

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 9.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MARCH 12, 1931.

FIVE CENTS PER COPY.

Rail Contract On R. I. May Be Let Today

Construction contract of the 72-mile railroad between Vega and Forrest, New Mexico, across Deaf Smith county, is to be let today and work is to start the first of April, it has been officially announced by the Rock Island system.

The amount of money expended will reach \$2,000,000, according to the appropriation set aside for that purpose. Contractors will endeavor to complete the line this fall, and the east end of the road may be in condition to handle some of the wheat shipments from that part of Deaf Smith county this summer.

Nearly one-half of the new line will lie in this county, traversing sparsely settled districts, and quicker development is expected to follow in wake of the rails.

Two-Thirds of County Taxes In

That only two-thirds of county and state tax money were received in January as compared with the amount of January, 1930, is a statement issued Monday by the tax collector's office.

Most of the non-residents have mailed in their checks, and the deficit is caused by slowness of local property owners, according to the county's records of receipts. The new tax law, postponing delinquency date to October 15, has brought about most of the deferrals.

The commissioners court states that the county will need more funds before October, and citizens who are financially able to pay their taxes earlier are urged to do so, eliminating the ten per cent interest charge and relieving the county of any stringency.

Coldest Weather Of Season Felt In March Snow

The second heavy fall of snow within a seven-day period, starting Friday morning at 6:30 and continuing with intermittent let-ups to 4:30 in the afternoon, was followed by the coldest weather of the winter.

The lowest reading of the mercury was Friday night when the temperature registered around 15 degrees. It was at 18 Saturday morning at seven o'clock. This was several degrees under the preceding low which occurred in December.

A cold norther blew up Thursday and did not abate during the night, ushering in the snow the next morning just before sunrise. Instead of the familiar song of "sunshine and rain," it was "sunshine and snow." The "sunshine" to grow, as bright, sunny minutes were sandwiched between the snow flurries, the two battling all day for supremacy, most of the flakes melting under attack of the sun's rays.

Loss of stock is reported from Sims and the northwest part of the county. Not only did herds suffer from the snowstorm but many head are said to have been caught in drifts and frozen to death. The two blizzards of the first of the month caused an unusual amount of cattle drifting, and cattlemen have been rounding up their scattered herds.

TO ADVERTISE HIGHWAY 60, HEREFORD'S LATEST

The Panhandle's scenic attractions, such as the incomparable Palo Duro canyon, are to take a prominent position in the national advertising of U. S. Highway 60, Hereford's latest noteworthy acquisition, it was indicated at the convention of the association Monday in Enid, Oklahoma.

Convention headquarters were filled with pictures and paintings of the Palo Duro, from the noted collection of Ray V. Davis, said to be the finest pictures in existence of this wonder spot of Texas.

Annual Banquet Is Billed for Thursday, 19th

Though a little later in the year than usual, the annual banquet of the chamber of commerce, which has been announced for Thursday evening, March 19, will be a great event in the commercial life of the whole Hereford territory.

The banquet will be spread in the First Christian church at 7 o'clock, according to plans released late Wednesday.

Ladies and gentlemen alike will attend. Tickets will be placed on sale, Tuesday, March 17, at the Corner Drug store. In addition to placing tickets at the location already indicated, they will be offered personally by an active committee from the chamber of commerce. It is stated that 300 citizens are expected to be in attendance from Hereford and surrounding areas. When asked relative to the program in connection with the banquet, President Slaton said:

"Quite naturally our program is in the formative state up to now. One of the outstanding features of the program will be the address of Joe L. Pope, our newly engaged secretary-manager. We are delighted to have this opportunity to introduce Mr. Pope as our representative to the people of Hereford and Deaf Smith county in whose behalf he has already begun working in a very constructive fashion. Of course we will have expressions from other citizens of Hereford and an excellent musical program, details of which are to be worked out during the next few days.

"It is needless that I should voice approval of the banquet menu because our people are well acquainted with the excellencies of the Christian church ladies in this particular. It goes without saying that our people will have a most enjoyable and business contact. We have delayed until now in announcing this function so that we might be able to tell our friends about the program we are carrying on for the development of Hereford and her trade territory."

The banquet has always been the high spot in chamber of commerce social activities, plates ranging from 300 up in number. Noted speakers and visitors attend in large delegations from neighboring counties. In this connection every man in business is urged to attend the regular luncheon Monday noon at the Hereford Hotel, at which time plans for the annual banquet will be discussed.

Wright's Pullet Given Award at Ft. Worth Show

Jack Wright, of the West Texas Feed and Seed company, who had the grand champion of the Tri-County Poultry show here the first of the year, won fourth place this week in the fat stock show at Fort Worth. His award was won with the same White Rock pullet that was outstanding in the home

GOVERNOR'S FIRST PATENT GOES TO MRS. A. P. BALL

One of Governor Ross Sterling's first official acts when he became head of the state government in January was to issue a letter of patent on a section of land in Deaf Smith county to Mrs. A. P. Ball, as indicated by the county records. Section 54, block K-3 was conveyed to Mrs. Ball by the state under signature of the governor on January 23.

The second letter of patent touching this county covered section 50, block 7, in which Governor Sterling renounced for Texas any claim to the land and conveyed title to J. L. Allred.

ADJUSTED GRAIN RATE GOES IN EFFECT JUNE 1

The adjusted grain rate west of the Mississippi river will not go into effect April 1, but will be in force with opening of the new harvest season, according to S. J. Cole, traffic manager of the Amarillo chamber of commerce, who said, upon instance of railroads and shippers, postponement had been made to June 1, in order to allow movement under existing rates of carry-over grain now in storage in the area.

\$9,900.00 Financial Budget and Ambitious Program Is Announced for Chamber of Commerce Year

Based upon interested and enthusiastic replies from hundreds of Hereford citizens to questionnaires sent out by the Chamber of Commerce recently, a program of activities designed to bring about the orderly development of Deaf Smith County, with Hereford as its capital and center, and a financial budget, with which to carry the work forward for the present fiscal year, have been adopted, as follows:

	Year
Highways	\$2,180.00
Railroad Extension	750.00
Farm Cooperation; County Fair	1,000.00
Trade Extension; Trades Day	200.00
Hotel	250.00
Schools, Parks and Playgrounds, City Beautiful	200.00
Industrial Development	250.00
Publicity	666.50
Utilities, Gas, Lights, Telephone and Water Rates	50.00
Paving Extension	00.00
Printing, Office Supplies, Postage, Telephone and Telegraph	Month \$60.00 720.00
Incidentals	20.00 240.00
Office Salaries	288.00 3,456.00
	\$368.00 \$9,962.50

Present Annual Income \$6,000.00
Above Budget Increases This Amount \$3,962.50

N. E. GASS S. P. ROSSON A. H. STREU
A. M. JONES JOHN P. SLATON
Program and Budget Committee

Committees will be named this week for the purpose of securing the investments of Hereford citizens in the budget. Already there are one hundred and forty citizens of the city making regular investments in the activities of the Chamber of Commerce. But there are hundreds of others to whom the matter of additional investments must and will be presented.

Hereford will be the sort of a city that Hereford people make it. The Chamber of Commerce is the one organization that works consistently, persistently and unreservedly for the welfare of Hereford and Deaf Smith County without reservations, restrictions, or division of efforts. It is the representative of every business, professional and industrial enterprise. It has a friendly and kindly interest in every church and every school; in every branch or phase of legitimate endeavor throughout the county. It knows no denomination, no sect, no lodge, no club, no coterie, no clique, no clan to the detriment or prejudice of another, but has a manifest desire for the good of each and all.

Hereford's Chamber of Commerce is equally the friend of the business men and women on the farms, as it is of the business men and women within the corporate limits of the city proper. The Chamber of Commerce recognizes the people of Deaf Smith County and related trade areas, as one vast family, with common interests and common possibilities, and is gladly engaged in the promotion of these, according to the financial ability and the cooperative powers of the citizens inhabiting this marvelous section of Texas.

Investment in and through the Chamber of Commerce is an investment in the common good of all the people of this city, county and adjoining areas.

HEREFORD FIDDLER WILL TAKE PART IN CONTEST

J. G. Howard, Hereford, is listed among the ten fiddlers who will participate in the amateur champion contest to be held in Amarillo March 27 at the municipal auditorium. These ten were selected in an elimination held among 62 old-time fiddlers from Kansas, New Mexico, Oklahoma and Texas on February 28.

Dr. O. H. Loyd, Vega, will again be master of ceremonies, and he has proved himself an artist in that line. The contest is under auspices of the Tri-State fair.

Orr Sets Aside Subdivision In West Hereford

Hereford has a new residential plot in the declaration of W. F. Orr of the W. F. Orr subdivision at the intersection of Knight and Brady streets. Womble addition, in West Hereford.

The division has been cut into lots 52 by 185 feet, lying on both sides of Knight street and on the south side of Brady. Mr. Orr has recently completed a stucco home on one of the lots.

The legal description of the subdivision places it as the northeast one-quarter of lot 2, block 2, and the north one-half of lot 3, block 2, Womble addition.

New Department Store Is Open; Whaley Manager

After remaining closed for a few days the dry goods establishment formerly known as the C. E. Stone Company, has opened for business as the Stone Department Store and will operate as an individual store, locally managed.

The old C. E. Stone company has been sold, and the business here is an entirely new organization, according to H. K. Whaley, who has been selected to manage the Stone Department store of Hereford.

Incident to the opening of the new firm, Mr. Whaley is announcing a close-out sale of the original stock of goods, beginning Saturday, and running one week. This is in preparation, he said, for the big Easter opening March 26 of the newest Easter season modes and styles.

The interior of the store is to be arranged as soon as time permits into departmental sections, said Mr. Whaley. The ladies' ready-to-wear department will be in the rear of the building and modernized to suit the taste of even the more exacting.

George Schroder, Grimes, Oklahoma, was a business visitor in Hereford Tuesday. Mrs. Schroder is a sister of J. T. Cronin, of this city.

BAPTIST WORKERS WILL BE HERE FOR MEETING

A good attendance is expected by Rev. V. M. Cloyd, Baptist pastor, at the all-day meeting of the workers of the Tierra Blanca Baptist association, to be held here next Thursday, March 19.

The program will begin at 10:15 o'clock in the morning, a lunch served at noon at the church and an inspirational address by Rev. J. H. Clouse will conclude the services.

Easter Cantata Will Be Given by City Chorus

Practice on the Easter cantata which will be given in Hereford on Easter Sunday, April 12, is in progress, with about 45 people in the municipal chorus, according to Mrs. Ardelle George, director.

The director states that the chorus is in need of more men's voices, especially for tenor and bass parts, and she invites fuller cooperation to round out the cantata.

Easter cantata was staged last year in the Christian church under direction of Mrs. George, and the seating capacity of the church was far short of accommodating the crowd that came out to enjoy the musical treat of the season.

Officers Find Liquor In Down Town Building

Roy Lusk, of the Hereford Wrecking company, spent Tuesday night in the county jail, thru failure to make bond on a charge of possession of intoxicants for the purpose of sale, filed against him Monday night.

A search warrant had been issued on information and a small amount of intoxicating beverage was found in the building occupied by the wrecking firm, just north of the city hall on the corner of West Third and Miles.

A hearing was held Tuesday and bond set at \$1000, to await action of the grand jury. Mr. Lusk had not made bond Tuesday evening and he was lodged in jail by Sheriff Miller. He has entered a complete denial of being involved in any sale of intoxicants.

Taking Census of Rural Pupils

Scholastic census for all rural districts of Deaf Smith county will be taken some time during March, and must be completed by April 1. Children who will be six years old and not over 18 will be enumerated.

All parents are reminded by Judge Earl W. Wilson of the importance of seeing that every child is counted. School funds are scarce and each enrollment will mean \$17.50 for the coming year for the school.

Attention of parents is called to the requirement that their children be enrolled in the census within the district where they reside, regardless of where the pupils are attending school, and residence will be counted as of April 1, 1931.

Special Session District Court Is Set for May

An unfinished docket, both criminal and civil, was left last week when district court was concluded Friday by Judge Reese Tatum, after an unusually busy five-week session.

It was announced by the Judge that he would return here in May and open a special three-week term in an effort to clear the docket as near as possible.

The February session was the most heavily congested court for Hereford within several years, or perhaps in the history of the county. A sweeping inroad was made on the civil cases and many of the major criminal cases were disposed of, but enough of each were left to justify a special session of several weeks.

Judge Tatum, District Attorney Ben Richards and Court Reporter Horace Schloss are in Vega this week where district court for Oldham county was convened, holding there for the rest of March.

Presbyterians To Hear Doctor from Abyssinia

The entire congregation of the local Presbyterian church plans on having an all-day meeting next Sunday with the members of the Central Presbyterian church at Amarillo. Those who intend to make the trip to Amarillo will meet at the court house here at nine o'clock Sunday morning.

The feature of the day will be an address by Dr. Thomas Lambie, personal physician of the king of Abyssinia, a nation of Eastern Africa. Dr. Lambie is a brother of C. S. Lambie, well known contractor of Amarillo, whose company has the contract for the Presbyterian church which is under construction here.

There will be preaching at the morning hour, followed by a basket dinner at noon. An illustrated lecture will be given at night.

L. H. Shore, who is at Temple for treatment of an infected foot, is reported to be much improved. He is able to use a wheel chair and is expected to return home the latter part of the week.

Feel Secure in Permanency Highway 60

Enthusiasm was expressed by J. E. Hill, vice president of the Texas-National 60 Highway association, and Joe L. Pope, director of that organization from Hereford, upon their return from the organizational meeting of the National 60 Highway association, Inc., at Enid, Oklahoma, Monday.

"As never before," said Mr. Hill of the Texas organization, "do we feel secure in the future permanency and worth of our incomparably great No. 60 highway. At our meeting in Enid Monday afternoon we unanimously elected Harry McClintock of Bartlesville, Okla., as the first president of the National organization. Minor officers of the association were chosen from other states along the highway. Seven of the ten states traversed by No. 60 from Norfolk, Virginia, to Los Angeles, California, had representation at the Enid convention, California, Arizona, New Mexico, Texas, Oklahoma, Missouri and Illinois, only Kentucky, West Virginia and Virginia being unrepresented. Communications were read from the governors of the three states assuring the convention of their hearty support in the improvement and exploitation of No. 60 as the first and most important of all initiated trans-continental highways.

"Hereford's representatives had a delightful, if strenuous time, from the hour of departure until our return. We met some of the finest men in the world, including many of our neighbors from Texas, New Mexico and Oklahoma. Monday night we had opportunity to meet the Oklahoma state highway commission and hear them give assurance of continued cooperation and support until the entire length of No. 60 shall have been hard surfaced.

"It was our pleasure to return to Hereford from the convention with Chas. Melton, president of the chamber of commerce and mayor of Fort Sumner, New Mexico. We believe that friendships formed during and after the convention will prove highly helpful to Hereford and all this section of the state, in the future."

Liquidation of Bank Involves Deaf Smith Land

Liquidation of the Texas National Bank, Fort Worth, which was financially wrecked last year, has reached out as far as Deaf Smith county, it is revealed in filing of a deed recently. In drawing in the resources of the bank and some of its officers, the end of one thread was a half section of land in the western half of the county.

Sidney L. Samuels, wealthy president of the defunct bank, in an effort at restitution and to lessen the loss to depositors, has been transferring his property, which was extensive, to R. L. Van Zandt, receiver, and he has recently assigned the north half of section 6-5N-3E, Capitol league lands, to the receiver to apply on the bank's shortage.

IMPORTANT MATTERS ARE UP AT C. OF C. LUNCHEON

Letters of invitation are today being mailed out to members of the Hereford chamber of commerce by President Slaton, urging them to attend the semi-monthly luncheon at the Hereford hotel Monday, March 16.

In his letter Judge Slaton states that matters of importance to the future of Deaf Smith county, with Hereford as its center, will be given consideration. He earnestly requests a record attendance on this occasion.

Judge Slaton states that in his judgment Hereford has greater possibilities for the promotion of the general good of the city and its trade territory now than ever before. He declares that Hereford's future depends entirely on the attitude of the citizens of this community. He is unalterably of the opinion that Hereford's friends will rally to the program of the chamber of commerce.

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**HEREFORD, DEAF SMITH
 COUNTY, TEXAS**
 NUNN-WARREN PUBLISHING
 COMPANY, INC.
 PUBLISHERS
 R. E. KESSIE,
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TELEPHONE 36-AT NIGHT 496

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

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

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

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

When East Fourth Was Missouri Avenue



Above photograph shows how East Fourth street used to appear, looking west from the present county hospital site. It will be noted that the thoroughfare was then called Missouri avenue. Old-

timers may be able to identify about the year when this picture was taken.

The first residence on the right is the home of Dr. G. F. LeGrand, now 800 East Fourth street. The next house is that of Mrs. J. D.

Bourn, 710 East Fourth. On the left is the home of Dr. J. W. Hicks, 310 Witherspoon avenue, definitely identifying the vacant plot of ground, protruding into the picture from the left, as the present hospital campus.

Nineteen Years Ago In Hereford

(From the Files of the Brand, March 15, 1912.)

John J. Zinger and family were new arrivals from Michigan, occupying an 800-acre farm known as the Ranlin place which he had traded for.

Mrs. L. A. Harris, one of the earliest residents of Hereford and a charter member of the Christian church here, had died March 8 at the home of her daughter, Mrs. G. A. Stambaugh.

W. Elmer Dameron had issued

Deaf Smith county has moved along into an advantageous position, but its people are forced to act aggressively to procure and hold an orderly development as a key town. The Texas & Pacific unexpectedly announced a willingness to give us a new railroad. It was surprising also that the all-southern transcontinental highway was routed through Hereford, the shortest pathway from east to west.

But we will need some money for finishing up our railroad promises, if the permit is granted. We have much to do to hold our Highway 60 designation. All these things have made Hereford a center, and now it must get busy and improve its roads in every di-

rection, north and south, east and west, including the Harrison highway.

Circumstances have really mapped out this program for Deaf Smith county. These matters have arisen on the horizon. As the poker-player would say, Hereford has "a winning hand in sight", and what is needed now is to put up enough money to "call". The committee of five men has decided it will require so much money and has laid down a plan for pushing this and that.

Improved highways come first, then railroad extension, farm cooperation, industrial development and a few other items. It is no longer what to do, but what will you do.

Hereford Bakery and Confectionery was asking people to stop in for their after-meal cigars.

Joe Killough and family had re-

turned from spending the winter in Endee, New Mexico.

Mrs. Delphia Cox was visiting in Granberry.

W. H. Ray was selling Big Ben Clocks.

H. G. Hayes was making a map of Deaf Smith county.

C. C. Allen was displaying some fine specimens of Hickory King corn grown in 1911.

J. M. Boone, E. B. Orr had been appointed judges and A. L. Gibson and J. H. Pitman clerks for the April election of city officers.

(From the Files of the Brand, March 8, 1912.)

E. W. and Gerald Morgan and G. T. Price were newly arrived citizens from Collins, Colorado, and had located on the Ridgeway place for farming with irrigation.

The body of H. Von Liene, native of Germany and owner of several sections of land, stocked with cattle, in Deaf Smith County, was found at his ranch house 15 miles northeast of Hereford. Coroner's verdict reported he had shot himself through the heart with a rifle. He left three notes written in German. His only relatives were two sisters in Germany.

In the winter of 1911-12 there had fallen here a total of 33.65 inches of snow.

A news dispatch had been received by Capt. J. T. Sneed, father of Beal Sneed, tried recently for killing Col. Boyce, had been shot and killed by one of his tenants near Georgetown.

Miss Ida Schulz and George F. Lewis were married March 3 in the home of the bride's parents, Mr. and Mrs. A. B. Schulz.

Rev. O. W. Dean, former pastor here, had accepted a call to the Baptist charge at Talia.

J. I. Walker, of the Walker-Perkins firm, was visiting in Dallas.

Thomas Fink, Pana, Illinois and Jim Brown, another man of Illinois were here arranging for cultivation of Fink's farm seven miles north.

L. A. Simpson was going about on crutches, following an attack of rheumatism.

Walker-Perkins Irrigation company were preparing to put under irrigation 4428 acres, six miles west of town. It was planned to develop each 160 acres and sell it fully equipped to actual farmers.

Average temperature for February, 1912, was below freezing, 31.1 degrees being the mean.

ESTRAY NOTICE
 Taken up about February 1, 1931, by the undersigned, living about 1 1/2 miles south of the town of Hereford, in the county of Deaf Smith, the following animal known to be stray, viz:
 One large red sow.

Owner may have same by paying for cost and trouble caused. 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.

W. I. VALENTINE,
 Hereford, Texas
 March 3, 1931.

Home - Cooked MEALS

HOME - BAKED PASTRY

CLUB CAFE

Phone 498

Caught In The Corral & Put Through The Chute

It is wisely said that the only thing that can kill a good, small town is indifference of its citizens.

Five conservative business men of Hereford have conferred together and worked out both a program and a financial budget to put the program over. They estimate that the chamber of commerce will require \$9,960 to accomplish what has been outlined. At first glance this may look like a sizeable sum, but it is only \$3,900 more than has been going every year into regular chamber of commerce fund.

We believe the budget plan will save Hereford citizens money instead of increasing the amount of financial investment they are usually called upon in the course of a year's time in general welfare activities. The new secretary-manager is shouldering the responsibility of being a shock-troop vanguard to save the business men from miscellaneous donations. Some of the things presented to the people here are worthy, but most are fake schemes.

The budget is submitted with the idea of amply financing, through one source, everything that needs to be promoted for the good of all and to eliminate the haphazard money-raising affairs which show up every few days. If the merchants will refer solicitors to the chamber of commerce every time, they will save more than the additional sum stipulated in the budget committee's report.

Already many members have volunteered to raise their monthly support to the chamber of commerce, some doubling their investment. There are hundreds of people in this community who are not members who should be. The program mapped out means greater prosperity to every one of them, and they will be given a chance to come in. When the membership is raised to the point it ought to be, the total of the budget will be easily raised from month to month.

The program is one of the most constructive ever promulgated in Hereford; it may be termed ambitious, but it is not too adventurous or impetuous. It is aspiring but not over-optimistic. Hereford is extremely fortunate to be able to formulate such a purposeful program that is within reach.

In view of depressed conditions that is nation-wide, Hereford may be viewed from the outside as undertaking the impossible, but the pleasing feature of most of it is that circumstances are forcing the community to act. It can hardly be grasped how so many big things stand at the door and knock, awaiting for the citizens to put its house in order before coming in.

REMODEL

New Life for the Old Home

If your watch became out of order you wouldn't throw it away and buy a new one. No. You'd have it repaired. Then, why not your home? With the old home as a foundation we can add new roofing, mill-work, landscaping, stuccoing, etc., and transform the out-of-date house into a modern handsome residence.

Ask us for estimates of cost. Remember: Remodeling greatly increases the re-sale value of the property

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

APPLES, dried, two pounds	25¢
PRUNES, Dried, two pounds	22¢
LYE, "Merry War" three cans for	24¢
FLOUR, Community, 48 pounds	\$1.15
COOKIES, assorted, pound	28¢
COMPOUND	
2 pounds	29¢
4 pounds	53¢
8 pounds	98¢
16 pounds	\$1.93

WE DELIVER PHONE 249

14 FEEDS - IN EVERY THIMBLEFUL!

14 FEEDS... all in one tiny thimbleful. 14 good feeds which are there in just the right proportion. There's the story of a real chick starting feed... Purina Startena Chow. A real story because one thimbleful of feed is all one chick can put into its little crop in one day.

Out of this tiny thimbleful a chick must get so much. That's why the 14 different feeds are there. Cod-liver oil... dried buttermilk... alfalfa flour... granulated meat... wheat germ meal... linseed meal... these and eight other feeds are in every thimbleful of Purina Startena Chow... each one with a real job to do. Mixed over and over... 960 times... every thimbleful alike.

The 1930 national feed survey of 1,834,513 chicks tells you the kind of a job these thimblefuls do. At six weeks of age, 92 out of every 100 Purina-fed chicks are alive and growing. And they weigh an average of one-fourth of a pound more than other chicks. There's the story for you! The proof that the 14 feeds in Purina Startena Chow (mash or all-mash) actually give a chick the many, many things it must get from a thimbleful of feed. Purina Startena Chow is here... ready for you to feed. Call or drop in on us in your first spare moment.

PURINA STARTENA CHOW

McLean & Pitman
 Hereford, Texas.

SPECIALS FOR FRIDAY AND SATURDAY

ORANGES, nice and juicy, 2 dozen	35c	PUMPKIN, No. 2 1-2 can	15c
LETTUCE, large head	7c	MOPS, cotton, each	29c
SUGAR, 25 pounds, pure cane	\$1.49	PEACHES, evaporated, 2-lb pkg	27c
SOAP, P. and G., Crystal White, 10 bars ...	38c	BEETS, Libby's, No. 2 can, two for	25c
HONEY, ten-pound bucket	\$1.00	MATCHES, six boxes, Diamond brand	19c

Our
Specials
Are
CASH
To
All

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Daniel News

BY MRS. JOE THURMOND

Another snow fell here Friday melted away Saturday. Mr. and Mrs. O. L. Shugart and daughter ate supper with Mr. and Joe Thurmond Thursday. Mrs. Durwood Vernon called on W. R. Moore Wednesday. Mr. and Mrs. Durwood Vernon Misses Jacobs redied and red 42 with the Joe Thurmond ally Saturday night. Mr. and Mrs. Herman Denkil ent Monday night with Miss arguerite Brown at Hereford. Mr. and Mrs. Joe Thurmond had guests over the week end Mr. Mrs. J. E. Padon and children Lamesa. Mrs. Padon is a sis- of Mrs. Thurmond. D. Wiseman of Amarillo is dding corrals and doing other rovement work on his place. Mr. and Mrs. Herman Denkil ited his sister, Mrs. Ballow, at abanger Wednesday. Mrs. Ernest Goettesch and Miss aise of Happy called on Mrs. ana Jacobs Thursday. Mr. and Mrs. Herman Denkil Thursday for their home near aine. Mr. and Mrs. Durwood Vernon Miss Angie Jacobs went to ch at Hereford Sunday night. Mrs. Herbert Thomas visited at Daniel Friday. Mr. and Mrs. Durwood Vernon Monday night with his par- at Hereford.

Wyche Items

MRS. L. F. PERKINS

Misses Priddy and Smith spent Thursday night in the Ward home. Mr. and Mrs. Felix Kuykendall and Miss Verna Culppepper of Walnut visited Misses Priddy and Smith one night last week. Mr. and Mrs. Burgess and the

children visited in the Perkins home Friday afternoon.

Woodrow Peery of San Benito, a nephew of L. P. Perkins, visited him last week.

Mr. and Mrs. Guy Smith of Hereford called in the N. G. Elliston home Tuesday.

Mr. and Mrs. C. C. Cook spent Sunday in the N. G. Elliston home. The club met with Mrs. N. G. Elliston. Roll call answered by My color scheme in my living room, Missa. Spencer and Walker gave a demonstration on making cheese. Paper by Mrs. Thiele. Pictures in the home today. Several have their foot stools and magazine racks ready for judging. Four visitors, Mrs. R. L. Elliston, Vera Lee and Oleta Elliston and Mrs. Carmichael. The next meeting will be with Mrs. R. W. Elliston, an all-day meeting, to work on the quilt March 24.

Mrs. Jack and Doyle Rose visited the club.

Mrs. John Gold is improving very much the past few days.

Dubois Walker is breaking sod near Adrian.

There will be a St. Patrick's day party at the school house on March 17.

Mr. and Mrs. C. G. Maples and children of Dimmitt visited in the Spencer home Sunday.

Erwin Shugart, H. J. Edwards and Mr. Baker visited the Perkins home Monday afternoon.

Mr. and Mrs. Burgess visited in Summerfield Monday.

Mr. Young and wife visited the Perkins home Monday.

Ted Young and wife visited the paternal home Sunday.

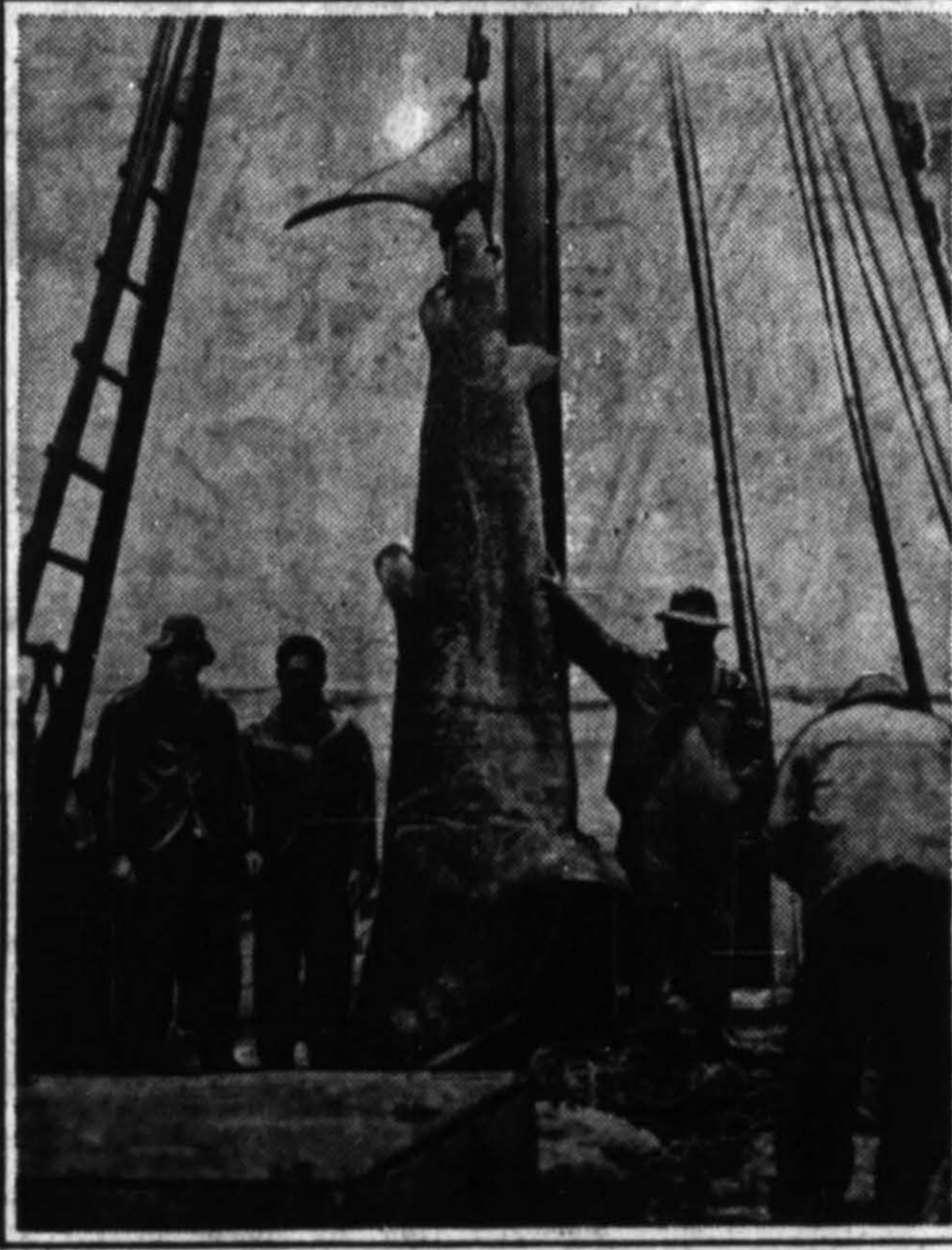
Mr. and Mrs. Young are rejoicing over the arrival of a new grand daughter, Marie Louise Grady.

Mrs. Earl Smith called on Mrs. Carmichael Thursday.

Oleta and Vera Lee Elliston spent Tuesday and Wednesday in the N. G. Elliston home.

Mr. and Mrs. Ira Ott visited in

Net Result—A One-Ton Shark



When fishermen on the good ship Natalie II hauled in their net off Boston one day recently they were greeted by this 2000-pound shark instead of the expected catch of cod fish. After a long struggle, in which the boat was nearly wrecked, the big fellow was killed. Here's the prize catch being exhibited in Boston by members of the crew.

the Lee Ott home Monday.

Mrs. Tommie Lee visited the Ott home Monday.

Mr. and Mrs. John Lueb and Jack Lueb visited in the Cook home Wednesday.

Paul Smith and wife of Amarillo visited the parental home over the week end.

E. J. Smith of Amarillo has been in the home of his son, Earl Smith, the past ten days.

Mr. and Mrs. George Thiele visited the Ott home Monday evening.

Mrs. George E. Robertson went to Amarillo one day recently.

Mr. and Mrs. Ira Ott visited the fat stock show at Amarillo Tues-

day, Mrs. Bernhardt, an aunt, returning home with them.

Mr. and Mrs. C. Andrew and daughter of Jumbo visited in the Spencer home Sunday.

Courthouse News

Warranty Deeds.

Fannie and D. B. Roberson to R. R. Jackson, 100 by 140 feet

Merit-Fed Flocks WIN AGAIN!



NICOMA PARK, near Oklahoma City, is the largest poultry colony east of the Rockies—and in the egg laying contest of 1930, lasting eleven months, MERIT-fed flocks won the first five places, and seven out of the first ten prizes. Furthermore, MERIT POULTRY FEEDS were adjudged FIVE PER CENT BETTER THAN THE NEXT BEST IN THE CONTEST, figured on a cost per dozen eggs basis. And only thirteen flocks—out of the forty-three flocks totaling 35,527 fowls entered in the contest—were MERIT-fed!

MERIT-fed flocks were the outstanding winners because MERIT EGG MASH is an outstanding ration. Its formula keeps the three egg-making organs of the hen working full time, and provides the essential nutrients in exact proportions to develop a good yolk, white and shell. Protein is not less than 18%; fat is not less than 3 1/4%; NFE, not less than 50%; and crude fibre, not more than 7%. To increase your egg profits... test out MERIT!

See us for your garden and field seeds in bulk.

Onion Sets and Bermuda Slips.

WE HAVE BROODER COAL FOR SALE.

West Texas Feed and
Seed Company

Phone 265

LUMBER and BUILDING MATERIALS That "Stand the Gaff"

When Kemp Building Materials are used in an edifice, depend on it to last. For durability, combined with beauty and modernity, KEMP products give the greatest satisfaction. Be guided by the experience of our scores of clients.

Ask
for
Prices

R. H. KEMP,
Lumber Co.



Newest Arrivals of Fifty Spring Coats and Dresses Specially Priced for Three Days Friday - Saturday - Monday



The Frocks

A brand new line, just received, we are quoting at extraordinary prices to let you see and know just how fine they are.

They come in Flat Crepes, Printed Crepes; in colors of greens, tans, blues, burnt orange, blacks and gold, as well as a variety of figured designs, in a full range of sizes, with sleeves and without.

\$12.50 to \$14.75 values will sell for

\$9.95

\$18.50 Values Will Sell for

\$14.75



The Coats

The very newest Spring Coats await your choice in this group. They come in blacks, browns, greys and blues as well as the mingled patterns that are so popular, both in trimmed and plain styles. Tweeds and wool materials in a variety of models. Specially priced these three days, \$22.50 value, for—

\$18.75

D. R. Gass & Son

A Few Dresses Carried Over We Can Offer In Exceptional \$10.00 to \$15.00 Values for

\$4.75

Scherer Items

By MRS. B. F. FULKERSON

A health meeting was held at Mrs. Hubbard's February 5. Miss Hall talked on war on influenza. The evening was spent quilting. Refreshments of coffee and cake were served by the hostess. The club will meet with Mrs. Miller this week. Be sure to have what you are making for club work all ready.

Misses and Mmes. Crawford and McCollister attended the picture

show in Hereford Wednesday evening.

Mr. and Mrs. Strickland ate dinner with Mr. and Mrs. W. H. Hubbard Sunday.

Misses Alma and Lucille Foxall attended Sunday school at Sims Sunday.

On account of bad weather Rev. Pryor was not with us last Sunday, but he will be here the 15th. Sunday school was well attended and we had song practice afterward.

Messrs. and Mmes. McCollister, Crawford and Fulkerson called on Mr. and Mrs. Hubbard Sunday.

CASH SPECIALS FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

PREMIER	Salad dressing, large size 31c, medium	24c
Sweet Spuds	Bradley yams, No. 1 grade, 10 lbs.	29c
SOAP	Ten bars P. & G.	36c
BACON	Per lb sliced	33c
PEARS	Lobby's Bartlett No. 2 1/2 can	27c
PEACHES	4 lb dried, choice grade	47c
APRICOTS	4 lb dried, choice grade	57c
PICKLES	V. B., sour, full quart jar	28c
CORN	Little Chief, whole grain, 2 cans	34c
Compound	Lard, large bucket	94c
ORANGES	252 size, Sunbelt brand extra good, per dozen	25c

Bakers Cash Grocery

MONT E. BAKER, Proprietor.

WILL SEND YOU
60 GOOD MAGAZINES
AND THIS NEWSPAPER
FOR ONLY **\$2.75** FOR ONLY

YOU CAN HAVE YOUR CHOICE OF ANY FIVE OF THE MAGAZINES LISTED BELOW FOR A FULL YEAR (TWELVE MONTHS)

Why pay more for your magazines when you can buy them at less than cost through your home town newspaper? You can actually get five of America's leading farm and fiction magazines at this amazing price if you order now. If you act quickly you will receive **sixty** magazines during the next year for just a little more than the price of this newspaper. Don't hesitate to send your order if some of these come to you now. Renewals will be extended twelve months ahead of your expiration date.

SEND DOLLAR \$SAVING \$NOW!
THIS COUPON

Gentlemen: I wish to take advantage of your magazine bargain offer. I am enclosing the above amount in payment for a one year subscription to your paper and the five magazines that I have marked with an X below.

NAME _____
STREET or R.F.D. _____
TOWN _____ STATE _____

- | | |
|-------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> American Poultry Journal | <input type="checkbox"/> Household Magazine |
| <input type="checkbox"/> The Country Home | <input type="checkbox"/> Illustrated Mechanics |
| <input type="checkbox"/> Everybody's Poultry Magazine | <input type="checkbox"/> Pathfinder (Weekly) |
| <input type="checkbox"/> The Farm Journal | <input type="checkbox"/> People's Popular Monthly |
| <input type="checkbox"/> Gentlewoman Magazine | <input type="checkbox"/> Poultry Success |
| <input type="checkbox"/> Good Stories | <input type="checkbox"/> Standard Poultry Journal |
| <input type="checkbox"/> Home Circle | <input type="checkbox"/> Successful Farming |
| <input type="checkbox"/> Home Friend | <input type="checkbox"/> Woman's World |

A MODERN GIANT AND LILLIPUTS!



Jack Hubbard spent Thursday with Mr. and Mrs. Arlie Dean. August Friemel was a caller at the Fulkerson home Saturday.

Mrs. Hollis Hubbard returned Saturday night from a few weeks visit with her parents, Mr. and Mrs. Johnson, of Shattuck, Okla. Mrs. Dean and Miss Brunson visited Mrs. B. F. Fulkerson in the Hereford hospital where she has been ill for several weeks. She was reported to be some better.

Ward News Notes

BY MRS. WILEY ROBERSON

L. A. S. club met Tuesday of last week in the home of Mrs. Arlie Dean. After a short business session and program, refreshments of cherry pie, whipped cream and coffee were served. The next meeting will be with Mrs. Jim Higgins March 17.

Mr. and Mrs. Dick Dixon and Pauline visited in the Wiley Roberson home Wednesday night. Singing here was well attended Sunday afternoon.

Mrs. Boyer called on Mrs. Self Sunday evening.

Mr. Rogers and family spent Sunday in the Lish Malone home. Messrs. and Mmes. Jim Lipscomb and Wiley Roberson and Donald Roberson and Geo. Suggs

visited in Clovis Thursday. Mrs. Saltzman is on the sick list this week.

Messrs. and Mmes. Bob Higgins and Suggs visited the Lipscomb home Friday night.

Miss Brunson spent the week end with Misses Hughes and Garrett.

Miss Boyd and Mr. Brannon of Easter and Mr. and Mrs. Arlie Dean and Mary Louise visited the Wiley Roberson home Sunday.

Mr. and Mrs. Bill Hutson are the proud parents of a baby boy, born March 5.

Mr. and Mrs. J. Harrison and baby spent Sunday in the parental Harrison home.

Mr. and Mrs. Patterson and son visited the Malone home Sunday.

Mr. Harrison, Floyd and Omaha ate supper in the Jim Lipscomb home Wednesday.

Jack Dean spent Friday night and Saturday with Bill McLain in Hereford.

Mrs. Dean called of Mrs. Jim Higgins Monday.

Cap. Coconaugher spent Sunday and Monday night in the Wiley Roberson home.

Mr. and Mrs. Geo. Lewis and Gladys visited Sunday in the T. Vaughn home at Westway.

Mr. and Mrs. D. O. Williams spent the week end in Berger.

Lester and Lonnie Kelly, Miss Gertrude and Lula Kelly spent Sunday evening in the Boyer home.

Mr. and Mrs. Ronald Matthews and Mr. and Mrs. John Phillips and family called in the Geo. Lewis home Sunday evening.

Mr. and Mrs. Rogers and family visited in the Lish Malone home Monday evening.

Ford Doings

BY MISS EDITH MANN

The club did not meet Friday because of the snow storm.

An attendance of 75 at Sunday school, with singing in the evening. Don't fail to see "The Path Across the Hill" at the school house Saturday night, March 14, at 8. Admission 15 and 25 cents.

John Friesen and John Rempel returned from Oklahoma last week. Albert Buller and family visited the Arthur Buller home Sunday afternoon.

"Clarence"
March
20

SMIDLEY HOG FEEDERS



This is undoubtedly the greatest achievement ever produced in a hog feeder. It works perfectly. Set it out in your hog lot and let the hogs feed themselves. Other stock cannot get to the feed, the rain can't get in and the wind cannot blow the feed away.

See them at my hog pens, or a sample at the Chevrolet Garage. I heartily recommend and endorse this feeder. It is practical and economical.

G. W. Brumley

AGENT

O. D. Frazier was in Hereford Monday. E. H. Simpson was a Vega visit or Monday.

Arney News Items

BY MRS. F. W. FORTNER

Light snows fell over this section last Friday.

Mrs. Raymond Hurst and baby returned to their home in Clayton, N. M., after visiting her parents and other relatives here.

Mr. and Mrs. Kimmons were unable to go to Dallas for benefit of her health by bad weather, but will leave soon. The club met with Mrs. G. A.

Wilson Tuesday, Miss De... present. The subject was gardening.

Bill Ward is visiting his father, George, here for a while. Mr. and Mrs. Chas. Cox to Amarillo to visit their father and family, Mr. and Mrs. Edmondson, Tuesday.

Miss Nadine Wrenn, post teacher, spent the week end home folks.

Mr. Lindsey filled his appointment Sunday.

Mrs. C. E. Burks and daughter Rachel and Mrs. Edna... were in Tulla Monday.

Get a reserved seat for "ence", at no extra cost, Corner Drug Store.

Announcing

Fashion Dress Shoppe AND Vogele Millinery Parlor OPENING

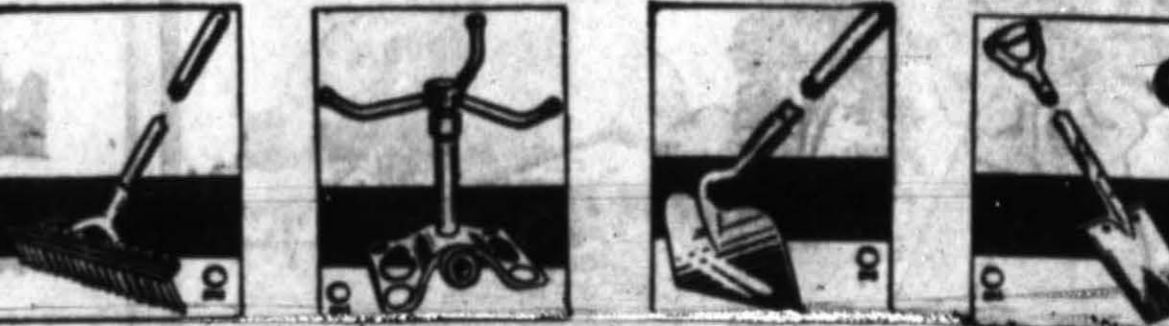


We take pleasure in announcing to the public our opening for **FRIDAY, MARCH 13** with a beautiful line of **SPRING MERCHANDISE**

A cordial invitation is extended to all to inspect our new store, located in the Ray Building, formerly occupied by Ray Jewelry Store.

Mrs. N. C. Vogele

Mrs. W. F. Gillis



For Your Garden and Lawn

We literally have EVERYTHING you may hope to need to prepare, plant or care for your premises this year, whether it be some tool of general utility use or something made for a special purpose in keeping the lawn, garden or flowers, we have it right here and want you to see just what we can furnish you. A thorough inspection of our equipment will prove educational in that it will show you tools and suggest possibilities in lawn beauty and garden produce you have not thought could be done.

What's New THIS WEEK

- Golf Equipment of ALL Kinds
- Tennis Balls and Rackets
- Washable Coaster Sets and Table Mats

Don't Forget VIGORO

Undoubtedly the supreme and economical fertilizer for lawns, flowers and gardens. Clean, convenient, easily handled, no foul odors, sure in its work-of-freshening and brightening all vegetation in a most satisfactory manner. VIGORO comes in all convenient sized packages or in bulk, and is not expensive.

Streu Hardware Co.

"Authorized Aladdin Lamp Supplies"

International Sunday School

Lesson

BY DR. J. E. NUNN

March 15, 1931

JESUS AMONG FRIENDS AND FOES

Luke 10:38-42; 11:42-46, 52-54

Luke 10:38. Now as they went on their way, he entered into a certain village; and a certain woman named Martha received him into her house.

39. And she had a sister called Mary, who also sat at the Lord's feet, and heard his word.

40. But Martha was cumbered about much serving; and she came up to him, and said: "Lord, dost thou not care that my sister did leave me to serve alone? bid her therefore that she help me."

41. But the Lord answered and said unto her, Martha, Martha, thou art anxious and troubled about many things;

42. But one thing is needful; for Mary hath chosen the good part, which shall not be taken away from her.

Luke 11:42. But woe unto you Pharisees! for ye tithe mint and rue and every herb, and pass over justice and the love of God; but these ought ye to have done, and not to leave the other undone.

43. Woe unto you Pharisees! for ye love the chief seats in the synagogues, and the salutations in the market-place.

44. Woe unto you! for ye are as the tombs which appear not, and the men that walk over them know it not.

45. And one of the lawyers answering saith unto him, Teacher,

in saying this thou reproachest us also.

46. And he said, Woe unto you lawyers also; for ye loan men with burdens grievous to be borne, and ye yourselves touch not the burdens with one of your fingers.

52. Woe unto you lawyers! for ye took away the key of knowledge; ye entered not in yourselves, and them that were entering in ye hindered.

53. And when he was come out from thence, the scribes and the Pharisees began to press upon him vehemently, and to provoke him to speak of many things;

54. Laying wait for him, to catch something out of his mouth.

Golden Text: Ye are my friends, if ye do the things which I command you.—John 15:14.

Time: November and December, A. D. 29, the third year of Christ's ministry.

Place: Bethany and Peraea.

Introduction.

Jesus was a man among men. He identified himself with no class. He, the Son of man, was the friend of all men, glad to receive all who would come into friendly fellowship. With equal readiness he would dine with the Pharisee and Publican. He rejoiced with a happy wedding party and wept with the sorrowing. Both Nicodemus and the Samaritan woman felt the friendliness of his words. Glowing childhood and bent age alike were blessed in the touch

of his garments. All sincere souls felt at home in his presence.

But all were not friendly toward him. Men who loved "darkness rather than light were uncomfortable in his presence. Joined to the picture of Jesus in the house of his enemies, we have also a picture of him in the house of friends—and in both pictures he is the same Jesus in spirit and purpose.

Bethany, the Home of Lazarus.

"He entered into a certain village." This was Bethany (the name perhaps means "the house of dates"), a small village facing east, situated on the road to Jericho and on the southeast slope of the Mount of Olives. All three synoptic Gospels are reticent regarding Mary, Martha and Lazarus, and even the name of their village, because of the fame obtained by the raising of Lazarus from the dead and the opposition to Jesus thereby aroused, culminating in his crucifixion. John, writing long after the event, after the fall of Jerusalem, could name the Bethany home and family without danger to them; see John 12:1-11.

Jesus Among His Friends.

This incident, preserved by Luke alone, may have been placed here as another item in Jesus' answer to the query, "What shall I do to inherit eternal life?" (10:25). Bethany is on the eastern slope of Mount Olivet, a mile and three-quarters from Jerusalem, on the way to Jericho. Here is "Jesus' Judean home"—I can imagine the sisters and brother telling him that it is! Their exceptional hospitality is to become an everlasting symbol of the opening of the human heart-door to the Lord Jesus.

Particularly noticeable in this scene are his frankness and his gentleness. Jesus was kind enough and sincere enough and bold enough to be frank, and it takes all three qualities to be so helpful. Recall his interview with Nicodemus in which he told that he must start over again and must become a new and different kind of man. Recall also his frankness with the woman at Jacob's well. And now he is just as open in telling Martha of her faults.

Martha's Anxiety; Many Things.

Nervous overdoing is likely to make one irritable. It does Martha. She becomes provoked that her sister isn't helping with the supper and in fixing up the spare-room; let's her do it all. She is out of patience with the Master, also, that he takes no notice of Mary's unfairness, or laziness. "She had allowed herself to get hustled; not understanding Jesus, she thought that he would appreciate fussy and elaborate preparations. What he really wanted was quiet and sympathetic listening, and this Mary gave him."

Jesus saw how the tyranny of anxiety could spoil a good heart, and that was a serious matter with him. He reminded her that life is more than "meat and that man does not live by bread alone." His warning and his call come home to us today. How many people, for instance, begin life with certain necessities. As their income grows they add luxuries, and feel aggrieved if they cannot get them. They climb into a higher social scale which demands a larger house, greater spending, more elaborate entertaining. So the tyranny of things grows, while all the time, if only they knew it, they are losing peace and freedom and opening their souls to a thousand petty anxieties and disappointments. . . . We can become victims of plenty as well as the victims of poverty. We can be sunk in a mansion as well as a hovel.—Jas. Reid.

Mary's Choice: the Good Part.

"Mary hath chosen the good part which shall not be taken away from her." Recall Jesus' emphasis upon this fact in the Sermon on the Mount: "Seek ye first his kingdom and his righteousness; and all these things will be added unto you." Many good things may be said about the Marthas of the world and the need for somebody to care for the things, and right-



ly so. Jesus did not advise indolence. He believed in work. He saw the need of bread, but he protested against making bread life's chief pursuit, and substituting work for worship, and letting the means of physical life become the master of the soul. Martha was hospitable, industrious, wanting to serve her friend, but she forgot that Jesus was there not primarily for a meal, but for fellowship, that he had something to give. Seeing it through and through Mary chose the good part. She sat at Jesus' feet and listened to him, and "listening to Him, loving Him, she was reaching contact with God."—James Reid. "At the Lord's feet"—there alone can real life be found.

The One Thing Needful.

"Mary was perhaps the first of the followers of our Lord to discover that he wants not so much our work as ourselves. In itself, what is our work in the kingdom of God, anyway? How small, how ignorant, how ineffective, and how insufficient it is compared to the power of God to accomplish all that he desires and to bring in the kingdom of Christ when he wills! But he gives us the privilege of working together with him for our sake, rather than for his. The work is for our development and our discipline."—Rev. Henry A. Stimson, D. D.

Three Tests of Friendship.

Holding our lesson to its cen-

tral thought of friendship for Jesus, let us draw our giving to God's children. In no way, not even in prayer, can we draw closer to the loving heart of God than in receiving fully what he wishes to bestow upon us, and giving freely to others from what God has given to us. Our gifts are the crown of our communion.

Friendship in Service.

What an offense was that of Christ's enemies when they charged that he was in league with the enemies of God, and worked his miracles with the aid of devils! He made it perfectly clear that he was of God by doing the works of God, and we can make certain of our friendship with God in no other way. Let us study Christ's service of mankind: It is all for our imitation, for even the miracles, in their essentials of kindness and of self-giving, may be copied by us. Are we doing the works of the Saviour? Then we are his friends.

Friendship in Obedience.

When the woman in the crowd cried out her tribute to Jesus, he answered with a call for obedience to God. That meant also obedience to himself, as he went on to say, for he was greater than Jonah, and had a right to summon men to repent of their sins and turn to ways of righteousness. We are Christ's friends, as our Golden Text says, if we do what he commands us.

Pharisee Foes.

We turn now from considering friendship with Christ to the sad but necessary topic of hostility to Christ, such as the Pharisees showed. From this point the enmity of this powerful sect of the Jews increased until it culminated in history's most terrible tragedy, the crucifixion of the Son of God.

The Pharisees, we must recall, were the strictest division of the Jews. They insisted upon the most scrupulous observance of the letter of the Mosaic laws, which would have been well, for they are wise and salutary, except that the Jewish rabbis had added to them a vast body of childish, superstitious, and endlessly burdensome regulations of their own making, and upon these the Pharisees laid no great stress that they really constituted their life. They were proud of this exaggerated

formalism, arrogant, unyielding, and sought by every form of bitter insistence to compel others to adopt their strictness.

Friend or Foe of Jesus.

Our Golden Text sums up the entire matter: "Ye are my friends, if ye do the things which I command you." So spoke Christ during the solemn hours of the last supper, Christ's commands, as was well known, were very few, very simple, very clear. There were only two of them: Love God, love your brother man. Christ's enemies, the scribes, lawyers, and Pharisees, did neither. Their pretended love of God was dead formalism, empty rites. Their love of men was only love of themselves, pride, cruelty, injustice, the murder of the true friends of God and man. Let no one say that because he is not a scribe or Pharisee therefore he is a friend of Jesus. Let him rather answer earnestly the two great questions: Do I love God with all my being? Do I love my neighbor as myself?

QUALITY MEAT SHOW AT LUBBOCK IS NEW EVENT

Officials of the "Quality Meats" show to be held in Lubbock March 27 and 28 are anxious that entries be sent immediately to the Lubbock chamber of commerce, or to R. O. Dunkle, Miss Emma Gunt-

er or B. H. Hopkins, to be relayed to the chamber of commerce.

These last named representatives in Deaf Smith county will furnish full information to any prospective exhibitors as to preparation of entry and the prize money offered.

Eat Everything without Fear of Indigestion

Are there lots of foods you can't eat—for fear of gas, bloating, pains in the stomach and bowels?

Do you have to pass up favorite dishes—while the rest enjoy them?

That's a sign you need Tanlac! For more than 10 years Tanlac has restored to vigorous health thousands who suffered like you do.

Mrs. Arvena Bowers, of 1230 Jackson St., Topeka, Kans., says: "Five years I was troubled with gas, bloating and dizzy spells. But Tanlac toned up my whole system and increased my weight 10 lbs."

If you suffer from indigestion, gas, dizziness, headaches, or torpid liver—try Tanlac. One bottle often brings the needed relief.

Tanlac is a good, pure medicine, made of roots, barks, and herbs. Get it from your druggist today. Your money back if it doesn't help you.

NOTICE!

Change of Ownership

I have purchased the former Cottage Camp, remodeled and cleaned it up thoroughly, making a new place. I am sparing no effort to operate the cleanest of tourist camps.

Your Cooperation Is Invited and Appreciated.

WHITE COTTAGE CAMP

West Hereford, On Clovis Road.
W. P. LETHERMON, Proprietor.

Vegetables and Flowers for Your garden

ALL the varieties in which you are interested and which are adapted to this section are now available in the Northrup, King & Co. seed box at a nearby store. The seed is of as fine quality as you can obtain at any price; the packets are of standard size and well filled; the display box is convenient to select from and the price is only . . .

All standard size vegetable packets, and most of the flowers—

5¢ per packet

Northrup, King & Co.'s

Seeds

CAROLINA WOMAN LOST 47 LBS.

In 3 Months and Feels Years Younger

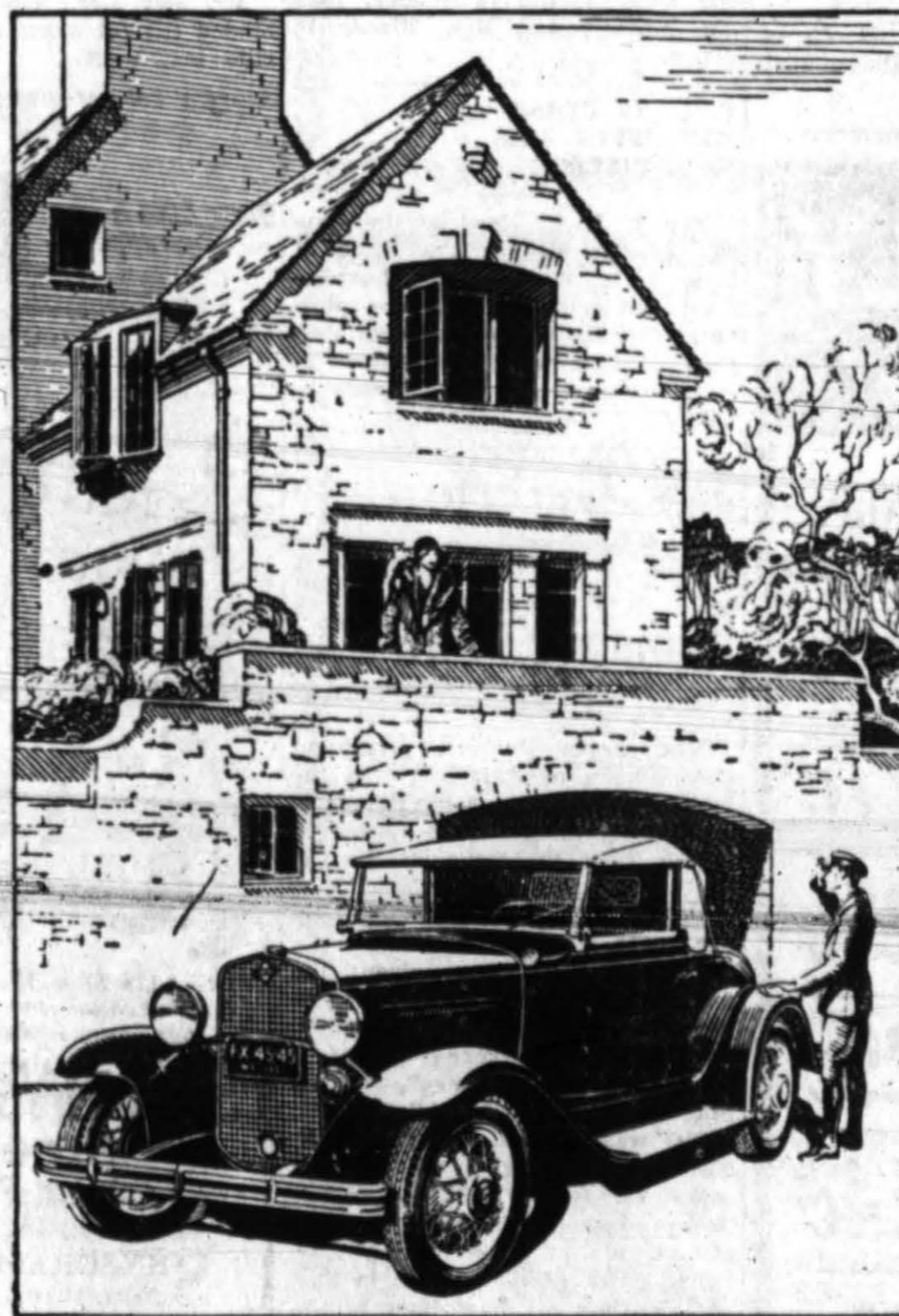
"I have been taking Kruschen Salts for nearly 3 months. I have continued taking one teaspoonful in warm water every morning. I then weighed 217 pounds, was always bothered with pains in my back and lower part of abdomen and sides.

"Now I am glad to say I am a well woman, feel much stronger, years younger and my weight is 170 pounds. I do not only feel better but I look better, so all my friends say.

"I shall never be without Kruschen Salts, will never cease taking my daily dose and more than glad to highly recommend it for the great good that is in it." Mrs. S. A. Solomon, New Bern, N. C., Jan. 1930. "P. S. You may think I am exaggerating by writing such a long letter, but I truly feel so indebted to your for putting out such wonderful salts that I cannot say enough."

A bottle of Kruschen Salts that lasts four weeks, costs only 85c at City Drug Store and druggists the world over. Take one half teaspoon in a glass of hot water every morning before breakfast.

Attention to diet will help out—cut out pastry and fatty meats—go light on potatoes, butter, cream and sugar—the Kruschen way is the safe way to lose fat. Try one bottle and if not joyfully satisfied, money back.



The New Chevrolet Convertible Cabriolet—Product of General Motors

NEW CHEVROLET SIX

The Great American Value

See your dealer below

Brumley Chevrolet Co., Inc.

Hereford, Texas.

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

Social and Society

Camp Fire Girls Form the Netoppa

A group of girls met at the home of Miss Nora Alice Daniel, their leader, February 14, for the purpose of organizing a camp fire unit. The resultant group is known as the Netoppa, an Indian word that means friends.

The following officers were elected: Lucretia Wilson, president; Lola Mae Fuller, vice president; Dean Roberson, secretary; Pauline Matthews, treasurer; Xephves Cockerham, reporter.

The following are charter members: Dean Roberson, Lola Mae Fuller, Pauline Matthews, Gatha Wilson, Lucretia Wilson, Xephves Cockerham, Jean Snyder and Katherine Skelton. Louise Ray and Velma Smith have been received as new members.

TWO BIG EVENTS NEXT WEEK FOR FESTIVAL PROGRAM

Pre-eminent in the field of negro ensemble singing, the Fisk Jubilee singers have become a musical tradition of international significance. They will perform in the Amarillo auditorium Thursday evening, March 19, at 8:15 o'clock.

And Friday night in the same auditorium at the same hour will appear Amelita Galli-Curci, who has stirred the hearts of all people with the glory of her voice. Its charm is said to be unlike that of any other singer.

Tickets for these two performances are on sale at the Amarillo College of Music. Local direction is in charge of Emil F. Myer. These are Panhandle music festival programs.

Rexall One-Cent Sale soon. Corner Drug Store. 9-1c

"Clarence"
March 20

Sunday School Class Stages 4-Act Comedy

A comedy in four acts, "Clarence", will be played at the high school auditorium March 20, with a well-selected cast made up of members of the Friendship class of the Methodist church.

The characters expect to have the presentation in best of shape upon date of the curtain rise, under direction of Miss Gladys Seigler.

"Clarence" is a new comedy by Booth Tarkington, noted writer. It is a royalty play that is highly recommended as an entertainment for theatre goers. An enjoyable evening is assured.

Music will be furnished by the Methodist Sunday school orchestra.

Most of the proceeds will be used in converting the block south of the Methodist church into a playground, containing a golf course, tennis court and croquet grounds.

Those who wish to sell tickets should inquire at the Corner Drug store for free tickets to pay for the trouble of selling.

CURRENT RADIO PROGRAMS FOR MUSIC LOVERS

The program on the air below is carried for the week in cooperation with the Music Study club of the city, which commends these numbers highly.

March 13: 10 a. m., C. S. T., Walter Damrosch conducting Animals in Music. Elephants, hens and roosters, aquarium, all are from "Carnival of the Animals", by Saint-Saens.

The Bumble Bee from Tsar "Saltan"—Rimsky-Korsakov.
The Dragon Play, Joseph Strauss Rounds and Canons.
Scotland's Burning, Lovely Evening, Little Tom Tinker, sung by four voices.

Slavonic Dance No. 7, Dvorak.
Sumer Is Icnmen in (old English canon), sung by six voices.
Prelude, Jarnfelt.

School of the Air.
March 17: 1:30 p. m., over CBC, The Wood Winds.
March 19: 1:30 p. m., some American composers.

William J. Barnett of Greenville, Texas, was a business visitor in the city Monday.

Miss La Juana Hanna and Ed Shannon Wed

Miss La Juana Hanna and Mr. Ed Shannon surprised their friends by announcing their marriage in Clovis last Sunday morning. They were accompanied to Clovis by a few friends.

The bride is the daughter of Mr. and Mrs. Mark Hanna. She came to Hereford about five years ago from Lubbock with her parents. She is a graduate of the high school here and is a popular member of the younger set.

The groom is connected with the Western Electric company, engaged here for the past several months in installation of a new system for the Southwestern Bell Telephone company.

Mr. and Mrs. Hanna left Tuesday for Beaumont where they will make their home. They are stopping over in Fort Worth for a few days' visit with Mr. Shannon's sister.

Bridal Shower Given.
A shower was given the bridal couple Tuesday afternoon by Misses Vendell Brooks, Frances Landrum, Merle Barber and Mrs. Roy Smith at the home of Mrs. Roger Corbett.

Toast to the bride was given by Mrs. J. T. Mitchell. Mrs. N. A. McWright gave a reading, and Mrs. Emmett Green and Miss Brooks sang.

Many beautiful gifts were brought to the bride by Little Junior Corbett and Wanda Jean Smith. Refreshments of cherry pie with whipped cream and tea were served thirty guests.

JUNIOR MUSIC CLUB MEETS SATURDAY WITH ELIZABETH IRELAND

The Junior Music club will meet with Elizabeth Ireland at three o'clock Saturday, March 14. The lesson is on French Grand Opera, led by Mary E. Stanford. Piano solos will be given by Betty Bruce Jones, Theda Lou Wilson, Genevieve Eberle and Wilma Jones. There will be work in hymn memory.

SURPRISE BIRTHDAY DINNER GIVEN MISS VEAZEY

Mr. and Mrs. Paul Foster entertained with a surprise birthday dinner last Monday evening at six o'clock, in honor of Miss Rosella Veazey. Guests were Misses Sayde Rigler, Fern Carlisle, Martha Duncan, Gladys Seigler, Rosella Veazey, and Mrs. Minnie B. Jones.

T. E. L. CLASS MET WITH MRS. S. L. WALSER

The T. E. L. class of the Baptist church met in the home of Mrs. S. L. Walser last Thursday afternoon with 18 members present. After the business session Mrs. Carl Mountz sang two beautiful solos. Group one served refreshments.

Mrs. Guthrie Was Artist for Woman's Club

Mrs. Grace Guthrie, prominent club woman of Hereford, was the artist for the day at the Woman's club program given in Amarillo March 5, at the home of Mrs. T. F. Turner, 2106 Polk street. Mrs. W. S. Gabbert of Hereford was her guest.

Mrs. Guthrie was given the main part of the program, rendering three of her original productions, featuring Texas independence day: "Anniversary", "Texas Star" and "Plains Fairies". She was assisted by Mrs. L. B. Newby who sang a number of songs by David Gulon, a noted Texas composer. Miss Julia Lockett assisted at the piano.

The program was unique in that the numbers, to commemorate the occasion, were by Texas people, from Texas productions and for Texas people.

Mrs. Guthrie is an honorary member of the Woman's club of Amarillo. In the club's yearbook is the following quotation from her works, relating to Texas day: "As to a shrine, the patriot heart turns home. And at her altar fires Re-light its dimming lamp."

Junior Deputy.
Jowell Murchison, deputy tax collector, is all smiles in anticipation of the help his young assistant will be to him in his office duties. Junior, a seven and one-half pound son, arrived in the Murchison family early last Thursday morning. Congratulations are pouring in from friends.

Brick ice cream on hand all time. Special Shamrock design for St. Patrick's Day. Corner Drug Store. 9-1c

MOTHER'S CLUB ENTERTAIN HUSBANDS FRIDAY EVENING

The Mother's club will entertain the members' husbands Friday evening with a buffet luncheon and other features. The event will be held at the home of Mrs. E. S. Ireland, 501 East Eleventh street, beginning at 7:30 o'clock.

American Opera Is New Study of Music Club

The Music Study club will meet in regular session next Tuesday afternoon, March 16, at 2:30 with Mrs. Carl Mountz. The club has finished the two years' study course on history of music, and will take up the study of American opera, using it for the rest of the club year.

Mrs. Homer Fox will be leader for the first lesson, and the opera to be studied is Robin Hood by DeKoven. The musical program follows:

A Troubadour Sang to his Love, Mrs. A. C. Hales.
County Dances, DeKoven-Rogers; Mrs. Stanford.
Tho' It Was Within the Hour We Met; Mmes. Fox and George.
Forest Song; Mrs. Coneway.
Legend of the Olives; Mmes. Mountz, Smith, Dillehay, Gilbreath, Dameron, Ross.

EDGAR PICKETT LEAVES FOR STUDY ON COAST

Edgar Pickett, son of Mr. and Mrs. W. L. Pickett, left last Thursday for Los Angeles for an extended course in piano study with the noted Robert E. Schmitz.

For the past three years Edgar has been studying with Lila Austin Myers, Amarillo, and has been teaching for the college at Amarillo and at Claude.

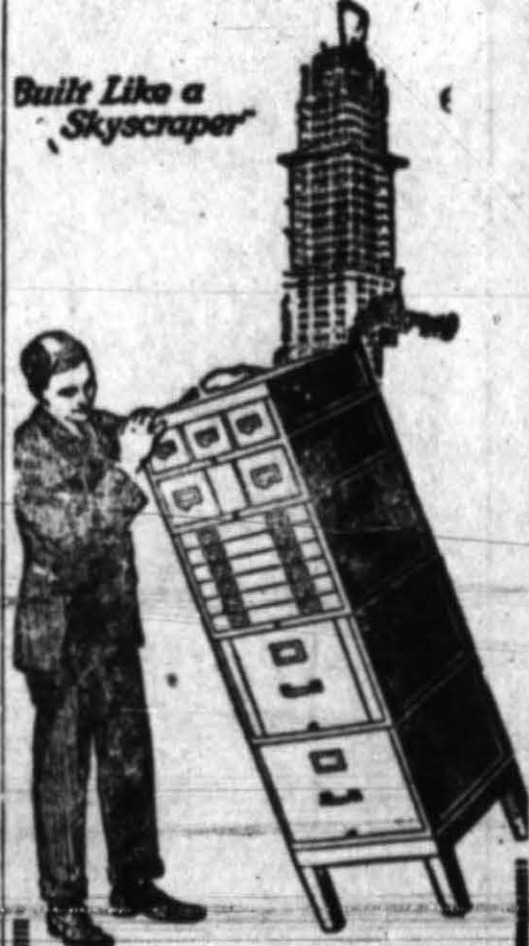
Those who know his ability and capacity for hard work believe that this Hereford boy has in him the stuff of which pianists are made, and they are expecting great things of him in the future.

His friends in Hereford and Amarillo, among whom are the best musicians, wish him much success in his chosen profession.

Golfers Go to Clovis.

The Hereford golf club will make a trip to Clovis Sunday to engage the Clovis golfers in a matched game. Most of the members of the local club, about 15, will compose the party.

Mr. and Mrs. M. L. Steele attended the fat stock show in Amarillo last week.



Stand this Shaw-Walker sectional cabinet on one corner and it stays rigid as any solid vertical file.

SHAW-WALKER Steel Letter Files

SKYSCRAPERS in miniature, having girders, cross-pieces, sills, etc., of channel-steel, interlocking and bracing each other against strain.

In addition, it is solid one-piece steel—made so by electric spot-welding. No nuts—no bolts—no rivets—no rods—no screws.

Drawers non-rebounding—stay closed without superfluous mechanism. Will run silent, smooth and speedy 100 years without repair or attention.

Highest awards San Francisco and San Diego Expositions. You will understand why when you examine a Shaw-Walker file beside your old equipment. You will also understand our guarantee. Money back if it isn't the best file you ever owned.

Phone us to send you a Shaw-Walker File today.
THE HERFORD BRAND

Pleasure Hour Club Formed, 11 Members

The Pleasure Hour club was organized at the home of Mrs. Ralph Smith on March 5. Mrs. Elsurick R. Clody was elected president; Mrs. Criss Renfro, treasurer, and Mrs. James Wilson, reporter.

After a business session and social hour the hostess served delicious refreshments to the following charter members: Mmes. Elsurick R. Clody, Dixie Wilson, Homer Henslee, Carl Jennings, E. L. Mathies, Criss Renfro, W. J. Smith, Frank Richards, John S. Clody and James Wilson.

Federation to Meet.

The Deaf Smith county federation of women's clubs will meet Monday, March 23. The place and program will be announced next week. The Ford club and probably other clubs will be hostess for the event.

Ross Payne, manager of the Castro County News, Dimmitt, was in Hereford Tuesday on a business mission.

J. N. Hollis, Amarillo, was in Hereford Thursday looking for business quarters to open a Maytag office and shop.

Mr. and Mrs. Billy Hicks have returned from an extended trip to the eastern part of the state.

Some good entertainment will be ready March 20, when "Clarence" appears at the high school auditorium.

R. V. Miller made a trip to Lubbock Wednesday.

Tidal Computation
"Establishment of a port" is the technical term for the time that elapses between the moon's transit across the meridian at new or full moon and the time of high water at that place, and is used as a basis for the computation of the tides.

HELPOUSELEY

Special, Friday and Saturday

KRAUT, Wapco, No. 2 10c
PORK and BEANS, 1 lb can .. 8c
PEAS, Glen Valley, No. 2 ... 10c
TOMATOES, No. 2 9c
BACON, sliced, Armour, lb .. 25c
CHEESE, cream, lb 23c
Peanut Butter, 5-lb pail 83c
Blackberries, gallon 59c
HONEY 59c
SUGAR, 10-pound bag 59c

Sloux City, comb or extracted, quart

CHINA DISH GIVEN WITH \$5.00 ORDER!

About Cheaper Bread In Hereford

There has been considerable agitation recently about lower bread prices, and about buying out-of-town bread.

We, personally, feel that we deserve a fair hearing and are taking this opportunity to enlighten the buying public about a few facts which you possibly have not been aware heretofore.

First, about the return to pre-war prices of 1914 on bread. We frankly admit that flour costs are practically the same now as then. But in the interim many changes have taken place in the baking industry, which though beneficial to the consumer of bread, have resulted in an increasing cost of production.

For instance, you paid 5c then for a loaf of bread and received a 12-ounce loaf. Since then a standard weight law has gone into effect and we must now weigh the same loaf 16 ounces. This alone has made the price of the present day loaf almost 7c on the basis of the 1914 price.

And we are now offering bread to the consumer in a sanitary wrapper which adds an additional cost of approximately 5 per cent of the value of the loaf. Additional ingredients have been added to make the loaf more palatable and we venture to assert that no housewife would any more care to return to the conditions and products of pre-war days than the old plainsman would to live on sour-dough biscuits after partaking of present day fare.

The baking trade, in keeping step with other industries, have gradually put into effect an advance in wage scale, amounting to almost a hundred per cent increase. Rent, also, has increased in Hereford as well as in other places. Compare rent prices now with rent prices in 1914.

Pick-ups or return of stales, is another deciding factor against reduction. Then we did not take back old bread but now the craze for a soft loaf has increased our loss through stales to an alarming degree. Every loaf returned means a replacement free of charge besides the two delivery costs.

The flour in a loaf of bread approximates 18 to 20 per cent of the cost of a loaf which, as a matter of fact is only about four times the cost of the sanitary wrapper in which the loaf reaches the consumer.

True, flour has its effect on the cost of bread, but even though flour has returned to 1914 levels, it only effects the cost of bread to the extent of about one-fifth of the total. The other four-fifths is made up by the various ingredients used plus the additional cost of manufacture, delivering and the loss through the return of stales.

We have often been severely criticised by unthinking people for not selling nickel bread but I hope this explanation will help to convince those not familiar with, or even remotely connected with the baking industry, that a return to 5c bread is a physical impossibility and would only mean financial suicide to the baker under the present existing conditions.

Second, about the buying of out-of-town bread.

We, the bakers of this city, feel that we have a right to expect the hearty co-operation of every merchant and resident of this community.

Our prices are in accordance with the accepted standards of other districts and states where the 16-ounce weight law is in effect.

Our quality is far above the average as any traveling man or persons visiting other localities, will testify.

Very few towns in the country the size of Hereford have equipment anything near the equivalent of ours.

We are all property owners and taxpayers in this community. We are all members of the local Chamber of Commerce and are contributors to that organization, as well as to other worthy causes.

We and those dependent on us, circulate thousands of dollars annually among Hereford business men.

Unfortunately a large bread company in Amarillo is trying to force its way into our city. This cannot be done if you do not support them. They are not trying with superior quality but with cheaper prices. Cheaper prices on bread today mean one thing—elimination of competition and a strangle hold on business. When competition is removed, cheaper prices vanish forever.

The independent merchants should realize this and remain loyal with us in spite of large inducements thrown out as bait, and we wish to take this opportunity to express our appreciation and also to thank you good citizens who have so steadfastly supported home enterprises.

Mrs. Housewife, you probably are saving a few cents today, but have you ever stopped to consider what it might mean to you if you were forced to close our doors? We are among the largest consumers of electricity and gas in this community. Without our support, and those dependent on us, these companies might feel the need of dropping another man from their payroll. Would you want that man to be your husband? Or perhaps a garage man or a filling station would have to reduce their overhead. Would you like to lose your bread winner there? Or it might be the loss from business from our dependents would effect some greener or dry goods firm. Would you like to see your wage earner lose his job there?

Money spent for Amarillo products goes to Amarillo and does not return. They buy their supplies there and pay their taxes in Potter county. Perhaps you do not derive any direct benefit from your local bakery but we, at least, support your road and school bonds and help keep your taxes down.

Every man in the community is dependent, to a certain extent, upon his fellow man. We are all dependent upon each other. Perhaps you save a penny today, but don't let the nickel before your eyes hide the dollar in the distance.

And you buy out of town. What will become of our town?

HEREFORD BAKERY

R. M. DUNN, Owner.

CLOSING OUT

THE C. E. STONE COMPANY Stock of Dry Goods

This stock of merchandise has been purchased by a NEW COMPANY at Bankrupt Prices. The old stock MUST BE SOLD by Saturday night, March 21st

BE HERE SATURDAY, MARCH 14



Ladies' Silk DRESSES

We have selected 150 Silk Dresses of values up to \$19.85 to sell at the most ridiculous close-out prices.

GROUP I NOW	\$1.99
GROUP II NOW	\$3.99
GROUP III NOW	\$5.99
GROUP IV NOW	\$7.99

Other Dresses
Will Be Priced Now From
\$9.99 to \$11.99

Only 7 Days

to make room for

the

Easter Opening

March 26

Our buyers are in the Eastern Markets now buying new stocks for all departments. Everything must go—everything must be sold to make room for the New

Easter Merchandise for



Men's SUITS

Every suit in the house, old or new, goes at these prices. No suit higher than \$24.99, this includes the Famous Rico

\$49.50 to \$45.00 Suits NOW	\$24.99
\$35.00 SUITS NOW	\$18.99
\$25.00 SUITS NOW	\$13.99
\$20.00 AND UNDER SUITS NOW	\$9.99

Practically All These Suits Have Two Pair Pants.

BOYS' SUITS
Arranged In Four Groups

Group 1	\$4.89
Group 2	\$6.89
Group 3	\$9.89
Group 4	\$12.89

Ladies Hats
EVERY HAT MUST SELL!
Group 1 priced **49¢**
Group 2 priced **99¢**
Group 3 priced **\$1.49**
Group 4 priced **\$1.99**
Group 5 priced **\$2.99**

Ladies Hose
\$1.95 Peacock Hose at **\$1.39**
\$1.95 Invincible at **99¢**
One group full fashioned silk hose at **79¢**
One group Peacock rayon hose, now 3 pairs for **\$1.00**

Luggage
Hat Bags and Suit Cases **75¢**
Luggage of all description and needs go at these close-out prices.

Ladies' Shoes
Arranged in five convenient groups to clear them out during these eight days selling.

GROUP 1	98¢
GROUP 2	\$1.95
GROUP 3	\$2.95
GROUP 4	\$3.95
GROUP 5	\$4.95

Piece Goods
9-4 Garza sheeting at **35¢**
\$1.95 Crepes and Georgettes at **\$1.39**
\$1.49 Crepes and Georgettes at **98¢**
34-inch wool flannel **\$1.49**
36-inch Sunfast Cretonne at **25¢**

Wash Dresses
Every One Fast Color!

Group 1	49¢
Group 2	79¢
Group 3	99¢
Group 4	\$1.39
Group 5	\$2.99

Piece Goods
19c Prints, 8 yards **\$1.00**
19c Gingham, now **12½¢**
Brown and white Domestic, now 12 yards for **\$1.00**



MEN'S OVERCOATS
Priced to Clear Them Out!

Group 1 at	\$9.99
Group 2 at	\$14.99
Group 3 at	\$17.99

MEN'S DRESS HATS
Everything Goes, Both Novelty and Staple Styles

Group 1	\$1.99
Group 2	\$2.99
Group 3	\$3.99
Group 4	\$4.99

KHAKI PANTS

Group 1 at	98¢
Group 2 at	\$1.45
Group 3, guaranteed colors, at	\$1.69

SOX
Silk dress sox, 50¢ and 75¢ values at **34¢**
75¢ and \$1.00 values at **59¢**
15¢ values, work sox, now **10¢**
three for **25¢**



HANES' UNDERWEAR
Broadcloth trunks and rayon shirts, 95¢ values now at **69¢**

MEN'S TIES
\$1.00 to \$1.75 values, now **69¢**
75¢ values now are **49¢**

DRESS PANTS
\$1.95 \$2.99
\$3.99 \$4.99

MEN'S DRESS SHIRTS
98¢ and \$1.25 values now at **59¢**
\$1.50 values **99¢**
\$1.95 values **\$1.39**
\$3.00 values **\$1.99**

OVERALLS
"Lead-Alls" **98¢**

MEN'S DRESS CAPS
Hand tailored, values to \$2.45, non-breakable visors, now **79¢** to **\$1.69**

BLUE WORK SHIRTS
Now **49¢**

Men's Footwear
Arranged for convenient shopping in five groups—

GROUP 1, at	\$2.49
GROUP 2, at	\$3.49
GROUP 3, at	\$4.49
GROUP 4, at	\$5.95
Group 5, which includes our \$12.50 Nunn-Bush Shoes, at	\$8.85

The New Store

Stone Dep't Store

Incorporated

H. K. WHALEY, Manager

Hereford, Texas

Sale
Begins
Saturday
March 14

Sale
Begins
Saturday
March 14

FIRST PERIOD CLOSES SATURDAY NIGHT, MARCH 4

THE GREATEST CREDIT-WINNING OPPORTUNITY OF THE

THE HEREFORD BRAND CASH DISTRIBUTION PLAN

—will be gone forever after 6:00 o'clock next Saturday afternoon. Every subscription turned in before then counts 30,000 extra credits, and each book of 10 counts 150,000 extra credits. Besides that, extra effort now may mean the winning margin at the finish. These credits will be reduced after Saturday. There aren't enough contestants now to win all the prizes! The winners are going to win too easily unless some other organization realizes how essential it is to get in on the contest.

Subscriptions
Count
**More
Now**
Than they Ever
Will Later

Does Your Club Need Money? It's Time To Act NOW!

Rules and Regulations

1. Any Civic or Community Organization in Hereford or its surrounding territory is eligible to enter as a unit in the Cash Distribution and compete for a Cash Award. Nominations may be made at any time during the first three periods of the Campaign.
2. No employee or relative or any employee of the Brand is eligible to solicit or assist in soliciting in this contest. The manager reserves the right to reject any nomination if in his opinion the organization nominated could operate to the exclusion of others, or in violation of fair competition.
3. The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the paper.
4. Clubs are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.
5. Cash must accompany all orders where credits are issued. There will be no exception to this rule. Clubs are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued on both.
6. Credits will be issued primarily on subscriptions, but may also be obtained as the result of any business transaction by which a purchase is made from the Hereford Brand. Each purchaser of advertising, printing, office supplies, or anything the Hereford Brand sells in its regular order of business will receive credits for each dollar involved, these credits to be secured from the purchaser by solicitation on the part of the contestants. No member of any participating club may in any way learn of these credits except by soliciting of possible purchasers or from divulgence of the credits by the purchaser. The manager reserves the right to dismiss any organization from the contest that obtains "business" credits in an unfair way or causes any patron of the Brand undue embarrassment in soliciting credits. The price of subscriptions will be the same as always, and all business transactions with the Brand will be at the same rate as heretofore. The credits are absolutely free, and are issued with the sole purpose of determining the winner of this contest.
7. Credits cannot be purchased. Every cent accepted through the Subscription Club must represent subscriptions, or Brand business activities.
8. Credits are not transferable. Club members cannot withdraw in favor of others. Should a club member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the manager.
9. Any collusion on the part of clubs to nullify competition, or any other combination, arrangement, or effort to the detriment of clubs or this newspaper will not be tolerated. Any club entering into or taking part in such an agreement, arrangement or effort, will forfeit all right to an award or commission.
10. Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the clubs. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the date printed thereon.
11. In the event of a tie for any of the awards, awards identically alike will be made to members.
12. In case of typographical or other errors, it is understood that neither the publisher, nor clubs shall be held responsible, except for the necessary correction of same.
13. No statement, assertion, or promise, either written or verbal, made by any solicitor, agent, or club will be recognized by the publishers, other than these printed rules.
14. Every Club is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.
15. Extension of subscriptions will receive credits according to the schedule in effect when the first subscription was paid, except that no extension credits will be given in the final period.
16. It is distinctly understood and agreed that clubs will be responsible for all money collected, and that they will remit such amount in full at frequent intervals or on demand of the manager.
17. There will be a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY club becomes INACTIVE, failing to make a weekly cash report, it will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or commission.
18. The publishers guarantee fair and impartial treatment of all clubs, but should any question arise the decision of the manager will be absolute and final.
19. Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement.
20. The Campaign opens Monday, February 23, closing on Saturday, April 4.
21. All extra ballots will be issued at the close of each period.
22. All matter contained in this issue pertaining to the contest hereby becomes a part of the rules and regulations. The right is hereby reserved by the management and the publishers to amend, revise or add to these rules and regulations, and also to offer extra or additional awards to club members for their services.

IN ACCEPTING NOMINATIONS, CLUBS AGREE TO

No individual may win a prize, nor can any organization win a prize for an individual, the prize money must go to the organization. Credits must be solicited and collected by contestants.

CASH!

All Prizes Will be Cash and Not Merchandise

Buy What You Wish

First Prize

\$150.00

In Cash to the Winning Club

Second Prize

\$75.00

In Cash

Third Prize

\$50.00

In Cash

Fourth Prize

\$25.00

In Cash

20% COMMISSION—To All Non-prize Winners who remain active through the contest, for all Subscriptions Secured.

How Awards Will Be Made

The grand capital award, \$150.00 CASH, will be awarded to the Club that totals the greatest number of credits for the entire campaign. After the above winner has been decided, \$75.00 IN CASH will be awarded to the club having the second highest total of credits. \$50.00 IN CASH will be awarded to the club having the third highest total of credits. After the winners of the first three prizes have been decided, \$25.00 will be awarded to the club having the fourth highest total of credits.

TWENTY PER CENT COMMISSION

Every Club that remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time it starts to work, and who fails to win one of the regular awards will receive 20 per cent in cash for the gross amount of its new subscription sales.

HOW CREDITS ARE SECURED.

Credits cannot be purchased and they cannot be transferred. Once issued to a club's credit they cannot be given to another. This rule is imperative. There are four ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits. Another method is through securing new and renewal paid in advance subscriptions to The Hereford Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions. A third method is securing the credits issued for each sale in the amount of one dollar or more made by the Brand during the term of the campaign. This may be for advertising, job printing, office supplies or any other transaction performed by the Brand in its regular order of business. Credits for business transacted will be issued only when work is paid for and not at the time of its completion. Contestants are liable to be dismissed from participation for seeking to learn through Brand sources of any work being done. No credits will be issued for less than one dollar. The fourth way by which credits may be earned is for the payment of past due accounts to the Brand. The existence of such accounts and their payment may be learned ONLY from the customer owing them, and in no other manner.

How Subscriptions Count in Credits in the Campaign.

The following scale shows the subscription rates, and the number of credits given according to the amount paid. Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randall, Castro, Bailey, Farmer and Oldham Counties Texas and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.50 per year to all other counties and states with the same schedule of credits as above. In addition to the scale above, a bonus of 150,000 EXTRA CREDITS will be given for each \$20.00 turned in between now and 6:00 p. m., Saturday, March 14th. From March 16 to March 26, a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From March 26 until March 31st, a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From March 31st until April 4, a bonus of 50,000 extra credits will be issued for each \$20.00 turned in.

HOW BUSINESS TRANSACTIONS COUNT IN CREDITS EARNED

Each dollar's worth of business earns 1,000 credits. No credits will be issued for less than one dollar, but each fractional part beyond one dollar more than fifty cents will receive credit for 1000 credits as if it were a full dollar.

HOW PAST DUE PAYMENTS COUNT IN CREDITS EARNED

Any customer or patron of the Brand whose account is sixty or more days in arrears is entitled to 10,000 credits for each dollar due, should the account be paid during this campaign. The credits will be issued to the customer upon payment of the account and he may give them to the club of his choice or vote them as he sees fit.

FIRST SUBSCRIPTION NOMINATING BLANK

Good for 10,000 Extra Credits

This nomination blank and first subscription, will start you in the race for those cash prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber _____
Address _____
Club Name _____
This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a club. If so requested, the nominator's name will not be divulged.

Jumbo News

BY EDNA HALL

Mrs. W. A. and Ullman Hunter attended the cattlemen's wives luncheon in Amarillo Tuesday. Mr. and Mrs. J. W. Berry of Frio visited the Hardy home Tuesday. Lynn, Cyrus and Pauline Andrew spent the week end with Mr. and Mrs. Ben Andrew of Olton. Mrs. M. L. Hardy visited Mrs. Perry Graham Monday. Pat Hardy and wife visited her parents, Mr. and Mrs. Noland, of Flagg last week. Mr. Nunn was here from Hereford Sunday. Mr. and Mrs. Noel Andrew and children spent Sunday in the Andrew and Plackett homes. Mr. Hacker and son visited the Plackett home Wednesday night. Mr. and Mrs. C. Andrew and Alma Ruth spent Sunday with Mr. and Mrs. C. D. Spencer. Mr. and Mrs. J. J. Thomas, Lela and Clyde, Mr. and Mrs. Jessie Lindsey of Wyche visited the E. Smith home at Happy Sunday. Mr. and Mrs. Perry Graham of Dimmitt called in the Hardy home Friday.

Mr. Schofield has been sick the last few days. Rev. and Mrs. Roberson and daughter of Lubbock spent Saturday night in the Simpson home. Tro. Gaines spent Saturday night in the Carroll Hunter home. Mr. Beck is able to be out following a several days illness. Mr. and Mrs. Ullman Hunter, Mrs. W. A. Hunter and Albert Schofield were in Hereford Monday. Mrs. Albert Schofield and son have returned from a visit in Lubbock. Mr. and Mrs. Kenneth Hunter of Frio attended church here last Sunday. Mr. Brownlee, Mrs. Rosa McClain, Mr. and Mrs. Clarence Burns and children and Brother Peters and family of Dimmitt attended church at Jumbo Sunday. Mr. and Mrs. Clem Maples and Children visited Mr. and Mrs. C. D. Spencer. Alma Ruth Andrew was a Hereford shopper Monday. Mrs. C. Andrew spent Monday with Mrs. Hall. Mrs. John Hall visited Mrs. Noel Andrew Monday.

Westway Items

MRS. PINK GILLILLAND

Mr. and Mrs. N. F. Sikes were Sunday dinner guests in the home of Grady Wilson. Sam Hines sustained a broken leg Saturday when a horse fell with him, crushing the limb. Several of the club ladies met with Mrs. Gunn Tuesday and set the club quilt together. On the following Thursday the ladies quilted the quilt at the home of Mrs. G. P. Owen. Miss Ollie Stagner of Flagg is visiting her sister, Mrs. G. P. Owen. Mr. and Mrs. S. J. Lovell spent the week end in Brownfield. Mr. and Mrs. P. H. Gilliland and Bob spent Sunday in the home of Mr. and Mrs. A. L. Manjeot. **New Honor Roll.** Vesta Mae Landers, Loy Cook, Gladys Gore, Clara Jo Neill, Mary Turrentine, Belinda Sikes.

Progressive News

BY MISS OLIVE PERKINS

Arnold Hershey and Arch Conklin are spending several days on their claims in New Mexico. Misses Lucille and Lois Park called on Mrs. Clarence Butts last Wednesday. C. L. Hodges spent Saturday night with Pete Caldwell. Harold Donovan had the misfortune to break his arm while cranking a car recently. Mrs. Arch Conklin and children spent the week end with her parents, Mr. and Mrs. Ray Hershey. Mr. and Mrs. Clyde Kibbe visited Mr. and Mrs. Arch Dougherty Sunday forenoon. Mrs. Dora McBrayer spent Sunday with Grandmother McBrayer who is staying with her daughter, Mrs. Nannie Hutcheson, at Hereford. There will be a sock social after literary Friday night, March 13. Proceeds are for benefit of the singing class. Mrs. Clyde Russell visited her mother Monday afternoon. Miss Lucille Park called on Mrs. Blakemore Sunday afternoon. Mr. Donovan made a business trip to Gage, Okla., last week, it taking him three days to drive home on account of the snow. M. and Mrs. Ray Hershey and Miss Catherine attended a family dinner Sunday at the home of Horace Hershey in honor of the birthdays of Mrs. Ray Hershey, Horace Hershey, Mrs. Howard Hershey and Miss Katherine Hershey. The school basketball team and the outside boys' team will play at Ford Friday afternoon. Mrs. Blakemore entertained the children of the neighborhood Saturday afternoon in honor of Forber's birthday. Mrs. Jim Ricketts and son spent Saturday night at home. Mr. and Mrs. Jacob Wagner of Hereford and Henry Cromer of Galena, Illinois, visited in the Wagner home Sunday. Lucille Park called on Mrs. Edwards Monday afternoon. Clean Ricketts cut a gash on the back of his head Saturday. Mrs. Ricketts and Ira Jeanne called on Grandmother McBrayer of Hereford Sunday afternoon. Mrs. Park, Lucille and Lois called on Mrs. Click one day last week. Mr. and Mrs. Ira Ricketts and family spent Sunday with Mr. and Mrs. W. A. Ricketts of Hereford. The Progressive Ladies' Club met with Mrs. Albert Higgins Wednesday afternoon, March 4th, with eight members and two visitors present. Miss Perkins read a paper on pictures in the home, after which Miss Gunter gave a very interesting and instructive talk on color in the living room. Miss Gunter also judged the footstools made by members. Mrs. Wagner's stool was given first place and Mrs. Russell's second. The club had their rug ready to give to Miss Hunter. During the social hour Mrs. Higgins, assisted by Mrs. Wagner, served refreshments. The next meeting will be with Mrs. Owen Neel March 18. This will be a social meeting. The ladies club is in the subscription contest given by the Brand. They would appreciate any

subscriptions, new or old. Just give to any member or ask that the credits be given the ladies when you subscribe.

Fairview-Palo Duro Items

By MRS. JOHN BOLING

R. L. Campbell made two good sales and one buy of whitefaces at the Amarillo fat stock show last week, also one private sale. The snow storm prevented his taking another load of cattle in. Mrs. E. W. Womble and sister of Hereford were caught in the snow storm at Dimmitt on their return from a two weeks visit in Big Spring. The Clarkson girls were out of school all of last week because of the snow. Mr. and Mrs. H. J. Oglesby and family attended church at Wildorado Sunday and spent the day with Mrs. Burns. Mr. and Mrs. Cecil Allred spent Thursday with his parents, Mr. and Mrs. J. C. Allred, in Hereford. Rev. J. M. Jones, J. C. Allred and family and Coy Phillips and family took Sunday dinner in the Cecil Allred home. Mr. and Mrs. R. L. Campbell and Frances attended the cattleman's banquet in Amarillo Tuesday night. Mary Higgins of W. T. S. T. C. spent Thursday night at home. Mr. and Mrs. S. Crutinger visit-

ed in the Jim Bedink home Sunday. Mr. and Mrs. John Bolling visited in the Cecil Allred home Sunday afternoon. Miss Ethel Rice of Pampa visited in the home of her parents, Mr. and Mrs. Harry L. Rice, Saturday.

GET READY FOR MUSIC FESTIVAL MARCH 19-21

Teachers of music within a wide radius of Amarillo are preparing their pupils for entry in the contest program of the annual spring music festival in Amarillo March 19-21. More than the usual number of contestants are expected.

G. W. Evans, Magdalena, New Mexico, was here Saturday visiting Mr. and Mrs. T. E. Seigler, and on a business mission.

John Boone, one of the owners of the B. & W. Cafe, has returned from Muskogee, Okla., where he received government hospitalization in the veterans' sanitarium.

It makes droopy, dejected garden things pertly crisp and sprightly!

The Frigidaire Hydrator to keep and restore garden-fresh crispness to fruits and vegetables is one of the many outstanding advantages of Frigidaire Advanced Refrigeration. There are many others. We invite you to come in and learn all about them.

FRIGIDAIRE

THE NEW ALL WHITE PORCELAIN-ON-STEEL FRIGIDAIRE ARE SOLD WITH A 3 YEAR SERVICE GUARANTEE

R. M. ALLRED

PHONE 176 HEREFORD, TEXAS



Terms will be arranged to suit the purchaser

a Buick eight THROUGH and THROUGH with all these ADVANTAGES

● Valve-in-Head STRAIGHT EIGHT ENGINE

... for exceptionally swift, smooth, powerful performance and long life.

● SILENT SYNCRO-MESH TRANSMISSION

... which assures non-clash gear-shifting, faster getaway and increased driving safety.

● INSULATED BODIES BY FISHER

... luxuriously comfortable, and insulated like fine homes against heat, cold and noise.

● TORQUE TUBE DRIVE

... the secret of Buick's remarkable roadability.

\$1025

AND UP—f. o. b. Flint, Mich.

Due to their popularity, the present model of 1931 Buick Straight Eights will be continued throughout the coming summer and fall.

Norton Motor Company

THE EIGHT AS

BUICK
BUILDS IT

What the NEW HUMIDOR PACK means to Camel Smokers*



COMPARE a package of Camels with any other cigarette and note the difference in the technique of packing. Note that Camels are completely enclosed in an outer transparent cover of moisture-proof cellophane and sealed air-tight at every point.

We call this outer shell the Humidor Pack. It differs from the ordinary cellophane pack and while it is egg-shell thin, it means a lot in terms of cigarette enjoyment.

It means, for instance, that evaporation is checkmated and that Salt Lake City can now have as good Camels as Winston-Salem.

While Camels are made of a blend of the choicest Turkish and mellowest domestic tobaccos, it is highly important, if you are to get full benefit of this quality, that these cigarettes come to you with their natural moisture content still intact.

The Humidor Pack insures that. It prevents the fine tobaccos of Camels from drying out and losing any of their delightful flavor.

Aside from cheap tobacco, two factors in a cigarette can mar the smoker's pleasure:

Fine particles of peppery dust if left in the tobacco by inefficient cleaning methods sting and irritate delicate throat membrane.

Dry tobacco, robbed of its natural moisture by scorching or by evaporation gives off a hot smoke that burns the throat with every inhalation.

We take every precaution against these factors here at Winston-Salem.

A special vacuum cleaning apparatus removes dust and now the new Humidor Pack prevents dryness.

Check the difference yourself. It is a very simple matter to check the difference between Humidor Packed

Camels and other ordinary dry cigarettes.

First of all you can feel the difference as you roll the cigarettes between your fingers. Camels are full-bodied and pliable. A dry cigarette crumbles under pressure and sheds tobacco.

If you will hold a cigarette to each ear and roll them with your fingers you can actually hear the difference.

The real test of course is to smoke them. And here's where the new Humidor Pack proves a real blessing to the smoker.

As you inhale the cool, fragrant smoke from a Camel you get all the mildness and magic of the fine tobaccos of which it is blended.

But when you draw in the hot smoke from a dried cigarette see how flat and brackish it is by comparison and how harsh it is to your throat.

If you are a regular Camel smoker you have already noticed what proper condition of the cigarette means.

But if you haven't tried Camels in the new Humidor Pack you have a new adventure with Lady Nicotine in store.

Switch your affections for just one day, then go back to your old love tomorrow if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

* smoke a Fresh cigarette!



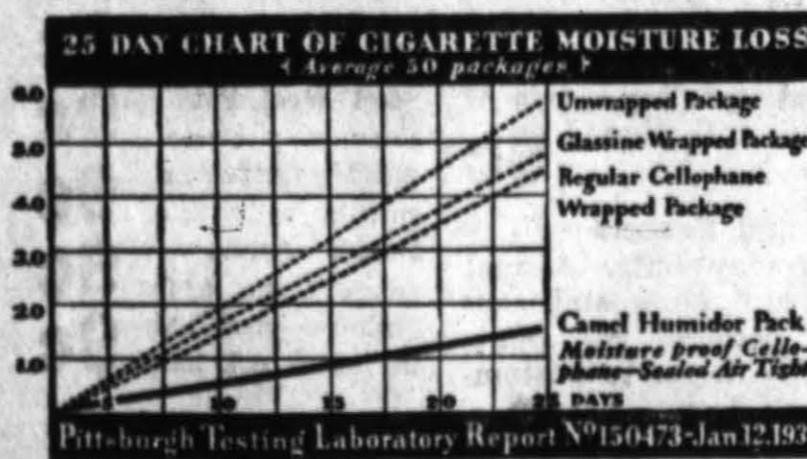
CHICK PRICES SMASHED

Now you can buy home-hatched chicks at prices as low as 9c each on White Leghorns and 10c each on Barred Rocks, Rhode Island Reds and Buff Orpingtons in hundred lots. One-half cent less in 500 lots; 1c less in 1000 lots. Best grade blood-tested chicks higher.

CUSTOM HATCHING A SPECIALTY

Bring us your eggs on Saturdays and Tuesdays. \$5.00 per 150 egg trays, \$2.75 per half tray. Turkey eggs \$0.00 per 110 egg trays. Satisfaction guaranteed; insurance carried. Complete line of poultry supplies at money-saving prices.

ADKISSON HATCHERY
418 W. 4th Ave. Phone 5170
AMARILLO



The Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition



THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



The Whiteface Roundup

Pauline Smart, Editor-in-Chief

THE STAFF:

Lois Sowell, class reporter; Maurine Spradley, club reporter; Della Weeden, Society Reporter; Clyde McMahon, Sports Editor; Opal McMahon, Feature and Joke Editor.

Tennis Club Organized.

A tennis club, under direction of Mr. Wilson, was organized last Thursday, but there was no time for election of officers. Around 67 students joined the club and promised to be active in helping to build a new court. The additional court will add greatly to the present scant equipment and will give Hereford high school the distinction of having two concrete courts. The boys will do the construction work and the girls will furnish the lunch.

Mr. Wilson has announced that a regular tennis team will be selected to compete in tournaments.

Dramatic Club Program.

The Dramatic club program Friday consisted of a playlet, "A visit from George Washington", by Robert Bell and Marvin Knox. Miss Crawford gave a talk.

The club is hard at work on its stunt night, but a few more characters are needed to make a full complement cast.

YOU MUST PUT NAME IN POT IF YOU EXPECT TO EAT

The high school cafeteria, under sponsorship of the Parent-Teacher association, is having difficulty in determining the number of students to prepare lunch for daily. Each student who wishes to eat in the cafeteria is asked to place his name in a box at the cafeteria door before 8:45 each morning. Those who fail to comply with this request are reminded by Mr. Dillehay that they should be sports enough to wait until the others have been served, before falling in line.

Pep-Squad Stunt Night Postponed To Friday, 13th

Strange things happen on Friday the 13th. Black cats cross people's trails; women's purses are snatched; bad luck always comes thru walking under ladders or first glimpse of the moon is made, perchance, over the left shoulder. On account of the stormy weather last Friday the high school stunt night had to be postponed, and is now scheduled to take place Friday evening, March 13. Then the various clubs of the city will vie with each other in pulling off a stunt to the merriment of spectators.

It is being claimed that something different is in store, something new, and everybody is expected to be present. Admission price is 25 and 35 cents. Proceeds will be used in paying for the pep-squad suits.

Beware, Plague Ravaging Halls of High School

Haven't you heard, "Gee, I hate to go to school today!" "Wouldn't it be swell out playing golf?" "Boy, I'd like to be in the old swimmin' hole right now!" These are merely signs that the germs of a ravaging disease exist. If they are not counteracted—well, you know the rest. Sunny days, sprigs of green grass, budding flowers and chirping sparrows aren't the only signs that spring is fast approaching—just look at the sad-woe-begone expressions on faces of certain students in H. H. S.

And, by the way, this disease is terribly contagious, too, it being known to spread through three sections of the study hall in ten minutes.

So, beware! If you contract the disease, Dr. Dillehay will do all he possibly can. You will be placed in the school hospital (official sanctorum sanctorum) for treatment. Nurses of the faculty will give you shots of history, English or algebra; but with all this no case has ever been completely cured. So you are warned, Beware!

Mr. Wilson, Virginia, you may think studying how to build a house won't do you any good, but it may help you sometime soon. Billy Hawkins: That's encouraging.

Band Is Highly Complimented at College Chapel

The playing and new uniforms of the high school band drew many compliments when the boys appeared in a chapel program at the W. T. S. T. C. at Canyon February 28. Several selections were played, such as "Morning, Noon and Night," Hungarian Dance and the Stein Song, which went over in full measure.

Several special numbers were given by Marvin Knox, Andy Habermacher and Glenn Smith. President Hill in introducing the band said there were many reasons why he was glad to have the band and the leader. One he gave was their music and the other was that the colors worn by the Hereford band were those worn by the Canyon Buffalo teams. Ralph Smith, director, is an ex-student of the college. Soloists in the concert were Marvin Knox, trombone; Glenn Smith, cornet, and Andy Habermacher, clarinet. Mr. Smith announced that Andy Habermacher would represent the school in the All-Southwestern orchestra at Colorado Springs later this year.

Following the concert the band boys and girls were guests of the W. T. S. T. C. at luncheon, and later the boys were invited to take a swim in the college pool.

HONOR ROLLS FOR FOURTH SIX WEEKS

High Honor Roll.

Tenth grade: Lueta Borden, Dorothy Fullwood, Martha White, Patricia Wederbrook.

Ninth: Louise Hamm. Eighth: Mary Kate Brotherton, Katherine Miller.

Seventh: Barbara Buckner. Sixth: George Conklin. Fifth: Viola Beryl Phillips.

Fourth: Jack Nicks, Juanita Ray, Edith Jackson, Faye Crosswaite, Martha Culwell, Barbara Jane Brotherton.

Honor Roll.

Eleventh: Virginia Bowman, Alberta Davis, Pauline Fincher, Myra Hartman, Lois Sowell, Della Weeden.

Tenth: James Cloyd, Leslie Culwell, Edwin Holland.

Ninth: Billy R. Phillips, Sylvia Behrends, Susy Mae Daniels, Ruby Keeler, Peggy Mitchell, Benjie Jean Smith, Lenora Thomas, Myrtle Wyle.

Eighth: Robert Hubbert, Nancy Conkright, Inez Easter, Sallie Glibreath, Ruth Pickett, Mary Posey, Adeline Schumacher, Sally Skelton.

Seventh: Clyde Hussey, Henry Fowler, Alta Mae, Elliston, Odella Johnson, Ruth Kessie, Jean Morgan, Elizabeth Spradley, Myra Waldron, Blanche Poff, Christine Fincher, Avis Matthews, Evelyn Plummer, Joe Edgar Buckner, Geo. Tiofel, Geneva Sue Benton, Odessa Long, Deane Robertson, Wilma Smith, Alva Vernon.

Sixth: Lee Renfro, Ruth Easter, Ramey Douglas, Alma Cox, Clyde Posey, Billy Smith, Inogene Robertson.

Fifth: R. C. Ashlock, Kent McIntosh, Earl Oldham, Ernest Scheibgen, Virginia Carlyle, Mary Lou Hamilton, Willie Carr, Armina Fair, Mary Swagerty, Elsie Mae Wilkins, Kay Wilson, Glatwey, Frank Owen Marrs, Oscar Lee, Robert Green.

Fourth: Nancy Millard, Carl Mosley, Jack Boydston, Hertha Baer, Elizabeth Rice, Virginia Mosley, Edwin Armstrong.

Who's to Blame?

If your boy or girl tries to sing, blame Miss Hicks.

If they try to change milk into wine, that's Mr. Hudson's and Miss Read's fault.

If your daughter saves up the scraps for a week and makes hash, Miss Westbrook is the cause of it.

If your son tries to plant a crop, raise livestock, or if a chair he has made crumbles under you, Mr. Hopkins is responsible.

If they use words you have never heard before, that's Miss Crawford's making.

If they come home and begin speaking in an unknown tongue, Miss Rigler and Miss Veazey are the culprits.

Dorothy Fullwood (after Mr. Wilson had come up behind her in geometry class and was looking at her problem): What's the matter with my problem?

Mr. Wilson: Oh, we weren't talking about your problem, but your figure.

Mr. Wilson: All triangles have 180 degrees.

James Cloyd: That is, if they have three sides.

Speech Tryouts.

Each student who is entering any form of speech in the enter-scholastic league meet at Canyon in April will have his tryout some time in March. Miss Crawford announced Wednesday. Several class periods in speech are being given to different groups to practice speeches. Thursday was given to the group entering in extemporé speeches, and Monday to declaimers. There is an abundance of good material in this class and we are expecting recognition in Canyon. The try-out will probably be during the last week in March. Those entering extemporé speaking are Marie Seed, Homer Brum-

ley, Della Weeden, Eliseen Cochell, Lois Clayton, Reavis Kerr, Robert Bell, Glynn Curry, Claudell Sikes, George Mitchell, Henry Kuper, Clyde McMahon, Ruby Vaughn, Robert Holland, Andrew Lee Habermacher.

Declamation. Myra Hartman, Billie Hill, Gladys Jones, Pauline Fincher, Addine Hastings, Lois Sowell, and those entering in debating are Woodrow Ireland, S. T. Higgins, Pauline Smart, Robert Bell, Mildred Pennington, Virginia Bowman, Jo Ray Kester, Keller Must. These debate teams have done some really good debating this year, and they have several debates scheduled.

Junior-Senior Banquet Is Set For April 3rd

One of the most outstanding occasions of the upper-classmen each year is the annual junior-senior banquet. Deviating from the custom of having the banquet in February, the juniors have decided upon April 3 for the entertainment.

The juniors met Wednesday of last week and plans were made. The class is in a financial strin-

gency and is having a difficult time in dividing a way to raise money, since the usual play will not be given this year, but the juniors are determined to give the dinner if they have to feed the seniors on cheese and crackers only.

The thrill of planning and taking part in this affair belong to the juniors and seniors apart. Every member is looking forward to the eventful day with anticipation, to the high point in the upper-classmen's social calendar.

Miss Hicks: Judas so got into the spirit of the Passion Play that people had to watch him to keep him from committing suicide.

Ardele H.: I'm glad I wasn't Jesus because I'd be afraid they would crucify me.

Mr. Hudson: Most motors are reciprocating engines.

W. B. Wilson: What is a reciprocating engine?

Della: Clyde, how long do you study on public speaking each day?

Clyde: Oh, sometimes 15 minutes and sometimes just a little while.

Miss Crawford: Hamlet has been copied over several times. L. A. Sherman wrote one copy.

W. B. Wilson: Miss Crawford, Shakespeare wrote this copy.

Beginning Next Saturday and

9¢ Sale

Lasting Till March 21

So Many 9c Bargains that Counters Are Being Labeled "A, B, C," etc., to Help You Find Items Shown In This Advertisement. Check Your Needs and Bring this Circular Along to Help You Locate the "A. B. C.," Counters Quickly.

A Word to the Wives . . .

This is not a close out of "odds and ends". It is a store-wide offering of honest-to-goodness 9c bargains on hundreds of bright and useful things you need every day. Lots of brand new items at new low prices, especially for this 9c sale. However, we cannot guarantee quantities to last, and some items may be limited one to a customer.

Sanitary Napkins
Sanitary napkins of this quality ordinarily sell for a much higher price. These are standard size, soft soluble cellulose napkins, six in box **9c**

Husky Padlocks
These dependable locks are all ready to go to work for you—guarding your valuables. Colored steel cases, brass shackles, two keys **9c**

Boys' or Girls' Cotton Hose
Closing Saturday Only **9c**
Lisle finished, seamless hosiery. White stock lasts.

Oil Cloth Scarf
First Saturday **9c**
Only **9c**
Variety of colors and designs. White stock lasts.

Men's Jersey Gloves
On sale Tuesday only. These warm fleecy gloves that every man likes for their "feel" and their wearing qualities. Limit 2 pair to customer. White stock lasts, 7 oz, pair, **9c**

Turkish Towels
Wednesday **9c**
Only **9c**
Soft Terry, formerly as high as 19c. In colors, limit 4 to customer. White stock lasts.

Steel Pliers
At a price like this you can hardly afford to be without this household necessity. The slip joint permits you to secure a wide grip with these handy pliers. **9c**
Blue finish **9c**

7-Ounce Canvas Gloves
Here's a canvas work glove that is a real bargain. **9c**
As many **9c**
as you want, pair **9c**

Green Dust Pan
Just a little necessity but practically indispensable about the home. Not only do you save money on this dust pan but the little touch of color adds **9c**
cheer to it **9c**

One-Quart Sauce Pan
This is a value typical of the many to be found in our aluminum ware section during this great event. Colonial style sauce pan of pure aluminum with tinned steel handle **9c**

Cups and Saucers
On sale Thursday only. A real buy! pure white cups and saucers in the popular St. Denis shape. Limit 1/2 dozen to customer, while stock lasts.
Cup with Saucer **9c**

Salad Bowls
Closing Saturday Only. You'll surely want one of these semi-porcelain bowls with their pretty decorations. Limit one to customer. While they last **9c**

Table Tumblers
Don't miss this special—a choice in size and weight.
THREE for **9c**

White Petroleum **9c**
Jelly **9c**
Tube Libstick **9c**
Perfumed **9c**
Children's Tooth **9c**
Brush **9c**
Curl Set for water **9c**
& Finger Waving **9c**
Hardwater Cocoa- **9c**
nut Oil Toilet Soap **9c**
Teaspoons, four **9c**
For **9c**
Tablespoons, two **9c**
For **9c**
Machine Oil Handy **9c**
3 Oz Container **9c**
Kiddie Bags, 6 **9c**
Styles, 4 colors **9c**
Soft Tissue Toilet **9c**
paper, bargain, 2 for **9c**
Furniture Polish **9c**
Special **9c**
Wire Center Mirror **9c**
sords, with rosettes **9c**
Selected Bright Tin **9c**
pie plates **9c**
Felt Base Mat **9c**
18 x 36 inches **9c**
Baby Chick Feed- **9c**
ers, galvanized **9c**
Baby Chick Jar **9c**
founts, galvanized **9c**
Assorted Tempered **9c**
steel files **9c**
Nickled Bread Knife **9c**

Green handle nick- **9c**
eled cake turner **9c**
Cookie and **9c**
doughnut turner **9c**
Green glass salt & **9c**
pepper sets, set of 2 **9c**
Chore Girl copper **9c**
pot cleaner **9c**
Handy Dish **9c**
Mop **9c**
Green handle nick- **9c**
el plated bast. spoon **9c**
Vegetable brush at **9c**
bargain, 2 for **9c**
Steel Wool Pot **9c**
cleaners, 2 boxes **9c**
Single Extension **9c**
curtain rods **9c**
Double Action **9c**
mouse traps, 4 for **9c**
Stainless steel par- **9c**
ing knife, col. hand.

Green handle **9c**
bottle brush **9c**
Big Value in **9c**
paint brushes **9c**
8x10 inch note book **9c**
and filler **9c**
45-sheet Note Book **9c**
and filler **9c**
Tooth brushes with **9c**
colored handles **9c**
Liquid Nail **9c**
polish **9c**
Fancy Powder **9c**
puffs **9c**
Popular Talcum **9c**
powder **9c**
Complete Sanitary **9c**
Belt **9c**
Fancy Lawn Hand- **9c**
kerchiefs, 2 for **9c**
Men's Handker- **9c**
chiefs, col. border **9c**
12x12 inch Terry **9c**
cloths, colors, 2 for **9c**
14x14 inch fancy **9c**
wash cloth **9c**
Nickeled school **9c**
scissors **9c**
Clothes pins, bull **9c**
dog grip, 18 for **9c**
Wire clothes line **9c**
40 ft. hanks **9c**
Spring wire hang **9c**
er, 2 for **9c**
Deep shape man- **9c**
less wash basins **9c**
Aluminum pudding **9c**
pan, 1 quart **9c**
1/2 In. colored bias **9c**
tapes, 8 yds length **9c**
Spring Reel Tape **9c**
measure **9c**
Large & Med. rub- **9c**
ber baby pants **9c**
Crimped steel bob **9c**
pins, 36 on card for **9c**
Shell finish water **9c**
waving combs, 3 for **9c**
Colored Celluloid **9c**
bobby combs **9c**
Women's Dressing **9c**
Comb **9c**
Men's Barber style **9c**
combs of celluloid **9c**
Bargains at **9c**
only **9c**

Popular style **9c**
Brooches, neat **9c**
Linen Finish writing **9c**
paper, pkg. **9c**
Good quality white **9c**
envelopes, pkg. **9c**
Shinola shoe polish **9c**
tan or black **9c**
New style razor **9c**
blades, swedish steel **9c**
Reg. size batteries **9c**
for flashlights, 2 for **9c**
Seamless individual **9c**
ring molds, 2 for **9c**
Percolator handles **9c**
in green-black **9c**
Glass percolator **9c**
tops, 4 for **9c**
Braided elastic **9c**
Hanks **9c**
Listerine tooth **9c**
paste **9c**
Popular face **9c**
Powders **9c**
Men's wide web **9c**
garters **9c**
Harmonica (mouth **9c**
organ) **9c**
Inflated rubber **9c**
balls **9c**
Women's Rayon **9c**
Garters **9c**
Hosiery Repair **9c**
Kit **9c**
Jacquard Baby **9c**
Bibs **9c**
Electric Fuse **9c**
plugs, 3 for **9c**
Bakelite appliance **9c**
plugs **9c**
50 Nickled Safety **9c**
Pins **9c**
Newest In **9c**
Necklaces **9c**
Chocolate Bars **9c**
5 bars for **9c**
Hind's Honey & **9c**
Almond Cream **9c**
Perfumes, to suit **9c**
every choice **9c**
Rouge, in compact **9c**
with mirror **9c**
Perfumed Brill- **9c**
liantine **9c**
Waxed **9c**
Paper **9c**
Pencil Tablets **9c**
2 for **9c**

Sugar and Creamer
Matched green glassware that will look well on any table **9c**
Each, price **9c**

Tin Muffin Pans
If your old pan is not satisfactory or if you do not have one, here is your chance to save money. This is just a sample of the many money-saving values in our tinware section **9c**

Women's Handkerchiefs
Just think of genuine hand embroidered Porto Rican handkerchiefs at such a low price **9c**

Men's Work Hose
You'd never expect so much quality at this price. Lisle finish and medium weight. **9c**
Pair **9c**

Women's Hose
Monday only. Limit two pair to customer, while stock lasts. Good quality rayon, new colors **9c**
Pair **9c**

Salted Peanuts
On sale opening day only. Selected peanuts, salted, fresh and crisp. Limited, 12 ounces to customer. 12 ounces **9c**

Cotton Thread
When such a small price buys so much thread it's time to lay in a supply. Fine cotton in white or black, 4 for **9c**

10-Quart Galvanized Pail
Opening day only. A big leak-proof pail at a ridiculously low price. Limit one to customer, while stock lasts **9c**

Glass Mixing Bowl
On Sale Friday Only. A footed and handled mixing bowl that is always handy about the kitchen. Limit one to customer, while stock lasts **9c**

Nappies and Bowls
These berry or salad bowls have nappies to match in green. Berry bowls, each 9c, nappies to patch, two for **9c**

Knife and Fork Set
At this remarkably low price you can buy either chromium-plated knives and forks with handles finished in green jade, each piece **9c**

Glass Towel Bar
Now is the time to put up a new towel bar in the bathroom while you can do so at such a big saving. This handsome bar is opal glass with ball ends and nickeled steel brackets **9c**

Toilet Soap
One Sale Thursday Only. A value that's too good to miss. So, be here early. While the stock lasts, 3 bars **9c**

WEIR'S Variety Store

WANT Ads

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

Wanted
WHEAT FARM WANTED: Have one of the best little farms in the county and some city property to trade in on good wheat farm; prefer near Grady or Bellview; must be priced right. Owner, Box 1032, Hereford, Texas. 9-1p
WANTED: Would like a nice settled couple to share part of my home with me. For particulars call Mrs. F. H. Britain. 9-2p
I HAVE buyers for two or three houses to be moved, from three to five rooms each. J. P. Wood. 8-2p
WE WILL BUY your Jersey calves and half breeds, and pay all the market will stand per pound.

Black
 By SEVENTH GRADE.
 The musical program by the B. Y. P. U. of Hereford Sunday was much enjoyed by all present.
 There was preaching Sunday night by Rev. Harper of Hereford.
 Bud Barnett has returned from Amarillo where he entered his calves in the fat stock show.
 Black basketweavers meet Summerfield Tuesday evening at Summerfield to determine the championship of rural schools.
 Messrs. Tim and Jim Barnett and Charles Hays spent Monday night with Lean Welch.
 There will be preaching services each evening this week, conducted by Rev. Harper.
 Mr. and Mrs. Claburn Carr of Summerfield spent Sunday afternoon in the J. J. Crawford home.
 Miss Dorothy Fullwood of Hereford spent the week end with Miss Vena Mae Welch.
 Leon Welch, Tim Barnett, Chas. Hays, Jim Barnett and Jas. McLean went to the fat stock show at Amarillo Tuesday.
 Misses Lucille and Noble McLean spent Saturday night in the McMurry home.
 Mr. and Mrs. N. A. Smith were Hereford visitors Sunday.
 Chas. Hays and Tim Barnett were in Friona Sunday night.
 Bill Moke spent Sunday in the Galloway home.
 Kinmons brothers of Arney visited the Barnett home Sunday.
 Mr. and Mrs. Clyde Hays visited A. C. Hays Sunday.
 D. W. Ray and wife of Oklahoma visited his mother, Mrs. Mary D. Ray, Sunday.
 Clifford Royse of Amarillo visited his father H. C. Royse, the latter part of the week.
 Mr. and Mrs. E. E. Fridley of Hereford spent Sunday with Mr. and Mrs. F. S. Welch.
 Roy Hanna of Amarillo visited the Vines home Sunday.
 Mr. and Mrs. Alden Hawks spent Sunday with Mr. and Mrs. Dave Galloway.
 Mr. and Mrs. A. B. Hinds and family spent Sunday with Mr. and Mrs. H. Nelson in Friona.
 Ossie Cross was in Friona Sunday.
 Ben Galloway spent Sunday evening with Doyle Vines.
 Juanita visited Lucille Hays Sunday.

Notice
NOTICE: Dr. Florence Miller has returned from San Jon, New Mexico, where she has been on a combined business and pleasure trip. She will be glad to see any of her patients at her residence office. Phone 150. 9-1tc

For Rent
FOR RENT: Three room furnished apartment. Mrs. Grace Hughes Dyer, phone 418. 9-1c
FOR RENT: Nicely furnished three-room apartment, 210 East Tenth Street. Mrs. W. I. Valentine, phone 902S-F2. 8-1p
FOR RENT: Furnished apartment, 3 rooms, kitchenette, private bath all modern conveniences, private entrance. Phone 100. Mrs. W. B. Dameron, 802 25-Mile Ave. 9-1p
FOR RENT: Brick duplex, modern, close in. See J. F. Ward, phone 250. 5-4f
FOR RENT: Modern 5 room house close in, 1/2 block off pavement. Phone 418. Mrs. Grace Hughes Dyer. 9-1p
"DRIVE IT YOURSELF" service car; always ready, new tires, puncture proof tubes, Prestone in radiator. FIVE CENTS a mile, plus small hourly charge. Phone 216 or 430—it's ready to go. W. F. Ball. 4-4tc
FOR RENT: Furnished or unfurnished apartments, \$20.00. Phone 102. W. R. Coffee. 9-1p
SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-1tc
FOR RENT: Front bed room, adjoining bath; private entrance; gentlemen preferred. Phone 418. Mrs. Grace Hughes Dyer. 9-1p
FOR RENT: Two light housekeeping rooms. Phone 134. 9-2p
FOR RENT: Two rooms furnished for light housekeeping, modern. Phone 150. Dr. Florence Miller. 9-4tc
FOR RENT: Close in, modern 6-room residence; room for two families. Five room residence, close to Central school. Several apartments for rent, furnished and unfurnished. Ralph Barnett, Phone 122. 9-2c
FOR RENT: Modern duplex, nearly new, close in. Address Box 473. 9-4tc

Dawn Items
 BY MISS LOVIE MAYFIELD
 Mr. and Mrs. H. E. Miller and Miss Lois Anderson took supper in the W. F. Mayfield home last Sunday evening.
 Mr. and Mrs. H. E. Miller, L. A. Smith and a number of young folks enjoyed a singing given in the A. T. Frye home last Sunday evening.
 Mrs. Alma McGowen spent last week end in Amarillo.
 Miss Jewel McGowen of Amarillo spent last Sunday evening and Monday with home folks.
 Due to illness Mrs. Alma McGowen was unable to teach last Monday and Miss Jewel McGowen substituted for her.
 Miss Carroll Corbet spent last week end with home folks.
 Prof. Morris, Clifford Steward, Paul Bagwell, Harland Barns and Doyle Christian attended the fat stock show in Amarillo last Wednesday.
 Grandmother Greer of Hereford spent last week end in the Glenn Greer home.
 Ms. Ezra Bagwell took supper in the Mayfield home Sunday.
 Miss Neil Hall, county health nurse, visited school Monday.
 FOR SALE: As I am moving to Amarillo, will sell my home in Hereford to responsible party and want the terms to their own convenience. Will rent for \$50 per month to right party. See D. H. Alexander, Panhandle Lumber Co. J. K. Blythe. 9-1p
 FOR SALE: Watkins products. Ask for my special. Geo. W. Smith, phone 902S-F2. 44-4tc
 FOR SALE: Building lots, \$50.00 up; on gas line. Block of ten lots, on gas line, for \$350. One east front lot, extra big, on gas, light and phone lines, for \$165. Have fine lots facing on Federal Highway 60, soon to be paved, at low prices and easy terms. Thousands of cars will pass over this road each day. L. Baskin, Owner. 9-4tc
 FOR SALE: Close in, modern residence; small cash payment, balance monthly. Modern residence to trade. List your property with us at once. Ralph Barnett, Phone 122. 9-2c
 A FEW close in residence lots, \$25.00 cash, balance monthly. Close in lots near pavement \$300.00 terms to suit purchaser. Shown by appointment only. Ralph Barnett, Phone 122. 9-2c
 THREE pure bred Jersey cows, fresh soon; bargain, and will sell on credit. Ralph Barnett. 9-2c
 FOR SALE: Extra choice seed oats. W. M. Sawyer, nine miles northeast of Hereford. 9-1p
 FOR SALE: Good reclaimed, well-matured beargrass seed for planting. G. L. Woods, Phone 902S-F2. 9-4p

Lodge Directory
HEREFORD LODGE
 No. 476, I. O. O. F., meets Monday, 7:30 p. m. Visiting Brothers welcome
 R. L. DOWELL, N. G.
 L. H. Foster, Secretary.
HEREFORD POST NO. 192
AMERICAN LEGION
 Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45
For Sale or Trade
FOR LEASE: 900 acres volunteer wheat. See J. M. Chapman, Adrian, Texas. 9-2c
FOR LEASE: Long term lease on farm land, 1 1/2 sections with well and windmill, 1/2 section with two wells and no windmill. Joe Cornett, Hereford, Texas. 9-2p
FOR SALE: Hatching eggs from accredited A. P. A. blood-tested S. C. R. I. Reds, \$2.00 per 100. Mrs. Edith Hughes, Phone 236. 9-2c
WALL PAPER, the new spring line, priced right. Burns Furniture Co., 110 South Main Street, Phone 111. 8-1tc
FOR SALE: Setting eggs from prize-winning Tri-County Poultry show, White Rocks, \$2.00 per 15. Jack Wright, phone 205. 9-3c
FOR SALE: Texas red rust-proof early 90-day oats. Fred Millard. 8-4f
FOR SALE: New gas heater, never been used, at a big discount. Robert Thompson at the City Drug Store. 9-1c
FOR SALE OR TRADE: Ten-room modern house, \$8,000.00. Five room modern, \$4,000.00. Easy terms. A. C. Thompson, Phone 456. 8-1tc

ORDER OF SALE
THE STATE OF TEXAS.
 To the Sheriff or any Constable of Deaf Smith County, Texas, Greeting:
 Whereas, on the 4th day of February, 1931, A. C. Thompson recovered in the District Court of Deaf Smith County, a judgment against C. C. Lisenbe and Otto L. Culwell, jointly and severally for the sum of \$248.32, same being interest and attorney's fee from April 7th, 1930, to February 4th, 1931, the date of same judgment, with interest thereon from the 4th day of February, 1931, at the rate of 10 per cent per annum and costs of suit; and, whereas, the said judgment is a foreclosure of a Vendor's lien on the following described property, to-wit:
 Being a part of lots Nos. 11, 12, 13 and 14 of Barcus & Bullock subdivision of Block No. Five (5), of the Womble addition to the town of Hereford, Texas, and being described more particularly as follows:
 Beginning at a point 31.13 feet west and 156 feet south from the northeast corner of said lot No. 11, and running thence west 168.87 feet to a point in the west line of said lot No. 14; thence south with the west line of said lot No. 14, to the alley along the south side of said lots; thence east with the north line of said alley 168.87 feet, thence north to the place of beginning, as said Vendor's lien existed on the 7th day of April, 1930, and it is ordered and decreed by said judgment that said property be sold as under execution in satisfaction of said judgment. And if said property shall sell for more than sufficient to pay off and satisfy said sums of money, the excess should be paid over to the said C. C. Lisenbe and Otto L. Culwell. But if said property shall not sell for enough to pay off said sums of money, the balance due shall be made as under execution, and such order of sale shall have the force and effect of a writ of possession, and the officer executing same shall make a good and sufficient deed, conveying said property to the purchaser and place the purchaser of said property in possession thereof within 30 days from date of sale.
 Therefore, you are hereby commanded that you proceed to seize and sell the above described property, as under execution, and make a good and sufficient deed to the purchaser of the same in possession thereof within 30 days after the day of sale, and you apply the proceeds thereof to the payment and satisfaction of said sum of \$248.32, together with the interest that may be due thereon, and the further sum of \$8.00, costs of suit, together with your legal fees and commissions for executing this writ. And if said property shall sell for more than sufficient to pay off and satisfy said sums of money, then you are hereby directed to pay over the excess thereof to the defendants, C. C. Lisenbe and Otto L. Culwell. But if you fail to find said property, or if the proceeds of such sale be insufficient to satisfy said judgment, then you are directed to make the money, or any balance thereof remaining unpaid, out of any other property of the defendant, as in case of ordinary executions.
 Herein fail not, but due return make hereof within 30 days, showing how you have executed the same.
 Given under my hand and seal of the District Court of Deaf Smith County, at my office in Hereford, Texas, this 11th day of March, 1931.
 L. H. FOSTER,
 Clerk, District Court, Deaf Smith County, Texas. 9-4c
Literary at Progressive.
 A literary event will be held at the Progressive school house Friday night, March 13, after which a sock social will be held. There is no admission charge, but proceeds of the auction will go into the Sunday school fund.
 Be sure to see "Clarence", on March 20 at the high school auditorium.

Seen On the Screen at the Star

 WALLACE BEERY and MARIE DRESSLER in "MIN AND BILL"
 The laugh riot of the year is "Min and Bill", by the two accepted best hard-boiled fun-makers, to appear at the Star theatre Wednesday and Thursday, March 25-26.
 Horton's Chocolate covered peppermints, 49 cents pound. Corner Drug Store. 9-1c

FRIDAY and SATURDAY SPECIALS

COFFEE, Top Liner, pound	27¢
RICE, Comet, package	16¢
TOMATOES, No. 2, three for	25¢
SUGAR, ten-pound cloth bag (With \$2.00 order regular merchandise)	49¢
CLEANSER, Lighthouse, two for	10¢
SPUDS, ten pounds for	19¢
PRUNES, Italian, gallon	41¢
KARO, white syrup, gallon	70¢
GRAPE FRUIT, large size	06¢
FIG BARS, two pounds	25¢

WE GIVE SILVERWARE COUPONS.

Carl's Cash and Grocery
 Carry
 Phone 324

Cap Size Letter Folders
 Adding Machine Paper
 Waste Paper Baskets
 Envelope Moisteners
 3 x 5 Index Cards
 Seal Island Twine
 Steel Bond Boxes
 A C O Fasteners
 Hotchkiss Staples
 3 x 5 A-Z Index
 Adding Machines
 Bull Dog Clips
 Waste Baskets
 Letter Baskets
 Record Books
 Rubber Bands
 Invoice Files
 Blank Books
 Sticker Files
 Price Books
 Board Clips
 Steel Boxes
 Brief Cases
 Cico-Paste
 Index Sets
 Bank Pin
 Ink Well
 Mueilage
 Journals
 Diaries

CALL AT

THE BRAND
 FOR
OFFICE Supplies

Desk Pins
 Pen Racks
 Day Book
 Paper Clips
 Cash Book
 Time Book
 Blotter Set
 Clip Boards
 Order Books
 Eternal Inks
 Stamp Pads
 Postal Scales
 Thumb Tacks
 Carbon Paper
 Cloth Patches
 Receipt Books
 Ledger Leaves
 Wood Cabinets
 Colored Pencils
 Ticket Punches
 Collection Books
 Indelible Pencils
 4 x 6 A-Z Index
 Stone Note Books
 Letter File Index
 4 x 6 Index Cards
 Stationery Cabinets
 Typewriter Ribbons
 Pocket Memo Books
 Steel Transfer Cases
 Numbering Machine Ink

Power Farming Demonstration

At the N. C. Vogeles place, west side of 25-Mile Avenue, 4 blocks north of Harrison Highway

WEDNESDAY MARCH 18, 2 P. M.

We will demonstrate in actual field work the Oliver-Hart-Parr "Row Crop" tractor with all equipment for row crop farming.

We will also have there the new Oliver-Hart-Parr 28-44 tractor with 4 bottom mould board plow, three row lister and the big new Oliver one-way plow.

Come out and see this new machinery. It is practical, and right up-to-the-minute in its ability to cut farming costs to the minimum. This promises to be a big farming year, and it is time to be busy in getting ready for it.

M. D. WOMBLE
 IMPLEMENTS

Will Name Rural Trustees April 4

Trustee elections will be held in Deaf Smith county April 4, announces Earl W. Wilson, county judge. At that time local and county trustees will be named to fill vacancies that will occur through expiration of terms.

Three members to the county board of education will be selected, one in district one, one in district three, and one at-large. Members of the board will hold office for two years, but a new law sets the term of office for a local trustee at three years. Following the April 4th election, district trustees will draw for places to determine expirations so that the three-year tenure may be inaugurated and only part of the board retire each year.

The following vacancies will occur for which trustees will be selected:

Two in district 1, two in district 2, two in district 4, two in district

5, two in district 6, two in district 7, and one in district 8. Printed ballots must be used for local trustees, says Judge Wilson, or there can be no election. To have his or her name printed on the ballot the candidate must file with the county judge on or before March 25; or five or more citizens may request the name be put on the ballot within the prescribed time of election.

The trustees of each district will agree upon a polling place and appoint three managers to conduct the balloting. The voting for county trustees will be held at the same boxes under the same managers, but no printed ballot is required, for these officials.

Northwest News

By MRS. M. L. STRADER
Northwest, March 9.—School attendance was light last week because of bad weather.

We had 37 at Sunday school and are anxious to get back to the standard attendance.

Farmers of the community were pleased with rain that fell Saturday. Several lost stock in the storm which followed.

C. S. Perrin and F. D. Ferguson were in Adrian Saturday. Mrs. J. Z. Steln who spent the past week in Borger returned home Thursday.

Mrs. Charlie Hoover has been on the sick list.

Hugh Fortenberry returned home from Floydada Wednesday.

M. L. Strader and J. G. Fortenberry were in Adrian Thursday.

Mrs. F. D. Ferguson spent last Thursday afternoon in the J. G. Fortenberry home.

B. Kirby has been on the sick list.

Coleman Campbell returned last Tuesday from a visit in Plainview.

F. D. Ferguson and C. S. Perrin were Sunday dinner guests in the Fortenberry home.

David Strader spent Saturday night in the Fortenberry home. Mrs. F. D. Ferguson and daughter were Sunday dinner guests in the Strader home.

Raymond Wells is working on his new home.

B. M. Wright and daughters were in Adrian Saturday.

LEATHERMAN HAS CLEAN CAMP IN WHITE COTTAGE

Completion of the remodeling of Cottage Camp, on the Clovis road, in the west edge of Hereford, and change of name to White Cottage Camp have been announced by W. P. Leatherman who recently purchased the property.

The cottages have been repainted, cleaned and scrubbed and the entire camp renovated, making a much more inviting and habitable location and almost a new place. Mr. Leatherman stated he is sparing no effort to operate the cleanest tourist camp in this part of the state.

The new manager invites the cooperation of the public and will appreciate any good word passed to the tourist with respect to the high class of service he is equipped to render.

These Kiddies Have Been Placed



Hugging their teddy bears, which they have had as traveling companions for two years, William C. Pierson, 4, left, and his sister, Dorothy, 3, right, are shown here as they arrived in San Francisco on the President Pierce, from Tokio, where their father, Lieutenant Millard Pierson, was connected with the U. S. embassy. William was born in Manila and Dorothy in Texas.

LOW MEAT PRICES MEAN MORE MEAT CONSUMPTION

Meat prices at the present time are lower than they have been since 1924, it is pointed out by Charles D. Carey, chairman of the National Livestock Board. There has been a noticeable decline in meat prices all along the line during the past several months. The consumer can now satisfy his wants in the way of meat at prices lower than they have been within seven years.

Beef at retail declined 14 percent in 1930. When it is considered that a large part of the family budget goes for meat, the present trends in prices are of great importance to housewives. People may eat more meat now, without straining their outlay, and the hard-pressed cattlemen should begin to glimpse better days.

FLY NAMED FILTHIEST, MOST DANGEROUS INSECT

Wherever flies are found you may rest assured filth is close by, and filth is dangerous to health, states a bulletin of the International Harvester company. Filth is easily carried on the hairy legs of the fly. The flies' habits make them ideal carriers of disease. They are the filthiest of all insects, born in filth, live in filth, carry filth, and deposit filth on our food.

Watch the fly hatching on the manure heap, and then see it walk in and around the slop and garbage, wallow in the disease-laden privy vault, bathe in the consumptive's cuspidor and then wing its way to the house where it enters

through an unscreened door and proceeds to clean its filthy body in the milk pitcher or drop its specks on the child's lips or gather on the nipple of the baby's nursing bottle.

Fresh from the act of eating the most disgusting filth, how often has the fly crawled over your face, drinking the perspiration, irritating you with its persistence, its hateful touch?

The Deaf Smith county health service intends to fight the fly this spring and summer with hopes of

GAVE WRONG ADDRESS, BUT AD WAS EFFECTIVE

The Brand's want-ads are so good that they bring home the bacon even when the telephone number is wrong. A certain party wanted to buy a second-hand dictionary and had the following small ad run one time:

"WANTED: Good second-hand Webster's unabridged dictionary. Phone _____"

He reported his phone number incorrectly and it was printed that way, but a lady had a dictionary for sale, tracing

its numbers and reducing the spread of disease which follows in its wake.



Sit at home and visit. Your friends will appreciate a long distance telephone talk. It's cheap. It's simple.



THE "LITTLE GENERAL" RADIO




\$74.60
with Radiotrons

Six tubes (4 screen grid); electro-dynamic speaker; Tone Selector; volume control. Three finishes—choice of natural butt walnut, ivory lacquer, green lacquer.

Also made radios, \$136 to \$172; radio-phonographs, \$190 and \$270. Prices on all models include Radiotrons. Liberal G. M. A. C. terms.

R. M. Allred
PHONE 176, HEREFORD





SOUTHWESTERN EXPOSITION AND FAT STOCK SHOW


FORT WORTH, TEXAS, MARCH 7 to 15 INCL., 1931.

Tickets on sale March 5 to 14 Incl.
Final return limit March 17, 1931.

ROUND TRIP FARE FROM HEREFORD \$15.80

Correspondingly low fares from other points.

For further information, reservations, etc.,
Call **J. E. BEYER** Agent Hereford, Texas
Or Write **T. B. GALLAHER**, General Passenger Agent Amarillo, Texas



BUY NOW and SAVE Your CHICKS

With a **Jamesway** Coal Burning BROODER

Before you buy a brooder of any kind, come in and let us show you this New Jamesway Coal Burning Brooder.

The Jamesway is the only brooder built that has a SPECIAL AIR PURIFIER and an AIR MOISTENER. This means that your chicks are protected against the foul, dead air that accumulates under the hover of ordinary brooders, which parches their tender membranes, saps their vitality, stunts and retards their growth and causes heavy death losses.

In the Jamesway the foul, dead air is taken off the floor, drawn up the flue, and thus with the air moistener maintains a pure, fresh, moistened air condition under the hover all the time. That's why the Jamesway RAISES MORE CHICKS—why they are sturdier, stronger and grow faster.

Jamesway Brooders are simple, easy and economical to operate. You can burn either hard or soft coal. The large stove holds sufficient fuel for many hours without refilling—the large convenient sliding door makes it easy to fill. It will pay you to come in and see this brooder before you buy.

HILLSIDE HATCHERY

More than 73,000 miles in a New Ford

THE substantial worth of the new Ford is reflected in its good performance, economy and reliability. Its stamina and endurance are particularly apparent in sections where bad roads and severe weather put a heavy extra burden on the automobile.

In less than a year a new Ford Tudor Sedan was driven more than seventy-three thousand miles over a difficult route. The operating cost per mile was very low and practically the only expense for repairs was for new piston rings and a new bearing for the generator.

The car carried an average load of 1200 pounds of mail and was driven 250 miles daily. "The Ford has never failed to go when I was ready," writes one of the three mail carriers operating the car. "The starter did the trick last winter even at 34 degrees below zero. The gas runs about 20 miles per gallon. At times I pull a trailer whenever I have a bulky load."

Many other Ford owners report the same satisfactory performance. Every part has been made to endure—to serve you faithfully and well for many thousands of miles.



THE NEW FORD TUDOR SEDAN

LOW PRICES OF FORD CARS \$430 to \$630

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

FEATURES OF THE NEW FORD

Attractive lines and colors, rich, long-wearing upholstery, sturdy steel body construction, Triplex shatter-proof glass windshield, silent, fully enclosed four-wheel brakes, four Houdaille double-acting hydraulic shock absorbers, aluminum pistons, chrome silicon alloy valves, torque-tube drive, three-quarter floating rear axle, more than twenty ball and roller bearings, and bright, enduring Rustless Steel for many exterior metal parts. In addition, you save many dollars because of the low first cost of the Ford, low cost of operation and up-keep and low yearly depreciation.


Test for Gas Leaks

When you disconnect your room heaters to store them away for the summer, be certain there are no leaks. To determine this, shut off all the valves tightly, then watch the hand on the smallest dial on the meter, for ten minutes or so.

If this hand moves there is a leak somewhere. Do not try to find the leak with an open flame. Rub soapy water over the joints and fittings.

Clean your stoves and rub them with oil before storing them away for the summer.

West Texas Gas Co.




Blending makes it better

IN the test kitchen of a great soup maker, the gifted master-chef creates the blend of ingredients to produce the perfect soup. In a scent-laden room in a corner of France an expert blender of perfume invokes his highest genius that our sense of smell may be gratified. In a work-room fragrant with the aroma of many types of coffee beans, a highly-paid specialist concentrates his energies that we may be provided with a coffee blend to please our palates. Whether it's soup or soap, tobacco or tea, music or mustard... blending is vital to the production of the best of each. Equally as vital, if not first in importance, is the knowledge and genius of the blender. He must know how.

The best gasoline, too, is blended. In the processes of a modern refinery three types of gasoline are produced. They are, Natural Gasoline, Straight-run Gasoline, and Cracked Gasoline. Each possesses certain desirable qualities necessary for perfect motor operation... but... no one of them possesses all these wanted characteristics.

So CONOCO Gasoline is a blend of the three. There is Natural Gasoline, to give quick starting. There is Straight-run Gasoline, to give power and long-mileage. There is Cracked Gasoline, with its desirable anti-knock quality. Just as carefully as the perfume blender at his delicate task, CONOCO refiners have developed their balanced blend of these three ingredients. Theirs is the gift of knowing how to merge the qualities of the three gasolines to create a balanced, triple-test fuel. One brand of coffee outsells all others because of the expertness of its blender. And so, with CONOCO Balanced-Blend Gasoline, the skill of the blender accounts for the popularity of the product. Stop today at the sign of the CONOCO Red Triangle and have your gas tank filled with this better motor fuel.



CONOCO

THE BALANCED-BLEND GASOLINE

Home Demonstration News

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

Miss Gunter is sending out circular letters to the mothers of all club girls to let them know just what the club girls are expected to do this year in order to complete 100 per cent in club work and every club girl in this county can easily do so if they will put forth the effort. The following is the letter sent out:

Club Requirements.

If a garden club member, she shall grow 25 tomato plants; plant 25 feet of mustard; have a fall garden for leafy vegetables.

Food Preparation: Each girl is to prepare the following dishes at least five times. Salad with boiled dressing, salad with mayonnaise, salad with French or other dressing, loaf yeast bread, yeast rolls.

Home Improvement: Each girl will do the following: Have well-cleaned woodwork in her bedroom, have curtains at her windows, have a place to write on in her room, make a pair of pillow cases, clean her yard, plant vines for screens where needed.

Clothing: Make an apron, cap and emblem, have well-filled or equipped sewing box.

Food Preservation: Can a minimum of 20 quarts of fruits and vegetables for home use, can the following for exhibition, quart of fruit and tomatoes.

Record Book and History: Each girl is to submit a record showing money value of her garden and canning at the end of the club year, and is to write a short history of her club work for the year 1931.

If a poultry club member, the girl is to set 45 eggs from standard bred hens and build a brood-frog coop.

Poultry club members have to exhibit their pen of poultry at county fair. In addition, they do the rest of the club work as cooking, sewing, home improvement, and submit their record book and history showing the money value of their poultry in 1931.

Mrs. R. M. Johnson arrived home last week from a visit with relatives and friends in Dallas. Mr. and Mrs. Johnson reside on their farm ten miles northwest of town.

FOR JOB WORK, TRY THE BRAND.

Getting Up Nights

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, is said condition, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Sine-tex) today, under the Iron-Clad Guarantee. Must quickly relieve these conditions, improve rest-sleep and energy, or money back \$50.00.

CORNER DRUG STORE



Be Safe . . . Rent a Safety Deposit Box

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SAVE MONEY A Strong Bank Thoughtfully Managed SAVE MONEY



2-CENT AD WAS WORTH \$5 CASH.

Want-ads in the Brand are worth many times the price charged for them. Here is one that was worth \$5.00 to the user and its cost was only 25 cents:

LOST: Small tan coin purse containing some money. Reward for return. Phone—

The purse contained a little over \$6.00 in money. One dollar was given as a reward to the honest lady, who lives west of Hereford and who found the article on the Main street here, and the owner got her purse and \$5 back.

Another clincher that newspaper space is a good investment.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Adrian-Sims, March 7.—Frank Iman went to Adrian Saturday. The rains and snows of the past weeks were a great help to small grain. Some cattle were frozen to death in drifts, but the sunshine followed and enabled people to attend to needful things again.

Many people spent disagreeable hours along the roads, stuck in drifts or blinded by the blowing snow.

Misses Lucille and Alma Foxill were Hereford shoppers Saturday. Mrs. Brown of Rockford, Illinois, is visiting her sister, Mrs. W. A. Paul.

Rev. Pryor and daughter, Lily Bell, were Amarillo visitors Saturday.

Cliff Wimberly returned recently from a trip to his ranch near Dalhart.

Sims' community club met last Thursday afternoon with Mrs. Ed McConkey as hostess. Miss Gunter met with us and gave an interesting and detailed account of what the 4-H club women would take up for their year's work, explaining also the canning budget for our 4-H pantries, composed of a variety of foods, enough to make a balanced diet for the family during the six months of the year when these things are not available as fresh food. We enjoyed having Miss Gunter meet with us. Our next meeting will be with Mrs. N. O. Phillips.

Mr. and Mrs. Bogle were in Hereford Friday.

The 4-H club girls, with Stella Lee Fortenberry reporter, gives this information: Miss Emma Gunter visited with the club members at Sims school house Thursday, February 26. Members present were Lois Phillips, Virginia Chapman, Stella Lee and Alta Mae Fortenberry. Miss Gunter will meet with us again at Sims school house on March 10.

Mr. and Mrs. Jaw, Fortenberry were in Hereford Friday.

Mr. and Mrs. Ed McConkey were in Adrian Friday.

Mr. and Mrs. E. F. Chick have moved to Plainview where Mr. Chick has accepted a position as traveling salesman. He is with the same company for which he formerly traveled before coming to Hereford to engage in the variety store business.

Mr. and Mrs. Sam Steele and daughter, Anne, spent the week-end in Hereford from the Steele ranch near Fort Sumner, visiting their parents, Mr. and Mrs. M. L. Steele and Mr. and Mrs. John L. Wilson.

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

New Book, Ten Commandments, On Chick Care

Ten commandments of chick raising are contained in the Poultry book, a copy of which may be obtained from McLean & Pitman at the store with the checker-board sign.

In brief this outline gives a simple plan for raising a high percentage of chicks:

1. and 2. Move brooder house to new ground; clean and disinfect all equipment.
3. Insure even temperatures, proper ventilations.
4. Start with early hatched, vigorous chicks.
5. Not more than 300 chicks should be placed in a 10 x 12 brooder house.
6. Drinking fountains and two-foot Starlena feeder should be provided for each 50 chicks.
7. Avoid frightening the young flocks.
8. Teach the chicks to go to roost early, usually beginning in third or fourth week.
9. Adopt the right plan of feeding for growth.
10. Remove the cockerels, fatten and market them as broilers as soon as possible.

WIDE VARIETY OF WORK DONE BY HEALTH SERVICE

A great amount of benefit has been received by Deaf Smith county people from health service work, judging from the activities recorded in the annual report filed by Miss Nell Hall, county health nurse.

A detailed record has been kept of cases and visits covering prenatal, natal and postnatal, infant

and pre-school hygiene, adult health clubs, and nursing care trips.

The only special campaign conducted was against diphtheria, in which 397 children were immunized.

Miss Hall has organized two junior health clubs, with 72 enrolled, and four adult health clubs, with an enrollment of 45 mothers.

In promotion of her work, Miss Hall reports that she traveled 8,821 miles, during the 12 months between February 20, 1930, and February 20, 1931.

W. C. T. U. COLUMN

(Submitted by MRS. E. J. WILLIAMS)

One of the principles of the W. C. T. U. is, in the words of Francis E. Willard, to make the whole world more home-like. The home is the greatest influence in our national life. Whatever may be done to make it better and more attractive is a real contribution to the nation as well as to the individual.

Alcoholic beverage has made impossible the right of every child to be well born, affecting the health of parents and children. It has deprived many children of the privileges of a Christian education and has been the chief cause of delinquency and crime.

If needed protection is to be maintained there must still be taught in the home the poisonous effects of alcoholic drinks. This will make for law enforcement and observance.

For this reason several thousand women, including the Hereford chapter, have pledged to teach their families the principles of

DR. D. K. ROBISON Residence Phone 500

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

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

There is No Substitute for BUTTER

No plant oils so far investigated, and these include cottonseed oil, almond oil, peanut oil, cocconut oil and sun-flower-seed oil, contain the Fat Soluble Vitamins in appreciable quantities. It is false to claim these as substitutes for butterfat.—Agricultural Experiment Station of the University of Wisconsin, Bulletin 291.

Don't be fooled by thinking any substitute for butter has the health, vigor and vitality of butter.

Farmers Creamery Ass'n, Inc.
Hereford Phone 3

A Lighting Test

Can you see to read or sew comfortably in every chair in your living room without annoyance from the glare of unshaded wall brackets or ceiling lights?

Are the lights in your living room so placed that every member of the household can read comfortably at the same time?

Is it possible to sit at your desk or secretary and not have your hand shadow the lines you are writing?

Can the children do their homework without straining their eyes?

When you sit at the dining table, is the light on the table or in your eyes?

Can you work at any working surface in your kitchen without being in your own light?

Can you see both sides of your face at the same time in the mirror of your dresser?

Are closets adequately lighted?

If your home cannot pass this test, it is not properly lighted!

GOOD LIGHTING COSTS NO MORE THAN POOR LIGHTING; IT ALSO SAVES EYESTRAIN!

Texas Utilities Co.

total abstinence and purity by declaring themselves not to attend social functions at which liquor is served, saying that the best people of the world no longer serve liquor at social functions, promising to observe this law themselves and encourage their friends to do likewise.

N. W. TEXAS TEACHERS MEET SOON IN LUBBOCK

The first regular meeting of the Northwest Texas Teachers association will convene in Lubbock April 10 and 11. Teachers of this area of Texas have a new organization for the purpose of studying educational problems, finding a solution, getting a larger recognition of educational leadership, and assisting all allied associations in promoting the cause of public education.

NOW WE HAVE THAT CHOICE 4-H CLUB

BABY BEEF

—Instead of buying one, we bought two of them, and they are absolutely the finest we ever saw. Phone in your order, for this choice meat won't last long.

Texas Meat Market

Brand Want Ads Pay Good Dividends!

The Romance of Pioneering

Pushing forward where others have not trodden is pioneering. Whether it is penetrating the untamed West in a covered wagon or launching forth into a brand new business project, pioneering has the glow of romance. There is romance in business. And the officers of this bank have just enough romance in their ideas to want to co-operate with that modern hero. The Business Pioneer.

First State Bank

BUSINESS AND PROFESSIONAL DIRECTORY

<p>PHILLIPS "66" and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc. Phone 69 when in tire trouble W. J. SMITH, Phillips No. 1, at Third and Schley</p>	<p>DR. J. W. HICKS Upstairs in Buckner Lambert Building Office Phone 400 Residence Phone 217</p>	<p>DR. G. F. LeGRAND Office Upstairs Buckner-Lambert Bldg. First Door South Star Theatre Office Phone 400 Residence 244</p>
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HAULING OF ALL KINDS
Day phone 65, Night 420-J

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All kinds of Furniture Repaired.
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Phone 313

PLUMBING THAT IS GOOD
Prices that are RIGHT.
ROUNTREE PLUMBING AND HEATING

Dread Disease Curbed
A case of anthrax is today sufficiently rare to be reported in every paper throughout the country. A century back, however, this terrible disease was common among human beings.

MORRISON'S WRECKING SHOP
A. I. Morrison, Proprietor
Parts for All Cars
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BE WISE!
Buy Real Estate NOW for Quick Profits.
See Us for Bargains.
Dunlap & Cox
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Dr. B. M. Wiltshire, Dentist
Over Sprows-Cronin & Company
Room 3, Buckner-Lambert Building.
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The TITLE to your land is vital.
Our Abstracts correctly reveal the title.
A. O. Thompson Abstract Co.
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DEPENDABLE LUMBER

McKindley & Third Phone 456

Book Reviews

In closing the first year of operation for the county library, Miss Lillie Hostetler thanks the people for their cooperation. It has been a most gratifying year, she says. The people, whether in Hereford or in the remote parts of the county, have given wholehearted support. The gifts have been many and valuable, and the use of the library and reading rooms has been most remarkable, according to Miss Hostetler.

There has been a gradual growth in use of books and magazines. While the greater percentage has been in fiction, yet the number and type of other books read is very creditable. Books on biography, philosophy, religion and travel are the most read.

For the last three months there have been more rural people taking home books and magazines, as this is the most propitious time of the year for reading and they express appreciation of the opportunity of having fresh material to read these long winter nights.

Perhaps the most touching thing about the library is to see the joy the "tiny tots" get from the books

designed especially for them. When the parents are taking out books, the little ones beg for some, too, and a card system is provided to issue the books under the youngsters' own names.

"The schools, both in town and country," says Miss Hostetler, "have cooperated in the use of the library. We have not been prepared to take care of the reference work this year so well as we wished, for it requires a long time to get the material organized for quick use. Next year we hope to be able to give better service."

"This year funds have not been available to bind as many of the magazines as we had hoped, since they are so much more accessible when bound. However, this will be done at the earliest possible date.

"In the gifts of magazines that we have had we have been able to complete many files of the back years, of which we had only a few numbers. We hope to continue adding until the reference part of the library will do credit to this county."

Dairy Sale at Wildorado.

There will be a sale of 30 purebred non-registered Jersey and Holstein cows at the farm of Mrs. B. F. Oze, 1 1/2 miles west and 1 1/2 miles south of Wildorado next Tuesday, March 17. These are recognized as select dairy stock.

There will be a free lunch at noon. Col. Ray Barber is auctioneer and W. E. O'Neal is clerk.

See a good stage play, comedy, drama, Friday night, March 20th, at the high school auditorium.

"Clarence"
March 20
GET YOUR TICKETS NOW!

1901 1930

WE HAVE SERVED YOU FOR 30 YEARS!

E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night

Hereford, Texas

STAR

THEATRE

HEREFORD, TEXAS

Last Time Tonight
 Thursday, March 12th
WILLIAM HAINES in
"Remote Control"

A modern story of super-radio manipulation, in a comedy theme. Cliff Edwards, J. C. Nugent and Polly Moran are part of it.

Monday and Tuesday
 March 16 and 17

George Bancroft

In a Newspaper Story.

Friday and Saturday
 March 13 and 14

THE LION AND THE LAMB

WALTER BRYON MYERS
 CARMEL HAYTON
 RAYMOND HAYTON

Directed by GEORGE B. SEITZ

Wednesday and Thursday
 March 18 and 19

LEON ERROL Plays in
"Finn and Hattie"

with the assistance of Zasu Pitts and Mitzie Green; also, Stan Laurel, Oliver Hardy in their great comedy—
"ANOTHER FINE MESS"

COMING:
 —Wallace Beery and Marie Dressler in their riot act,
"MIN AND BILL"

St. Patrick's Day

For centuries March 17 has been celebrated as St. Patrick's Day by all Irishmen by wearing the green. It is not the birthday of St. Patrick, the patron saint of Ireland, but the date of the man's death who has credit for driving the snakes from Old Erin.

There is nothing unusual, however, in the custom of observing it with jubilee and merriment, as the day of a true Christian death is supposed to mark his birth into the fuller life of heaven.

St. Patrick's part in shoving Ireland's serpents into the sea is legendary, but the fact remains today that the island still does not have any snakes.

Historians have been unable to determine where St. Patrick was born. When a boy he was held a captive in Ireland, later escaped and studied for priesthood and was commissioned by the Pope to convert the Emerald Isle to Christianity.

It is doubtful if Ireland ever had any snakes. When the first Pat undertook his mission, religious services there were in charge of the Druids who had a form of serpent worship. When St. Patrick was successful in introducing Christianity, stamping out the power of the Druids, it is thought the expression originated that he "drove the snakes" from Ireland.

Wearing 'o' the Green

Deaf Smith Challenges Country In An Almost Unanimous Use of Library; Three-Fourths Readers

"Considering the number of books taken, the number of people having used the library and the class of books read, the county judge, the commissioners and the library board should feel they have rendered the county a real service," states Miss Lillie Hostetler, librarian, in making her report for the past year's work on the library's first anniversary.

The detailed report shows that the astounding total of 33,261 books and magazines have been issued for the past 12 months, ending with March 7. It is interesting to note that the number issued the first week of the present month is almost equal to the three weeks in March a year ago.

Readers Increase.
 At the beginning the number remained around 2,000 a month for the first seven months, but in October began climbing rapidly, going over 4,000 in January. February would have exceeded 4,800 had it not been a short month of 28 days. During February a daily average of 179 books was taken out by readers, and for the first week of March the highest mark yet had been attained, an average of 218.5.

Fiction Percentage Drops.
 The percentage of fiction reading has been figured out, and the tendency indicated is accepted as an improvement of reading taste. At first the percentage of fiction books read was 84.5, and it is now around 70, showing a decided trend to the more cultural type of books.

Comparative Record Flattering.
 Just what the library is doing and how the citizenship is using it can best be gained in comparison upon a population basis. With Potter county as a standard, Deaf Smith county people have flattering record when it comes to an intelligent, reading public. In that respect, at least, many think that Deaf Smith can challenge the entire country for a first year's patronage of a public library.

The percentage of books read to population here is 78%, while in Potter county it is only 28%, using January figures. The largest number of books, issued from the library in Amarillo in any one day was last Saturday, with 785. In Hereford on the same day the library force issued 407 books, more than one-half of Amarillo's record, while the population of the two

territories is in a ratio of about eight to one.

The average circulation per capita for the year in Deaf Smith county is 5.59 books, and the average circulation for each book is 7.48 times. A total of 4,441 books had been accessioned in the library up to and including March 7, 1931.

Summerfield

BY MRS. L. JOHNSON

W. M. S. held an all-day prayer service last Wednesday at the church. The devotional service was in charge of Mrs. C. R. Walser. Others having topics to discuss on home missions were Mmes. L. L. Cannon, W. L. Huntley, Lee Curry, Henry Kendall and Miss Olive Stagner.

Mr. and Mrs. Alvis Read and family have moved to Hereford.

Mrs. Ott Behrens is visiting a few days with Amarillo relatives.

Margaret Fuller of Hereford visited Wednesday night with Mary Lee Curry.

Bill and Wilburn Eddleman of Plainview were week end visitors in this community.

The Home Makers Study club met last Thursday with Mrs. Meharz. The program was in charge of Miss Eva Blakemore. Those having parts were Mmes. Henry Kendall and Brit Clark. Roll call was responded to by about 20 members on. The color scheme in my living

Convertible Frocks New Spring Note

DESIGNED TO FIT MANY USES, THEY APPEAR SMART IN WHATEVER FORM YOU WEAR THEM—SOME STYLES USE TWO COLORS FOR VARIETY

BY HARRIET

THE convertible frock or suit is what every woman should go in heavily for in planning her spring wardrobe this year.

One such serves so many purposes. Usually it is at least a suit and a dress. Often it takes on the threefold aspect of a frock, a suit and a silk ensemble. But that is one of the trickier kind.

Many women have a prejudice against a dress that they can change to look like something else. But the smartest women this year are falling for convertible frocks because they are designed to look so chic whatever way you wear them. And there is no denying the advantage of a double-faced frock!

At a recent fashion show, out of 25 costumes shown, there were 10 that had at least a double use. A little lace dinner gown had a sweet little pastel colored jacket and, by slipping a pastel colored skirt over the separate blouse of the gown, there was a pastel suit with a lace blouse!

A going-away crepe wool suit for a bride had a topcoat to match and a separate printed silk skirt to go with the printed silk blouse of the suit. The coat of the suit was reversible, so that there could be evolved a silk frock and silk coat, well lined, as well as the wool suit.

For days when women travel much, like to have different costumes and always appear individual, these convertible frocks are an answer to many occasions.

ONE of the smartest of the new convertible suits is a beige wool week-end suit, with a short jacket lined with green and beige print silk. A complete frock of this same silk makes the waist and shows where the skirt is slit up the front. The skirt, a wrap-around type of contrivance, can be unbuttoned and there is the little green and beige printed dress, with the beige coat of wool to top it, with cuffs and a scarf of the frock's print. It's quite an idea and one well worth copying.

Most of the convertibles like this make much of the use of two colors for variety and beauty. This



Two outstanding convertibles for spring wear are illustrated above. The beige wool week-end suit, left, when removed, reveals a green and beige printed dress. Slightly more formal is the black transparent velvet street outfit, right. Its jacket can be worn as a separate coat.

little blouse that settles down around the waistline, in perfect dress-fitting manner. This can be left open, for a bolero jacket and the pink crepe blouse shown. Or the jacket itself can be worn quite appropriately with evening dresses as a sweet little separate coat.

EXPECT TO HAVE SOME EQUIPMENT READY FOR PLAYGROUND IN APRIL.

Details of equipping the kiddies playground and its ultimate completion were discussed at the Lions club luncheon Wednesday. S. P. Rosson offered the tools and machinery of the R. B. R. Implement company and L. D. McCurdy said the West Texas Gas company had a lot of pipe which he would donate for construction of some of the play devices.

As soon as material can be obtained, members of the club will work at night in the R. B. R. shop putting the equipment together, and plans are to have part of the grounds in operation in the early part of April.

A stag supper will be held on the evening of March 25, and there will probably be a good speaker from another club here to bring an inspiration of the work and service that is ahead of the Hereford Lions.

Estray Notice.

Taken up about January 20, 1931, by the undersigned, living three miles southwest of Hereford, in Deaf Smith county, Texas, the following animal, known to be astray, viz.

One black barrow hog, white on shoulder, about nine months old. Owner may have same by paying cost and trouble caused. If not legally proved by the owner thereof within 20 days from date hereof I will proceed to estray same in accordance with law.

W. R. SCHEIHAGEN,
 Hereford, Texas,
 March 12, 1931. 9-5p

Visitors from Kansas.

Clyde V. Gregg, Wichita, Kansas, son of A. W. Gregg, spent the week end here visiting his father and other relatives. He was accompanied by his sister, Mrs. J. E. Beyer, jr. of Hutchinson, Kansas. In driving down they were caught in the snowstorm and did not arrive until Sunday evening. They returned home Wednesday.

The projects such as pillows, foot stools and book racks were judged by Miss Gunter. At the conclusion the hostess served refreshments.

Mrs. Raybon of Beard, Okla., will visit indefinitely with her uncle, J. L. Coker.

Those reported on the sick list are Frank Lookingbill, Jas. Morgan, Warren Beck and Mrs. B. E. Roberson.

Mrs. Will Schulz was called to East Texas by the death of her father last week.

Miss Mildred Beck of Roswell is visiting her father, George Beck and family.

Mr. and Mrs. Loys Lookingbill announce the birth of a son, born March 9, and named Loys Bradley. All parties concerned are doing nicely.

Mrs. L. H. Lookingbill of Friona is spending a few days in the home of Mr. and Mrs. L. B. Lookingbill.

J. L. Coker and family want to thank their many friends and neighbors through this column for the kind deeds and many acts of kindness rendered them through the sickness and death of the wife and mother, Mrs. J. L. Coker. Also to the nurse who rendered such faithful service and pray that God's blessings will rest with each one.

The Home Makers Study club will meet with Mrs. Gerald Morgan Wednesday, March 18, instead of Thursday as usual. Each member is to bring a covered dish to add to the luncheon which will be served about one o'clock. Don't forget the date.

Stork Specials.

Born to Mr. and Mrs.—
 William Hutson, son, March 10, 1931.
 Ross Green, daughter, March 10, 1931.
 Jowell Murchison, son, March 10, 1931.
 Fred Pittner, March 4, girl, 1931.

Mr. and Mrs. Orpha L. Click of Lubbock have arrived in Hereford to remain until after harvest. Mrs. Click will be remembered as Miss Gladys McMahon.

Spring Is Coming

ARE YOU GETTING READY?

Just to Remind You

WE HAVE A FULL STOCK OF STRINGS FOR YOUR

Violin (Fiddle)
 Guitar
 Banjo
 Ukelele

AND CAN SUPPLY YOU WITH NEW STRINGS AT A MOMENT'S NOTICE

City Drug Store

We Give "J. & N." Green Trading Stamps

Phone 300

U. B. Thrifty says

"THE YOUNG FELLOW WITH MONEY TO BURN SELDOM SETS THE WORLD AFIRE"

Keep the Money On the Farm

A wealthy farmer when asked how he succeeded, replied: "It's very simple. Each year I raised more corn to feed more hogs to get more money to raise more corn to feed more hogs. I don't have much money, but I do have lots of hogs and corn."

The moral of this story is: Accumulate live stock

Western National Bank