesting program of study and entertainment in the auditorium of Central school next Tuesday, April 5, at 3:30 o'clock. One of the class rooms will feature a special demonstration. Mrs. Grace Guthrie will discuss Movies and Their Influence on Children, and Miss Edith Shields, principal of the school, will talk on Mental Hygiene of the Child, and other topics.

The program will last but 45 minutes, and it is earnestly desired that parents and patrons attend.

Mrs. J. C. McCracken visited friends in Amarillo Tuesday.

W. C. Harrison of Canadian visited his sister-in-law, Mrs. E. John E. Toley, mayor of Happy, was a business visitor in Hereford Saturday, and while here attended the Santa Fe-A. & M. demonstration program.

N. M. Bartley Gives

(Continued from Page One)

commodities at the present time, and that I, as mayor, will make an honest effort to secure such reduction. The tax rate should be lowered, also, if such a thing is possible at this time and do justice to the city. I believe it is possible to lower taxes, and I think dissatisfaction will continue until the tax rate is lowered."

When asked what salary he thought the mayor should receive, Mr. Bartley replied: "My conscience would not allow me to suggest so low a salary that the mayor would be forced to spend one-half or two-thirds of his time in a private business in order to provide a living for himself and family, nor do I think the salary should be so low that he would have to live from his personal means in order to be mayor. Yet the salary should be conservative. If elected mayor, it will be my desire and aim to fix all salaries of city employees in keeping with the present and existing conditions. There are times when development and expansion are in order and should be encouraged. Then there are times when rigid economy is the best policy. This is a time, I think, when rigid economy should be practiced. I want to say further that if elected mayor, I will not only be mayor, but that there will be no salary paid to anyone to perform any duties which I am supposed to do."

NORTH HEREFORD DEMONSTRATION CLUB AT MRS. F. E. BOWE'S

Mrs. F. E. Bowe was hostess to the North Hereford demonstration club in her home Monday, March 28. Mrs. Russell Carroll gave a very interesting bit of county history, and other local topics were discussed.

Miss Lula Martin, home demonstration agent, met with the club and explained the projects the clubs will undertake this year. The hostess was assisted by Mrs. John Biggs and Mrs. Ed Cox in serving a tasty plate lunch consisting of sandwiches, fruit salad, cake and coffee, to the 14 members and three visitors present.

Baptist Church Notes.

Rev. V. M. Cloyd left this morning for Spur, Texas, to attend a two day session of the district convention of Sunday school and B. Y. P. U. workers, Rev. Cloyd being representative of the Ninth District.

Special services of ordination were held Wednesday evening at the church to make R. A. Daniels a deacon. The pastor of the Baptist church at Friona delivered the sermon.

Rev. Cloyd attended the trustees' meeting of Wayland College at Plainview Monday evening of this week. A noteworthy report brought back was the reduction in expense to students for attending that institution for the next year.

School Board Election Here Next Saturday

Next Saturday, April 2, is school election day for the Hereford independent district, to choose four trustees to serve for either one or three years each, to be determined by lot after they are elected.

A. H. Streu, president; E. B. Fosdy, secretary, and C. C. Acker, member, have been prevailed upon by petition of 50 representative citizens to be candidates for reelection, with W. J. Stanford also being petitioned to take the place of C. O. Lee who withdraws from service at the end of his term of office as the work was not possible in keeping with his regular employment as rural mail carrier.

Mr. Lee has made a true and faithful trustee for the Hereford schools for a period of nearly 40 consecutive years, and it is with regret that the old members see him leave the board. Mr. Stanford, who has been petitioned to take his place, has the ability, integrity, vision and public-spirited consideration to be an excellent choice for trustee.

The election will be held in the court house all day Saturday, and Hereford citizens should feel it a patriotic duty to register their votes. While some may consider it only a formal matter and unnecessary to vote, members of the board have the right to feel the citizenship at large should be concerned enough to express their approval of the work the trustees have done at their hands, and often very disagreeable job, and a lack of votes could easily be understood to mean disapproval of the work of the board. The members are entitled to a vote of appreciation.

PIGGLY WIGGLY
 FRIDAY - SATURDAY

Pancake Flour Aunt Jemima, regular size **10c**

APPLES, fine Winesaps, dozen **12 1/2c**
 ORANGES, California, dozen **12 1/2c**

WHEATIES One Cent Sale, a full size package for **1c**
 With one package you buy at the regular price

Soap White Lava, 30 bars **20c**

JELLO, all flavors, two packages for **15c**
 PICKLES, quart jar sour, sliced **15c**

Sorghum Or Louisiana Cane Syrup, Extra Quality, gallon **56c**

GRAHAM CRACKERS, 2-lb packages, Supremes **19c**
 APRICOTS, gallon size, Libby's Brookdale **47c**

Milk Pet, large, 3 cans **21c**, or 6 small **21c**

CORN, No. 1 Standard Sugar, 2 cans for **15c**
 WASHING POWDER, White King, large size **38c**

JAM 16-ounce jar, pure grape **14c**

Steak, round, loin, **7 1/2c**
 T-bone **12 1/2c**
 Roast Beef, lb **10c**

Hamburger, lb **7 1/2c**
 Steak, pound **7 1/2c**