

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

First YEAR—NUMBER 31

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, AUGUST 13, 1931.

FIVE CENTS PER COPY.

Schools & City Get Utilities Company Reduction In Rates

Citizens representing the city, county and various civic and business interests here were in attendance last Saturday afternoon at a meeting in the chamber of commerce rooms in the City Hall at which Judge I. R. Kelso, of St. Louis, and several other representatives of the Texas Utilities Company were present. The meeting was held at the request of the Texas Utilities to acquaint those in touch with the city, county and community at large in general with a voluntary rate reduction in electrical consumption given by the Utilities Company to the city and schools for the coming year.

Beside Mr. Kelso, who is president of the company, were also E. Billings, St. Louis, vice president and general manager of the company; J. R. Scott, Plainview, general manager of the Texas Utilities; A. J. Whiting, Clovis, general manager of the New Mexico Electric, and Fred Oberthier, Hereford manager.

Hereford citizens in attendance were E. B. Ireland, mayor; C. B. Williams, president of the First National Bank; C. H. Dyer, city commissioner; George L. Muse, president of the First National Bank; H. Streu, merchant and president of the Hereford school board; A. F. Parker, banker; Earl W. Wilson, county judge; Joe L. Pope, secretary-manager of the chamber of commerce; R. E. Kessle, manager of the Brand, and W. B. Phillips, county commissioner.

The gathering was called to order by Fred Oberthier, who introduced Judge Kelso and the other members of the Utilities party. Mr. Kelso took the floor and in a brief talk outlined to those present his company's plans to do its part in "carrying on" in the communities served by it.

"We are trying to cooperate," he said, "with the various towns in Texas Utilities Company lines in the matter of working out emergency relief measures to help take care of financial problems now confronting many of our towns thru fault of the territory served. Many of our towns are suffering temporarily, notwithstanding the wonderful crops being produced in this territory, solely because of a world-wide depression for which this territory is in no way responsible."

Mr. Kelso pointed out that the Texas Utilities Company now serves a region as large as the entire state of Pennsylvania, that the supplying of electrical accommodations to all the people of this territory had long been a dream, which just now is approaching realization, although begun less than 15 or more years ago. He called the domain reached by Texas Utilities company a veritable agricultural empire and expressed a sense of pride in the part his company has taken in leading developments forward to the present state of use. The inter-network of high lines has been made possible to the entire region an electrical service comparable only with that of the largest metropolitan cities and at a rate for consumption undreamed of several years ago. This had been done by modern day systems of generating and distributing electricity.

Saying his mission during the trip over the Plains was to do what he could to help, Judge Kelso explained what was his plan of procedure. He simply stated that the Texas Utilities Company would cut the city street lighting rate exactly in two, reducing this rate to the city from over \$3,000 annually, to a little over \$1,500, for the same consumption as was used in 1930.

The electrical consumption of schools was reduced from nearly \$400 to a little less than \$200 for next year. The electrical consumption bill for pumping city water was reduced over \$800. The total saving to the public interests of Hereford amounts to \$2,222.55.

When it is taken into consideration that the Texas Utilities Company pays city and school taxes in the amount of \$1,602.50, it can be more easily understood just what a magnanimous gesture the Utilities company has made.

When the assembled citizens had caught their breath following the Judge's announcement, they got

Brand to Hold Cooking School

Announcement comes this week from the National Newspaper Enterprises of Dallas that their representative will be in Hereford to conduct a free cooking school in conjunction with the Brand, to begin, Monday, August 31.

It is most unusual for a cooking school to be conducted by any but outstanding daily papers, yet the Brand is stepping out in front to bring to Hereford an event heretofore not thought possible for a weekly paper to accomplish.

Local Markets Show Produce Prices Go Up

A last minute check-up before press time this week shows that farm produce prices here are steadily advancing, one of the most encouraging announcements made for several months.

Wheat is bringing 25 cents this morning in Hereford and with an apparent tendency to keep climbing. No great jump to a higher level is expected but the constant rise during the past week has given more encouragement than has been felt this season.

Cream prices are also making the upward grade in good order. Cream stations report a price of 20 cents a pound for butterfat from No. 1 sour cream and 17 cents for No. 2. The Farmers' Creamery also reports paying a premium of 3 cents a pound for sweet cream butterfat when consistently delivered as fast as it accumulates.

The egg market, while the Brand does not have figures to quote, is reported climbing steadily.

I. O. Crosthwaite, wife and daughter, Paya, left Wednesday for a visit with her brother in Springfield, Colorado.

Football Schedule Shows Many Local Games

September 11, Vega, here.
September 18, Dimmitt, there.
September 25, Clovis, here.
October 2, Portales, there.
October 9, Happy, here.
October 16, Plainview, here.
October 23, Farwell, there.
October 30, Tulla, here.
November 6, Canyon, here.

This schedule is complete so far as can be matched at present.

All contracts have been signed and returned except the game with Happy, and it has been assured. The football field is in the best shape possible and much better than it was last year. Prospects look good for a good team this year, with the addition of several new faces in the old line-up. The team this year will be dressed in new maroon and white jerseys, which should make a snappy looking aggregation.

Coach McCollum is attending the coaching school at Texas Tech and will probably return the last of this week. Immediately after he returns each boy will be notified by letter of his plans for football practice before school starts.

TRI-STATE FAIR CATALOG IS OUT

Those desiring the Tri-State fair catalog of 184 pages and carrying an announcement of \$15,000 in cash premiums is just off the press and those desiring one of them can get a catalog by writing a postal card to Wilbur G. Hawk, Amarillo, the president of the Tri-State fair.

According to Mr. Hawk, the fair dates are September 21 to 28 inclusive and there will be again this year a free gate, which has proven very popular to the people of the Panhandle of Texas, Oklahoma and New Mexico.

Buy's Partner's Interest

W. B. O'Daniel has this week purchased the interest of his partner, H. Palmer, in the City Bakery, and will be the sole owner henceforth, according to reports reaching the Brand.

Wheat Shows Two-Cent Rise In Local Mart

Wheat continues to roll into the Hereford elevators from storage supplies and piled grain on the farms, according to a survey made Wednesday afternoon of the elevator district. A considerable amount is still being held on the farms, but some was lost by sprouting during the past two weeks.

Total carloads billed out from Hereford now aggregate 1546 cars, making over 140 cars to go out since a week ago.

The market is up three cents due to a gradual increase in the cash market price. Elevators were paying 25 cents in Hereford Wednesday as compared with 22 cents a week ago.

Piled wheat that has sprouted from the recent rains should have the top coating of sprouted grain carefully removed, say elevator men, and the grain underneath when dried out, if No. 1 quality before will still test as well. The sprouted grain if left with the delivered wheat will lower the price of all, but if kept at home will serve excellently as feed.

Late combined wheat that did not get out before the rains has been sprouting in the head as it stands in the field and threshes out a very poor quality for marketing. It is said.

Receipts of grain on the local market have not been up to expectations, grain men said Wednesday, in accordance with the amount still on hand on the farms and the upward tendency in prices during the week.

Tennis Tournament to Decide Championship

So much interest in tennis is being shown in Hereford that its enthusiasts have decided to hold a city tournament, beginning Monday, August 17. Such an event is not new in Hereford, tennis tournaments having been held for several years previous. Wright Ireland took the singles championship last year and he and Edgar Pickett made up the team to take doubles honors.

All players interested in participation in this year's tourney should turn in their names at the Corner Drug Store, says the committee, some time during this week, as the players will need to be listed for pairings and drawings for opponents. There will be an entrance fee of 50 cents for singles and 75 cents for both singles and doubles. The money thus raised will go to buy a new tennis net for the tournament.

Among those signifying an interest in the coming event are Wright Ireland, Frank Cogdell, Travis Dameron, Roy Arnold, Ullin Stree, Pless Baker, Spence Bartley, Clifford Kester, Hal Kester, Owen Miller, T. E. Seigler, Junior Alfred, Keith Guthrie, Pat Jones, Junior Seed, Edgar Ireland, Woodrow Ireland, Elmer Dameron, Bill Parker, Bill Flennick, Dee Mitchell, Marlin Gilliland.

Presiding Elder Makes New Appointments In Methodist Conference

Rev. L. N. Lipscomb, Methodist presiding elder, now conducting revival services in Hereford, this week made announcements of two appointments telephoned him by long distance by Bishop H. A. Box of Houston.

The two churches and pastors affected will be those of Vega and Nevada, Rev. Joe Eldridge of Vega, in the Northwest Texas Conference, exchanging pastorates with Rev. W. B. Swin of Nevada, in the North Texas Conference, to take effect at once.

District Court Grinds Away On Civil Cases

District Judge Reese Tatum has been grinding away at civil cases in district court last week and this, most of them being non-jury affairs to be tried before the judge.

Criminal cases are set for appearance next week, beginning with Monday morning. A new set of jurors will appear, those being dismissed who were called for service this week. The list summoned for jury duty Monday are W. E. Upton, Criss Renfro, M. D. Fincher, Ralph Smith, Joe R. Cursinger, E. H. Norton, Ky Lawrence, Paul Matteson, George Garrison, Tom Cook, A. A. Ellwart, Joe Thurmond, P. M. Houser, W. A. Long, G. L. Woods, J. B. Cone, J. R. Kendall, C. T. Guseman, R. L. Campbell, J. J. Clark, L. H. Shore, F. M. Tedford, E. W. Womble, J. S. Garrett, W. F. Kerr, Zereb Thomas, Fred Saltman, Fred B. Welch, C. W. Humble, J. J. Paetzold.

The grand jury asked for an adjournment Thursday of last week, to be out until the morning of Tuesday, August 25.

Ministers Attend Lion Meeting Wednesday

It was an enthusiastic Lion club membership that greeted Rev. L. N. Lipscomb and Rev. W. M. Culwell as guests at the weekly luncheon Wednesday noon. Nineteen were present, and the guests soon found that they had been included in the club's usual round of fun-making. They quickly dropped into the spirit of the occasion and gave good accounts of themselves, both at eating and repartee.

Rev. Lipscomb gave a short inspirational talk to the club at the close of the luncheon, and by the way he stayed with the code of ethics it was evident he had been around Lions clubs before. Stressing good fellowship, brotherhood and the community, with a will to "carry on" in an established pre-determined program, he sent the members away Wednesday with a feeling of better accord and mutual understanding because of his being there.

Slight Wreck Delays Santa Fe Wednesday

T-Anchor Cowboys Meet August 27th

J. W. Bradly, representing the old-time cow punchers, is working hard to get the old hands to get to Wrage Park, one mile north of Canyon on the Amarillo highway, for the big T-Anchor ranch roundup and reunion on August 27.

So many folks that have no business there have been going to this annual event, according to Mr. Bradly, that it is almost impossible to find the old-timers, so this year the committee is thinning out the herd and cutting back all the in-laws, grandchildren and curiosity seekers, letting in only those who were workers on a ranch or punched cattle on or before December 31, 1895, their wives or widows and children—and no others.

The committee says they will have experienced "trill cutters" at the gate and it will take a pretty smooth scalawag to get past them.

A big picnic dinner is planned for that day, but those who are entitled to attend may come the night before and camp if they wish, and talk over the old days around the fire.

Free Gate at Ball Game Thursday

The threatened baseball battle between the Lions and Chamber of Commerce for last Thursday was mutually called for a more convenient time, and plans now point to a titanic struggle between the aggregations this (Thursday) afternoon at 6:00 o'clock on Midgett field.

Contrary to past practices, there will be no gate charge at this game, but a free-will offering will be taken up to go to the Lake Park playground fund. There is no reason for anyone staying away from these games. No obligation rests upon any to pay if they cannot afford to.

The game is going to be a good one, the time of playing is at the business closing hour, it will be cooler than earlier in the afternoon, and an effort is being made to have all merchants close their places so spectators may attend.

Just a work to the kiddies: These games are played solely to raise money to provide playground conveniences for the park so the little folks can have good times. Every cent taken in goes for that and nothing else. The little folks over town ought to be out telling people about the game and asking them to help out by being there.

Today's game threatens to be the funniest and unless more interest is manifested, it is also apt to be the last one. The old boys don't get much pleasure out of being skinned up and bruised just for fun. They want to see some results of their efforts.

Local Schools Will Open On September 7th

The Hereford public schools will open on Monday, September 7, with regular class work in the high school and enrollment in the lower grades the order of the day. High school registration and classification is expected to be completed in advance of the opening date as has been done in the past. This will make it possible for all high school classes to meet on schedule on the first day. Beginning on Friday, August 14, there will be some one at the high school office each day from ten to twelve and from two to four o'clock for the purpose of enrolling and classifying high school students. Parents are cordially invited to accompany their children to confer with the teachers and familiarize themselves with the work of the school.

Textbooks Issued Wednesday

High school text books will be issued all day on Wednesday, September 2, and from three to five o'clock on the following Saturday for those who cannot come on Wednesday. Book covers will be furnished by local merchants for distribution by the schools, and all books must be kept covered. Children can save money by taking care of the books as fines must be charged if unnecessary marking or other damage is found when the book is returned. Lost books must also be paid for before additional books can be issued. Books not returned last session must be accounted for before any can be issued for the present year.

Seventeen Credits for Graduation

Sixteen of the 17 credits required for graduation must be affiliated this year. The only exceptions if any will be made in the cases of those who expect to graduate, make five affiliated subjects this year and then have only 15 or 15½ affiliated units. No second consideration can be given those who do not make the work scheduled unless they have 16 or more affiliated units and a total of 17.

Subjects for Graduation

Prescribed subjects for graduation are the same as they have been in the recent past, namely: four units in English, two in algebra, one in geometry, two in science including chemistry or physics, two in history if world history and American history are taken, or three in history if world history is not taken. Students should take solid geometry if planning an engineering course, and should also take two years of Spanish if the college of their choice requires a language for entrance. There will be no change in elective to speak of except that no laboratory fee will be charged in the foods classes of the home economics department, and world history will not be offered this year as it is to be given in the ninth grade hereafter and students in that grade have already taken it.

Seventh Grade In High School

High seventh grade students will be taken into the high school organization this year as was done at the middle of last term. For the first time they will have some choice in selecting their eighth grade subjects. All of them will be required to finish their third seventh grade subjects, arithmetic, English and the history-civics combination. In addition they may take either one or two high school subjects from the following list: Algebra, ancient history, home economics and general science. They will be required to take physical education also as the state requires all children from the first grade through high school to take it. They should register with the high school students, beginning on Friday.

FIVE LOCAL MASONS TAKE EXAMINATIONS

W. S. Tate of Hamilton, a member of the committee on work of the Masonic Grand Lodge of Texas, was in Hereford Tuesday conducting examinations of local Masons, who have been studying the work in a school of instruction during the past ten days.

Those here to appear before Mr. Tate were Egbert Bradly, J. W. Holley, L. A. Ray, Albert Schofield and H. C. Baird.

Passengers Fume While Broken Wheel Holds Up Traffic

The noon passenger Wednesday was held in Hereford until nearly five o'clock that afternoon by a minor freight wreck several miles east of town. A fast freight train coming in from the west behind the passenger was likewise delayed, as was the east bound local freight here.

A broken wheel on a west bound freight was reported as the cause of all the delay. It was necessary to bring a wrecker down from Amarillo to clear the track and let traffic be resumed. No serious damage beyond the loss of time was reported.

Passengers on the noon train were considerably inconvenienced by the delay, some because of fumes being delayed for them in the east, others who were to catch a fast boat out of New York for Europe were worried that they would miss connections, another who had left his car in Kansas City and ridden the train to California and back was sure he could not drive from Kansas City to his home in Buffalo in time to get back to work when his leave of absence was up.

M. E. Revival Services May End Sunday

The Methodist revival being conducted under the big tent at 416-420 Main Street is gaining in strength and attendance with each service. Dr. L. N. Lipscomb, presiding elder of this district who is preaching the sermons, delivers powerful spiritual messages at each morning and evening hour, striking straight from the shoulder in simple, forceful language against the sin and indifference of the community. He brings the messages directly home to his own members, urging them to set their own houses in order.

A tremendous interest has been aroused in the messages Rev. Lipscomb brings each time, and manifestation of spiritual awakening is evident at every service.

The song service and young people's work as directed by Rev. W. M. Culwell has been growing in interest from the start. Seldom are any late to the service, as all wish to hear the singing.

The morning sermons have been delivered at 10:00, preaching on the street at 4:00 p. m., children's meetings at the tent at 7:00, ladies' prayer meetings at four different locations in town each day at 4:00, young people's meetings at the church at 7:00, and the evening service beginning with the orchestra at 8:00, singing at 8:15 and preaching at 8:30, make up the revival work of the day.

The biggest day of all is planned for next Sunday when it is expected to close the meeting. Three services will be held then—preaching at 11:00, 3:00 and 8:30. A big old-time basket dinner will be spread by the ladies of the church in the basement at the noon hour and everyone is invited to bring their lunches and take part.

FORMER STUDENT PLAYS IN CANYON COLLEGE RECITAL

Miss Thelma McMinn, former student in Hereford high school and recently enrolled in West Texas State Teachers College at Canyon, was presented there in a piano recital last week by the music department of the college. She graduated with the class of '31. Her program as rendered was full of variety and color, and was appreciated by all who heard it.

Move to New Mexico

Mr. and Mrs. Edgar Johnson, Ed and Jimmie Joe left Saturday for San Fidel, New Mexico, where they will make their home. They have assumed the management of a tourist camp and say they will be at home to Hereford friends enroute to the West Coast over Highway 66.

The Johnsons have made their home in Hereford for the past 27 years and it will take old friends quite a while to get accustomed to their absence.

Miss Opal McMahon Leads Field In Brand's Subscription Campaign to Take First Prize; Miss Ruth Wolfe Second

The Brand subscription campaign reached its climax at midnight last Saturday when the judges gave out their figures on the number of votes each of the contestants received, and the winners were announced.

The contest added 615 aid subscriptions to the list of the Brand, for periods extending from six months to three years, and makes the circulation of the paper most complete for the region it serves. It has been rumored that advertising rates of the paper would be raised, as is usual after subscription campaigns, but it has never been the intention of the Brand to raise its rates, simply to give more complete coverage in news and advertising to its readers and patrons.

Miss Opal McMahon received the Chevrolet special sedan at first prize, with a total vote of 5,715, 700.

Miss Ruth Wolfe received her choice of the bedroom, living room or dining room suites from E. B.

Black Company as second prize, with a total vote of 3,746,350.

Mrs. Marvin Mundell received the Majestic radio from W. F. Orr's tailor shop as third prize, with a total vote of 2,548,125.

Miss Glenn Curry of Summerfield received the Virgin diamond ring from F. M. Kester & Son, jewelers, for fourth prize, with a total vote of 2,246,760.

Mrs. B. E. Fulkerson of the Scherer community received the \$42.50 Gruen wrist watch from Kester & Son, jewelers, as fifth prize, with a total vote of 898,000.

Miss Louise Johnson, who continued active in the campaign until its close and who placed sixth with a vote of 636,000, has been given a cash commission on the subscription sales she made.

C. A. Skelton, Geo. W. Smith, A. M. Jones, Mrs. L. Johnson, E. T. Folsom and C. O. Acker, who were selected by the contestants as their judges, worked for nearly four hours in determining the winners, and to them much praise is due for their efforts.

H. E. Castleberry, who has directed the campaign, goes from Hereford to Borger where he will be in charge of a contest for the Daily Herald to enlarge its rural circulation. H. E. made many friends here during his several weeks stay. His was a precarious task, to keep the contestants working enthusiastically with the fullest individual effort, yet with the utmost fairness to all of them. His genial disposition gets taxed to its limit, for the work is not easy. The Brand will miss his cheerful helpfulness about the office and sends good wishes along with those of his friends here to him in his new field.

The management of the Brand needs not here say that the contest was a success. It was decidedly so, and the fact that the campaign did succeed makes the paper more appreciative than ever of the truly great cooperation its readers have ever given it.

(Continued On Last Page)

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Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

WUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS

R. E. KESSIE,
Editor and Manager

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 error 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.



I have told the county commissioners court that I believed it was wrong in discontinuing, even indefinitely, the work of the county agent in Deaf Smith county. I can't see or understand a viewpoint that stops the training of the future agriculturists here. Instruction in the things that deal with farming is just as essential in the rural sections, as I see it, as the instruction in the school room.

Our commissioners have said that we cannot not afford it, as they interpret the finances and the future outlook of this county. I can only say again as I did when they discontinued the demonstration agent's work here several weeks ago: it is their decision to make, that is what they are there for. The obligation of directing the county's affairs is in their hands, whether they decide right or wrong, the responsibility is their own.

Their action is one of the most widely discussed topics in our county right now, and I believe that if the commissioners have ever been sure of the grounds upon which they based a decision, it needs to be this one.

The severing of the county agent's work from Deaf Smith cuts us loose from all extension department service, and I believe, as have several farmers who have expressed their views to me, that now is when our county needs extension assistance as it never did before.

It is commendable on the part of the commissioners to take steps to save the county money at all times, and those who have been in authority know it is a hard task to decide just where to begin cutting off on expenses. The question so many are asking is whether

Nineteen Years Ago In Hereford

(From Files of the Brand of August 16, 1912.)

Messrs. Woodburn, Russell, Stanberry and Dameron had represented Hereford in an All-Panhandle tennis meet at Amarillo, and while giving a good account of themselves, nevertheless failed to come through as winners. Dameron and Woodburn, however, stayed in the running until the team of Hoover and Martin from Canadian put them out in the doubles finals.

The Southwestern Telegraph and Telephone company had just purchased the exchanges at Canyon, Tulla, Plainview, Lockney and Floydada, as well as the toll lines from Hereford to Amarillo and Amarillo to Lubbock, and it was taken to mean that better service would be rendered in each of the towns affected.

The Brand was urging the citizens to invest in goats to keep the weeds down and perhaps eat up some of the tin cans and litter from the alleys and streets.

The program of the teachers' institute to be held in Canyon that fall was reprinted in the Brand. It is noted that the work that year was divided into three chief sections, English, Geography and History.

Mrs. W. H. Rayzor had been entertaining her father, a brother, three sisters and a cousin from distant points, at a family reunion in her home.

ther a county agent is an expense or an investment.

I am opposed not only to discontinuing the county agent's work, but I am also opposed to releasing R. O. Dunkle who has been associated with the work here for the past six and one-half years. "Dunk" knows the work here, has it organized on an efficient and business-like basis. Should he be released and the work instituted at a later period, it would take a long time for any one else to get the work to produce the results he is now getting. That would be waste, indeed.

I'll grant there are those who don't like a county agent's work or any phase of the extension department's operations, but who ever saw all of the people agreed on anything? No one can please them all. There are those who would like to see all educational work stopped so it would lower their taxes.

There are plenty of suggestions being made about how the commissioners could lower the expenses of the county, but that is just talk. Almost everyone has ideas upon any subject of conversation, and if uninformed, may be ludicrous when exposed to the light of facts.

WHO'S AFRAID?

Some Hereford merchants say they are afraid to advertise in the Brand because it would let their competitors know their prices and they would "cut under" them and draw away the advertising merchant's trade.

It is a peculiar circumstance, but true, that no continuous advertiser loses trade, but one who does not advertise invariably does lose trade, simply because the trade goes where it is invited and stays away from the place where it is not invited.

It is also true that those who cut under advertised prices, if the

Proof of the size of watermelons in Weatherford was printed to settle a dispute in Hereford by citizens who doubted the word of Mrs. Squires, sister of Miss Mattie Woodburn. A clipping from the Weatherford paper told of the editor there going out to a patch and bringing in two melons of 100 pounds each, and asserting there were a hundred more there just as large.

The folks of the Paddock neighborhood had taken well filled baskets and ice cream freezers to the shade along Tierra Blanca and spent a day in picnicking.

Mr. and Mrs. R. B. Vickers of Cleburne were visiting in the home of her sister, Mr. and Mrs. E. B. Black.

The battle about what to do with the fire department was waging merrily, with prominent citizens writing spirited articles for publication over their signatures.

Nearly all the boosting the Brand was doing related to irrigation. W. D. Kelleher had just received a new type of pump called the Roth, and much interest was manifested in seeing it installed and at work.

Mrs. Enna Mercer had gone to Kansas for a visit with her daughter, Mrs. Frank Goodloe.

Mrs. Berry Orr had returned from a visit with homefolks in Marshall.

Lawrence Johnson, merchant at Summerfield, had visited in Hereford one day while Mrs. Johnson was away visiting in Iowa and Kansas City.

Somebody wanted to exchange a milk cow for a top buggy.

The Brand carried two livery stable ads featuring good stepping saddle or driving horses and giving special conveniences to "drummers".

Sam Dunn, reputed pioneer plains citizen, noted as the only one who ever prayed for rain in April, had returned from a visit in Kansas.

G. A. F. Parker, president of the Western National Bank, had been elected treasurer of the Panhandle Bankers Association at Plainview.

The city had been thrilled by the screaming of the fire whistle and rushed to Main Street only to find that the Civic League was giving a benefit ice cream social for the fire laddies and the latter had turned in an alarm to get the crowd out.

Mrs. Clarence Smith had gone for a visit with relatives in Missouri and the Brand was informed that Ralph would look after the household affairs while she was away.

J. K. P. Gilliland and daughter of Mangum, Oklahoma, were visiting at the home of their son and brother, Carl Gilliland.

advised prices are just, invariably "go broke" at trying to do business on less than a legitimate profit. Any business man knows that. I admire the business man of any place who knows at what price he must sell goods to make a fair profit, and has the courage to tell folks about it. He will be in business a long time after the others are gone.

The "other" who cuts prices after the advertising merchant has published his, shows by his actions he is taking an unfair advantage intentionally, and customers

who trade with him can expect to be treated accordingly.

There are plenty of substitutes for advertising, but advertising advertises and a substitute is only a make-believe designed to try to take advertising's place if it can get it. The substitute must be sold cheaply for it isn't worth much and can only be sold for what will be given for it. It has no fixed value, for there would be no loss if it disappeared entirely. Yet merchants but substitutes because they are cheap, thinking they are advertising, when they are only

FRESH.....

from farms near Hereford. A home product that is unsurpassed in quality, flavor and purity:

CREAM O' PLAINS BUTTER

Farmers Creamery Ass'n, Inc.

Hereford Phone 3

Splinters

VOL. I. AUGUST 13. No. 13.

Panhandle Lumber Co.
Hereford, Texas.
D. H. ALEXANDER, Mgr.

Buy your garage door hinges here and you will be sure that your garage doors will swing easily.

Ten pounds of lime to a sack of cement makes your concrete more water-tight.

NAHLS! I'll say we have nails galore, any size from the carpet tack up to the railroad spike size. Staples included.

Dumbbell: Wants to know what kind of glue-he should use to make a yardstick.

Start right now to brighten up the home, for soon we will be living indoors again. Look at your floors. Would not a coat of our fine varnish work wonders on them?

Some must work while others shirk. "Thus runs the world away."

Rodgers Linoleum Lacquer is clear water-white, and when applied on linoleum will not discolor the most delicate and beautiful shades—but it will lengthen its life.

The best way for one to get a bigger job is to fill his smaller one so full it won't hold up.

Wood Work of All Kinds Is Done At the Panhandle Lumber Company Planing Mill.

PHONE 636

We Wish to Congratulate Miss Opal McMahon

On winning the beautiful Chevrolet Special Sedan, first prize in the Hereford Brand's circulation contest. We realize that first place was taken only by constant and untiring work, but we know that the pleasure of owning and driving the new Chevrolet will be ample reward.

Brumley Chevrolet Co., Inc.

saddling themselves with an additional expense that gets them nowhere.

This campaign we closed Saturday night was all we hoped for, and more. An exceptionally fine group of workers labored long and faithfully for those prizes, and they deserved everything they won, and more. I believe they learned more about what a newspaper attempts to accomplish and how it is helped (and hindered) by those it serves than they had ever given thought to before. They even found there are some folks who don't like the Brand, others who didn't think a contest was the right way to increase circulation, others who didn't think the prizes would be distributed, others who knew the campaign wouldn't be run fairly, etc. I want to thank those workers for their loyalty in the face of all argument. Every one of them proved herself really de-

serving of the confidence the paper had in her ability to sell subscriptions.

There were 615 individually paid subscriptions added to the Brand during the campaign, for periods running from six months to three years. That shows how folks in general think of the paper. They went to extreme measures during a financial depression to pay their subscriptions and thus keep in contact with community affairs, and I want to say here and now that the Brand is going to give them a better paper for the faith and confidence expressed in it. I believe we understand and can serve this community better because of the interest aroused and the friendly cooperation we have received in the contest.

Some times folks tell us their appreciation (and the reverse) of what we say in this space. We are glad to find out, it helps us to

understand. If folks "have an to grind" it doesn't take long and it out, and if they have best interests of the community heart we will go the limit to be

FOR JOB WORK, TRY THE BRAND

Renew Your Health By Purification

Any physician will tell you the "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not purify yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotals—once or twice a week for several weeks—and see how Nature rewards you with health. Calotals purify the blood by activating the liver, kidneys, stomach and bowels. In 10 cts. and 35 ct. Packages. All dealers. (Adv)



TWO KEYS ARE NECESSARY

One of them is kept in possession of the custodian of the vault. You keep the other. Thus your safety deposit box is made doubly secure as BOTH keys are required to open the box. There is no better place to protect your valuables from fire, theft or loss.

THE FIRST STATE BANK

BUSINESS AND PROFESSIONAL DIRECTOR

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
Phone 751

DR. G. F. LeGRAND
Office Upstairs
Buckner-Lambert Bldg.
First Door South Star Theatre
Office Phone 678
Residence 244

DR. T. L. MORGAN
Physician and Surgeon
Buckner-Lambert Building
Residence and
Office Phone 463

DR. E. B. THOMASSON
SURGERY
General Practice
Office Over Corner Drug Store.
PHONES
Residence 234 Office 57

Fix-It Shop

All kinds of Furniture Repaired.

J. J. BUCKNER
Phone 751

LEARN TO TAP DANCE
Instructions by
MARY RUTH HARTMAN
Student of Ruth Laird
Rates Reasonable
Opening Class in August
Phone 263-J for information

West Tailor Shop

MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered
PHONE 385

CHIROPRACTOR
W. A. ROBINSON, D. C. Ph. C.
X-RAY EXAMINATIONS
Massage with Deep Therapy Heat.
Corrective Diet.
OVER CORNER DRUG STORE.
Residence phone 464 Office phone 578.

Chiropractor and Masseur
J. W. HENDRIX, D. C.
NEW X-RAY FOR YOUR CONVENIENCE
Office Moved to Oberthier Apartments
114 1/2 West Third Street.
Free Consultation and Spinal Analysis.
Office Phone 664. Residence Phone 341.

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

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

RESOLUTION -

WHEREAS, at the time our local electric plant was acquired by Texas Utilities Company in the early part of 1925, the citizens of Hereford were paying on a schedule of rates for electric service which was much higher than the rates charged by Texas Utilities Company in Hereford today. The rate for lighting was 61 per cent higher; the rate for power was 62 per cent higher, and as a further comparison, current was sold in Hereford in July, 1925, at an average rate of 80 per cent higher than in July, 1931. The remarkably low rate enjoyed by Hereford citizens today is the result of repeated reductions in the various classes of service, which has been made by Texas Utilities Company since it acquired our local plant. In addition to making these rate reductions, the Company has also greatly improved the service. Our local plant was very much limited in capacity and could not afford the city and its citizens any of the advantages they now enjoy in having an unlimited supply of dependable electric service at the reasonable rates furnished by Texas Utilities Company from large inter-connected modern generating plants over the transmission network.

WHEREAS, on this date said Texas Utilities Company, through Hon. I. R. Kelso and other representatives of said Company, has made known to the governing body and citizens of Hereford its decision, as a voluntary action on its part, and as a donation to said City and the taxpayers, effective as of August 1, 1931, and for a period of one year thereafter, to reduce the cost of street lighting in said City to one-half the cost prevailing on and prior to said date, and has further taken voluntary action reducing the rate for its service to our schools, which is a reduction of approximately 75 per cent over the 1930 charges; and,

WHEREAS, said Texas Utilities Company has further, this date, agreed with the governing body and citizens of Hereford, as a separate and distinct matter, and in no way connected with said street lighting, to reduce the cost to the City of pumping the city's water supply so that the said pumping rate shall be and is hereafter fixed at two cents (2c) per kilowatt hour, but with the proviso and understanding that in the event the Legislature of Texas or any other lawful taxing power of authority shall impose any tax on or affecting said service, increasing the cost of furnishing same, such tax shall be added to and become a part of said rate and paid by said City; and,

WHEREAS, the action of said Texas Utilities Company in the matters aforesaid effects a great saving financially to our city, schools, and taxpayers, the saving in street lighting amounting to \$1,522.50 a year, and the saving in water pumping, based on 1930 consumption, being \$808.28, and the saving to the schools, based on 1930 consumption, being \$291.77, all aggregating \$2,622.55, and in addition thereto said Texas Utilities Company is one of our largest taxpayers, its current taxes to our city and school district being \$1,462.50; and, this is the tenth substantial reduction made by said Company within the past six years; and,

WHEREAS, said Texas Utilities Company has heretofore from time to time reduced its rates in the city of Hereford, each and every such reduction having been made voluntarily by said Company; and,

WHEREAS, the aforesaid action by said Company is fully appreciated by the City of Hereford and the citizens thereof, and is convincing to all of said Company's generous spirit of helpfulness to the Community and of its willingness to serve the community at the lowest possible cost to do its full part freely and voluntarily to lessen the financial burdens of its patrons, and at considerable financial loss, during the time of financial and industrial depression; and,

WHEREAS, we wish to say that in our opinion if all the Utilities serving the people of the State of Texas maintained the same generous and helpful attitude towards the Communities served by them as has always been maintained by the Texas Utilities Company there would be no demand or need for any kind of State regulation, and we wish to express to the public and to said Texas Utilities Company and to its President, Judge I. R. Kelso, and to its other Officials and Representatives our appreciation for its generous attitude and spirit of helpfulness; therefore,

BE IT RESOLVED, by the City of Hereford, acting by and through its governing body and Committee of Citizens, in meeting this day held at the City Hall in the City of Hereford, that we do hereby express to the said Texas Utilities Company, and to Hon. I. R. Kelso and other officers, agents and representatives of said company, our sincere appreciation of its and their kindly attitude of cooperation, generosity, fair treatment, and efficient service it now renders and has at all times rendered, and that we, as citizens, taxpayers, business men and officials do hereby pledge to our governing body, to said Texas Utilities Company, and to each other our friendly and mutual cooperation in working out, on an efficient and economical basis, all problems that affect and concern our mutual interests.

BE IT FURTHER RESOLVED, that a copy of this resolution be delivered to Hon. I. R. Kelso as the President and Representative of said Texas Utilities Company; and a copy hereof also delivered to the Mayor and Governing Body of the City of Hereford, and a copy delivered to the Board of Trustees of the Hereford Independent School District, and a copy delivered to the Hereford Chamber of Commerce.

Executed at Hereford, Texas, this the 8th day of August, A. D. 1931, by the undersigned Committee of Citizens of Hereford, in meeting at the City Hall.

E. S. IRELAND
C. B. WILLIAMS
C. H. DYAR
GEO. L. MUSE
A. H. STREU
R. E. KESSIE
W. B. PHILLIPS
EARL W. WILSON
JOE L. POPE
G. A. F. PARKER

Unanimously adopted, passed and ratified by the Mayor and City Council of the City of Hereford, Texas, this the 8th day of August, 1931.

ATTEST:

C. R. BOYD,
Acting Secretary.

E. S. IRELAND,
Mayor.

City of Hereford.

NOTE: The above committee represents the following businesses and professions in Hereford, Texas:

E. S. Ireland, Mayor.
C. B. Williams, President First State Bank.
C. H. Dyar, City Commissioner.
Geo. L. Muse, President First National Bank.
A. H. Streu, Merchant, Streu Hardware Company,
and President School Board.
R. E. Kessie, Editor and Manager, The Hereford
Brand, local newspaper.
W. B. Phillips, County Commissioner.
Earl W. Wilson, County Judge.
Joe L. Pope, Secretary Chamber of Commerce.
G. A. F. Parker, Banker.

The sentiments expressed in the above resolutions will encourage the members of our organization to do their best to meet every emergency in the discharge of the duties imposed upon them as operators of a public utility.

TEXAS UTILITIES CO.

Want Ads

Lost and Found

LOST: Brindle Boston bulldog, about one year old. Finder return to Bill Smith, Phillips "96" Station. Reward. 31-2p

LOST: Thursday, August 6, black shell-rimmed spectacles in black case. D. W. Hawkins. 31-1p

LOST: Strayed or stolen, one red-roan paint horse, 5 years old. One black mare, 7 years old. Reward for information leading to recovery. B. H. Kirby, Adrian, Texas. 31-3p

For Rent

FOR RENT: Two apartments with garage, one block north of high school. Phone 482. Mrs. E. J. Williams. 31-1fc

FOR RENT: Modern five - room furnished house, 710 Main. Mrs. Austin Hill. 30-2p

FOR RENT: Three furnished light housekeeping rooms, 300 E. Fifth. Mrs. J. M. Boone. 31-1c

FOR RENT: Furnished apartment. Phone 444. Mrs. W. M. Megert. 30-1dh

FOR RENT: Light housekeeping rooms, close in, on pavement. Telephone 146. 31-1c

FIVE ROOM modern house, furnished, near high school on G Avenue. Mrs. L. B. Broadbent. 31-2p

FOR RENT: Modern 5 room house. Good location. Inquire at Alston-Ross Lumber Company, Phone 457. 29-1fc

FOR RENT: Nice cool bedroom, \$2 per week; two blocks north of the high school. Mrs. E. F. Connell. 2d

FOR RENT: Bedroom. Phone 444, 400 Lawton Avenue. Mrs. W. M. Megert. 29-1dh

Notice

FOR RENT: Modern duplex, nearly new, close in, unfurnished. H. B. Webb, phone 746-W. 14-1fc

STOLEN: Fisk 32 x 620 casing and rim from Flint sedan. Reward. R. A. Walls, Western Union. 31-2c

ANYONE suffering with catarrh, hay fever, asthma or sinus trouble, call phone 563-W. 28-4p

MR. WHEAT GROWER:

We Want Your Wheat!

We offer you full market price for your wheat less freight and a small handling margin.

We give you 24-hour service—and won't lock up 'til harvest is over.

We have courteous employees with a friendly smile who will be on their toes to serve you. We have the farmers' interest at heart and desire to serve you in the most acceptable manner possible.

Your Business Will Be Appreciated.

S. E. Cone Grain Company
Hereford Texas



HOT WATER

Scalding water, if you prefer it, but consistently of the temperature you wish, and a never failing supply. No waiting for dishwasher to heat, no getting up early to heat water for shaving, and always an electrifying hot bath on tap. Day and night, it will faithfully hold a reserve for bathing, shaving, the dishes and the laundry . . . for a few pennies per day.

WEST TEXAS GAS COMPANY



Wanted

PAPER HANGING: \$3.50 per day or will contract your job. Lots of Hereford references. M. E. Moore, mile north on 25-Mile Ave. 31-cow tfc

WANTED TO RENT: September 1, by teacher, no small children, small house, neat, near high school. Rent must be low and utilities deposits paid. Box 311, Canyon, Texas. 30-2c

HEMSTITCHING: Five cents a yard. All colors of bolt-proof thread furnished. Mrs. Hugh Witherspoon, 311 West Fifth St., Phone 192-J. 31-tfc

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F., meets Monday, 8:30 p. m. Visiting Brothers welcome
LEE R. CONKLIN, N. G.
L. H. Foster, Secretary.

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

For Sale or Trade

FOR SALE or trade: Hammer mill, almost new. Will take wheat or chickens. Priced right. L. Z. Oldham, Box 851, Hereford, Texas. 31-2p

FOR SALE OR TRADE: 100 acres of good wheat land, 24 miles northwest of Hereford. Price \$25.00 per acre. Will trade for good white-face short yearling steers and heifers. Will give \$6.50 to \$7.00 per hundred on range. Write J. A. Wilmert, No. 3, Lincoln, Illinois. 31-2p

320 acres lease with four years to run and new model John Deere tractor for sale. Land ready for wheat. T. J. Carter, Hereford, Texas. 31-1c

FOR SALE: 1800 extra good two-year-old Rambouillet ewes in lots to suit purchaser. Also 75 good rams. W. T. Hazelwood, Canyon, Texas. 31-4c

FOR SALE—Section 8-3-4 in Deaf Smith county, Texas, near new railroad survey, \$35.00 per acre. Address Box 102, Denton, Kansas. 2017p

FOR SALE: Two lots on pavement, bargain. Mrs. Hattie Hammond, Winnsboro, Texas. 31-1p

TO TRADE: For wheat, one 29-60 Hart Pair tractor, has been run three days. Inquire at Packard Milling Co. 31-2p

FOR SALE: Underwood portable typewriters. Come in and see the many improved features in plain or sport models. Jowell Murchison, Court House. 10-tfc

FOR SALE: One building, 8 x 15 filled with coal and kindling. Telephone 482-W. Ms. E. J. Williams. 31-tfc

Ask for FLAVO FLOUR at your Greener's.
PACKARD MILLING COMPANY
Phone 29. 12-tfc

FOR SALE: Three year farm lease of 640 acres, with or without crop and machinery. Owner, Ben Lutner, Hereford, Texas. 31-1p

FOR SALE of trade: One of the finest building locations in town to trade for reasonably good ear and some cash. Jowell Murchison, at court house. 19-tfc

FOR TRADE: G. M. C. 1 1/2 ton truck to trade for livestock. Buchanan & Hossler. 31-2c

FOR SALE: Gas range and refrigerator. Mrs. W. J. (Bill) Smith, phone 58-W. 31-1p

TRADE: Clear income city property to trade for West Texas and Plains land. Located at Carroll rooms. B. C. Rose. 26-4f

FOR SALE: My residence located at Fifth and McKinley. Good terms, or will trade for first vendor lien notes. Claude Higgins. 31-2p

FOR SALE: Two-pound frying chickens, 50c each. Phone 445. Roger Brumley. 21-tfc

FOR SALE: Duroc gilts to farrow in September. Also two yearling boars. Mrs. D. E. Turrentine. 31tf

FOR SALE: Watkins products. Phone your order between calls. I make deliveries. Phone 9025-F2. George W. Smith. 10-tfc

Have practically new Chevrolet truck, 1931 model, would trade for light car, Chevrolet preferred. T. J. Carter, Hereford, Texas. 31-tc

FOR SALE: Several 4, 5 and 6 room houses, easy terms. Phone 456. Alvin C. Thompson. 23-tfc

Card of Thanks.

We want to thank all those who by their kindly assistance helped him and us during the recent illness and death of our dear husband and father. May heaven's richest blessings be yours. Is our prayer.
MRS. JOHN H. WAGNER
MARGARETTE WAGNER
HELEN WAGNER
LILLIAN WAGNER

"Spontaneous Combustion" Program Given

It was a "spontaneous combustion" program that delighted the attendants at the weekly chamber of commerce luncheon program Monday at the Club cafe, and it proved to be a mighty interesting one before its conclusion. Judge John P. Slaton, president, was director general and fired his first gun by calling on four present for reports or whatever they wanted to talk about, without forewarning them of the approaching ordeal.

Fred Oberthier, manager of the Texas Utilities, was first up and he told in a brief way what the Utilities company has done in reducing electric consumption rates for city and school interests here during the coming year.

Judge Slaton in complimenting the Utilities and its management called to mind that if other utility interests would conduct themselves along the same lines and try to cooperate with civic affairs there would be less dissention over the country. He specified in particular the telephone rate controversy at present in Amarillo, and several in attendance mentioned Hereford's similar situation.

Alex Thompson spoke briefly that he thought the "gas rate" ought to be cut down and he therefore would talk but one minute. He used more than that, though, to tell a story which will not be repeated here—those wanting to know Alex Thompson's stories ought to be at the chamber of commerce luncheons.

Superintendent C. H. Dillehay announced the opening dates of school and plans for students enrolling with the least confusion. Mr. Dillehay invited parents to accompany their children when appearing for enrollment to learn first hand what regulations, books, and procedure would be practiced. He also announced the firm intention to conduct a full nine months term, despite rumors to the contrary.

R. E. Kessie, Brand manager, recontested closed Saturday night with ported winners of the subscription 615 added to the circulation, thus placing the paper in the best position possible to serve its field of operation. Joe L. Pope and Judge Slaton both said many nice things about the Brand, which the paper much appreciates.

The smallest attendance in years greeted those assembled last Monday. Practical things of interest to Hereford and its people are brought to the open light of discussion at these meetings and they should be the ground of contact for every phase of mercantile, business, social, civic and religious activity in the city.

Next Monday's luncheon will again be at the Club cafe.

Health Hints

By MISS NELL HALL,
County Health Nurse.

Do you realize that it is less than a month until school begins? Are the children ready physically for the nine months of strenuous activity ahead of them? Have their teeth been examined and corrected, throats examined and in good condition? Have they been immunized against diphtheria and smallpox?

We have immunization material on hand and ready to do the work. Please do not wait until school begins but have this work done now. Any of the physicians in town will give the serums free of charge. Bring the children in NOW.

What plans are you making for school lunches this fall and winter? Are you canning surplus vegetables and fruits that may be used to make the lunches more palatable and wholesome? The youngsters need three good meals each day while they are in school, as much or more than they do in summer. Keep your school lunches in mind while you are canning.

Now while vegetables are plentiful is the time to plan for your own winter supply of food. All the extra fruits and vegetables preserved now means a smaller grocery bill and a greater variety of food this winter. Why let the supply of vegetables go to waste when they may be saved for future use?

Don't wait till the last week to get your children ready for school. Do it now.

First Christian Church.

Rev. M. J. Johnson, pastor.
Bible school at 9:45 a. m. A. M. Jones, general superintendent. Morning worship hour at 11:00 subject: "Rejecting God, and Not Men." There will be no evening preaching service Sunday, as we dismiss to attend the Methodist tent revival.

Christian Endeavor Sunday evening at 7:30.
Prayer meeting services Wednesday evening at 8:30.
The public is cordially invited to each and all of these services.

Book Reviews

"THE GOOD EARTH," by Pearl S. Buck, reviewed by Emma Jeanne Donald.

At a time when interest is more or less focused on China appears this novel of China. This is China as it has never been portrayed in fiction; the China that Chinese lived in and as Chinese live. "The Good Earth" is, however, much more than China. One need never have lived in China or know anything about the Chinese to understand it or respond to its appeal.

"Good Earth" is the story of Chinese peasant life—a powerful epic of the soil, in particular of one man's pride in and love for his land, Wang Lung, a young farmer, married O-Lan, an honest faithful the plain woman who bears him sons. At first the earth is good and they enjoy prosperity. Then with a crop failure, comes dire poverty and famine forces them south to beg their food. But Wang Lung never gives up his land and eventually is enabled to go back to it, prosper year by year and build up a great landed manor, to hoard silver, own slaves and take unto himself a pretty second wife. His sons are a disappointment to him. They grow, are educated and marry, but not one has his father's love for the soil. Over the dying body of the old man they plan to sell this land and move as rich men to the city.

The life of Wang Lung unfolds naturally, marches steadily on as the seasons of seed time and harvest. There are no forced situations, or false conclusions. This story is one of nature, with its times of famine and plenty, flood and drought, and of a Chinese peasant who loved the land above anything else. It gives a poignant picture of present-day China.

Ford Doings

MISS LA VERNE MANN

There were 98 at Sunday school last Sunday.

R. C. Mann and wife visited the Garrett and Morel home last week.

B. F. Reeves and family, Clyde and LaVerne Mann and Kenneth Raynor visited the Norton home Sunday.

D. S. Larson and family visited the Oscar Turner and J. S. Garrett homes Sunday.

Miss Dorothy Norton spent Wednesday night with Oleta Reeves.

D. B. Mann and family were in Hereford Monday.

Mmes. Davis and children, Mr. and Mrs. Capps and Mr. and Mrs. Harold Davis visited Beryl Davis Tuesday and Wednesday, going to Carlsbad caverns Thursday and returning to their homes in Oklahoma Monday.

E. Funk and family visited the Leavell home Sunday.

E. Chrisko and C. Norton were in Oklahoma last week.

Mrs. R. C. Mann and son and Miss LaVerne Mann visited the Norton and Frazier homes Monday.

Lorene and Leo Turner are ill but are improving.

Mrs. F. B. Krolker, of Reedley, Cal., is visiting her sister, Mrs. G. W. Rempel, enroute to Oklahoma.

W. Blueball and family are visiting her parents, Mr. and Mrs. W. L. Leavell.

O. D. Frazier and K. Raynor were in New Mexico Monday.

Beryl Davis and family visited the D. B. Mann home Saturday

If It's

FLOWERS

You Want



Call one of our Hereford representatives

E. B. Black Co.
Mrs. J. H. Pitman
Mrs. Edna Bowe
Mrs. Nettie Price
Slaton

Clovis Floral Company

Cone Building Storage Elevator Unit In Hereford

The S. E. Cone Elevator is this week rushing to completion a 40,000 bushel addition to their plant in Hereford, hoping to have it finished in one more week. The new structure is just south of their and the E. H. Sampson home Sunday.

J. Y. Norton and E. Chrisko were in Amarillo Monday.

Attend from Canyon.
Rev. Charles Jameson, Methodist minister at Canyon, and Rev. R. L. Flowers, who is conducting an evangelical revival at Canyon, were in Hereford Friday morning attending the Methodist meeting being conducted by Presiding Elder L. N. Lipscomb.

present elevator and is built storage purposes only.

It will give them a combining capacity here of an excess of 6,000 bushels.

Raymond Cone and W. F. Craddock who are in charge of operations here, say that the new unit will permit the holding of grain here until seaport shipping can be arranged for, instead of shipping it to terminal elevators out of the line of travel which would add the freight charges. In addition the grain when shipped would travel by the shortest line being going direct from the point of origin.

The structure will have a concrete base 18 by 50 feet and will be about 30 feet tall. Frame construction covered with sheet metal will make the walls, they being bound together by five-eighths iron tie-rods 18 inches apart at intervals of every four feet in height.

PYO

The Home Treatment for Psoriasis Guaranteed
Send for Free Particulars.
Address: P. Y. O., Box 400, Amarillo, Texas

THANK YOU!

I greatly appreciate the help my friends have given in the contest toward securing subscriptions, which enabled me to win the beautiful Chevrolet Sedan.

OPAL McMAHON

SPECIALS

SATURDAY AND MONDAY

Cinnamon Rolls, dozen ----- 15c
Cookies, all kinds, dozen ----- 10c
Pan Rolls, dozen ----- 5c

We have discontinued putting special inducements in our wrappers, but in turn reassure you we are using only the best ingredients and all Hereford products to give you the best bread and cakes in Hereford.

City Bakery

108 West Third. Phone 742

FOR A LIMITED TIME

We Will Allow You

50c PER BUSHEL FOR WHEAT

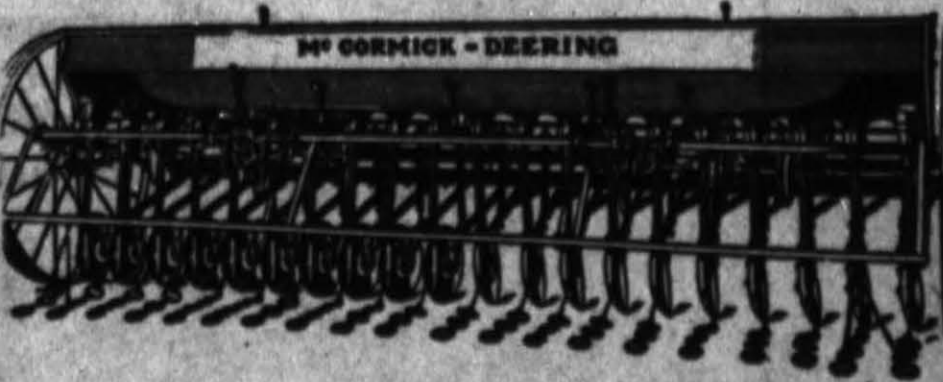
On the Purchase Price of

22-36

McCORMICK-DEERING

TRACTORS and GRAIN DRILLS

We will allow 50 cents per bushel for wheat up to one-half of the purchase price, exclusive of freight, which must be cash.



BUCHANAN-ROSSON IMPLEMENT CO.

312 Sampson Phone 51

Society

SURPRISE BIRTHDAY DINNER

Mrs. Gladys Manjeot received quite a pleasant surprise last Sunday morning when she returned from church to find a number of her friends and relatives gathered there with well filled baskets of goods things to eat and beautiful bouquets of flowers to help her celebrate her birthday. She tried to show her appreciation by the way she made away with the "eats," but they were unable to find out her exact age.

Those present for the occasion were Mrs. Ed Connell, Miss Jessie Morris, Mrs. Jennie Thompson, Alex Thompson, Mrs. Swartz, Miss Mabel Swartz, of New York; Mrs. J. E. Speegle, Mrs. T. C. Boswell, Barry, Texas; Mrs. Artis Daniel, Miss Nora Alice Daniel, B. A. Daniel, Miss Emma Roberson, Mr. and Mrs. Chas. O'Dell and son, Mrs. O. F. West, Mr. and Mrs. G. P. Owen and children, Mr. and Mrs. Harlin and children, Mr. and Mrs. Jack Robinson and children, Mrs. Howton, Mr. and Mrs. Art Manjeot and son, and the children of Mrs. O. F. West.

MISS CLARK HOBOREE AT FERRYTON

One of the prettiest of midsummer parties was given by Mrs. T. D. Moss of Ferryton, when she entertained at her home, 902 South W. Fifth Street, complimenting her house guest, Miss Inez Clark of Hereford. Bridge was the

diversion of the afternoon. The hostess carried out a color scheme of green and yellow in the table appointments, refreshments and decorations.

After a pleasant round of cards high score prize was awarded Mrs. J. B. Bockman, second high going to Mrs. A. H. Nichols. Miss Clark was presented with a lovely gift.

Fifty-two guests attended this gala affair.

Mrs. Moss was formerly a resident of Hereford.

WEDDING, BIRTHDAY AND ANNIVERSARY PRESENTS

See us for party favors and accessories.

YE NOVELTY SHOPPE
910 25-Mile Ave. Phone 361-3

MRS. STRAFFUS ENTERTAINS AT BRIDGE

The charming country home of Mr. and Mrs. Lawrence J. Straffus on 25-Mile avenue was the scene of an enjoyable evening of bridge recently, when Mrs. Straffus was honoring her house guest, Miss Olive Schleiher of Kansas City. The house was attractively decorated with garden flowers.

Miss Ruth McGowen received the prize for high score for the ladies, L. C. Parker won high for the men, and Mrs. Jesse McGowen received low score.

After the games refreshments of ice cream and cakes were served to Miss Schleiher, honoree; Miss Ruth McGowen, Miss Hilda Straffus, Mr. and Mrs. Jesse McGowen, Mr. and Mrs. L. C. Parker, Mr. and Mrs. F. C. Benson, Mr. and Mrs. G. E. Benson, Carl Straffus and Tom and Jim Bassett of Vega.

ENTERTAIN FRIENDS WITH BRIDGE

Mr. and Mrs. Jesse McGowen delightfully entertained friends with four tables of bridge at their ranch home recently. A very enjoyable time was had by everyone attending.

Mrs. Lawrence Straffus won the prize for high score and Mrs. Everett Wiseman received low score.

After the evening of playing, refreshments of ice cream and cakes were served to Messrs. and Meses Glenn, Everett Wiseman, Lawrence Straffus, L. C. Parker, George Benson; Miss Hilda Straffus, Carl Straffus, Mr. and Mrs. McGowen, and Miss Ruth McGowen.

Card of Thanks.

I thank you, friends, for your loyal support and your many, many kind words. I surely do appreciate all that you did for me, and I shall never forget you.

RUTH WOLFE.

L. F. STEWARD BURIED AT VEGA MONDAY

Services for Leo F. Steward, 56-year-old Vega stockman who died in an Amarillo hospital Saturday, were held at 2:30 o'clock Monday afternoon from the home of C. L. Steward, a brother, near Vega.

Rev. Joe Eldridge presided and burial was in the Vega cemetery. Survivors are the widow, four sons, Ernest, Charles, Howard and Russell, and a daughter, Verona, all of Vega.

GOLF TEAM LOSES TO CANYON SUNDAY

The twelve highest ranking golfers of the Hereford club, who faced the Canyon aggregation Sunday over there, went with more or less fear and trembling in their hearts and the score shows the result. The locals were able to take three out of the 12 matches.

This defeat places Hereford third in the ranking, Canyon going one-half game ahead for second place, with Plainview still holding its coveted first position, adding thereto Sunday by taking Happy's scalp 11 to 1. Lockney will be here next Sunday for a match with the locals.

Light Rains Here.

Light rains fell over the week end around Hereford, reaching its heaviest precipitation Sunday afternoon. A cool snap blew up just before midnight Saturday, which stayed throughout this week. It is apparent to the citizens that the hottest part of summer has passed.

Much heavier rains are reported farther west toward the state line and south as well.

Notice to Bidders.

Notice is hereby given to any banking corporation, association or individual banker in Deaf Smith County, Texas, that may desire to be elected as the depository of the funds of the Hereford Independent School District for the two years from September 1, 1931, that the Trustees of said district will up to 4:00 p. m., on the 24th day of August, 1931, receive sealed bids on interest on daily balances. The board of trustees reserve the right to reject any and all bids.

A. H. STREU,
President, School Board, Hereford Independent School District. 30-36

FARMERS!

If you place your wheat in elevators for 30 days free storage you will not get advantage of the freight reduction on August 1. It is utterly impossible for the elevators to store the wheat that comes to town between now and the 1st of August. This wheat will be shipped to terminal elevators and you will pay the rate now in effect. If you want to take advantage of the freight reduction of 1.5 cents per bushel keep your wheat at home in the granary or on the ground.

There isn't a wheat farmer in this county that has stored his wheat in the elevators on thirty days free storage who has not lost money. Don't take my word for this statement—ask anyone who has stored.

Keep your wheat at home on your own premises, and then you can sell to the grain buyer who pays the highest price. When grain is placed in elevators you automatically agree to sell to that elevator.

You do not have to be a member to sell your wheat to the Hereford Farmers Exchange. However, it is to your advantage to be a member. Your neighbor is—why not you? And another thing, we pay you any time you want your money—every load if you want it that way.

It has been noised about town that we would be gone as soon as harvest was over, but I am here to say we will be right here, Johnnie with the goods.

HEREFORD FARMERS EXCHANGE
By Parr Morrison. -49-49

FUNERAL OF JOHN H. WAGNER HERE MONDAY

John H. Wagner, for many years a prominent citizen of Deaf Smith county and associated with civic and public affairs in many ways, died in Hereford Sunday, August 9. Funeral services were conducted in the E. B. Black funeral home at 4:00 p. m. Monday by Rev. J. M. Fuller, assisted by Rev. Harold Hicks. The body was sent to Indianapolis for burial.

Mr. Wagner was born March 20, 1875, in Marion county, Indiana. He was married December 2, 1902, to Miss Mary Grimes at Coldwater, Kansas. To this union were born four daughters, Nellie, Margarette, Helen and Lillian, three of whom with their mother remain to mourn the loss of a father and husband. Nellie preceded her father in death March 17, 1921. Mr. Wagner early became a Christian and remained true to his faith throughout his life.

The family moved to Deaf Smith county in 1912, left here in 1921, and again returned in 1930. Mr. Wagner was held in high esteem in each community in which he lived. Four successive terms he was elected county commissioner, serving in that capacity for eight years. He was a tireless worker, an upright citizen, a friendly neighbor and a kind and loving husband and father. He will be missed by a host of friends and acquaintances who had learned to know and appreciate him.

CORSICANA PEOPLE BUY HEREFORD WHEAT LAND

C. G. Barnhart and his son, W. M. Barnhart, who recently purchased a section of wheat land near Hereford, are here this week arranging to plow their land for fall sowing.

The Barnharts are connected with the wholesale grocery business in Corsicana. They are highly pleased with the outlook for Deaf Smith county, and look upon this section as one of the best farming belts in the entire state.

Midgets Defeat Odd Fellows.

In a jumped-up game of baseball Friday afternoon, the Midgets, who have not been appearing in the baseball limelight for several weeks, broke through the defense of the Odd Fellows to take a thrilling 4 to 2 decision in seven innings.

Not satisfied with that, the Odd Fellows said the little fellows couldn't do it again, and just to demonstrate how it was done, the Midgets called their bluff Monday afternoon and cleaned their plow with a 7 to 6 score, although they had to go eight innings to do it. There was no admission charge to either of these games.

Pay 50 Cents for Wheat.

The firm of Buchanan & Rosson, representatives of the International Harvester Company, have been advertising for the past two weeks

that they will allow farmers 50 cents a bushel for wheat as the down payment for one-half the purchase price of a 26-38 tractor or a power wheat drill, exclusive of the freight, which must be cash.

This company has made many friends in 1931 by its liberal policy in dealing with machinery contracts as affected by the low price of wheat and farmers' inability to pay.

A Critical Situation.

W. J. (Bill) Smith is home from examination and treatment at the veteran's hospital at El Paso, and is looking much improved. Bill

says they took out his tonsils as the worst thing they could find with his condition, but what they missed and what was avoided by a narrow margin makes an interesting story.

It seems Bill was ordered to report to have his teeth pulled as a result of his examination. He says he tried to argue them out of it, but they had him up in the chair and his gums frozen for the work in hand, when it was discovered they had mixed Bill's X-Ray picture with that of some one else, and they were about to pull his teeth for those of a missing party. Bill still has his own.

Believe It or Not—

they are not all gone yet, although

Selling Below Cost!

Here Are the Prices—

SANDER'S CYLINDER PLOWS

	Part Cash	All Cash
20-inch, 9-foot plows	--- \$150.00	\$120.00
20-inch, 6-foot plows	--- 130.00	100.00
24-inch, 9-foot plows	--- 180.00	140.00
24-inch, 6-foot plows	--- 150.00	120.00

PEORIA DRILLS

32-8-inch low down press drill	\$340	\$320
18-6-inch low wheel press drill	170	160
16-8-inch low down press drill	170	160
10-14-inch lister drills	195	170

FEED MILLS

No. 12 OK Hammer Mills	\$195.00	\$165.00
Regular	\$350 mill	

CREAM SEPARATORS

Great Western 400-lb capacity	\$45.00	\$35.00
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We Are Not Quitting—

Just making prices in accord with the present prices on farm products.

Welch Machinery Co.

108 Main Street.

Hereford

Sales Ford Service

Now In New Location
Renfro Building, West Third Street.

DURHAM MOTOR COMPANY

"Service That's No-ble" Phone 39.

The Housewife...

—Can't be wrong in selecting our bread as one of the many quality items of food she buys daily. She can't be fooled—that is why she specifies Butter-Kist Bread.

HEREFORD BAKERY

Phone 166. 404 Main Street

We Announce

... the daily arrival of new fall merchandise direct from metropolitan style centers ... Exquisite Parisian-designed lingerie, dainty footwear, newest modes in millinery, self-styled hosiery and ready-to-wear copied from models by the style creators.

Stone Department Store

ONLY A FEW DAYS MORE
of the big
BANKRUPT AUCTION SALE
Now Going On One Door North of Patton's Insurance Agency.



—Every item in this fine \$15,000.00 stock of fine and high grade Jewelry, Diamonds, Silverware, Watches, Oriental Rugs, Tapestries, Leather Goods and Novelties must be sold.

This Stock Purchased from the
U. S. Bankrupt Court
—Contains only high class merchandise, nationally known and advertised.

Two Sales Daily
Seats for Ladies. 3:00 and 8:00 p. m.

H. J. Walker Co., Auctioneers
Don't forget the location—on Main Street, one door north of Patton's Insurance Agency.
Five Free Presents at Each Sale

Plan Now To
ATTEND
the
HEREFORD BRAND'S
FREE
COOKING SCHOOL
Beginning
AUGUST 31



You can work and worry for hours over an elaborate dessert, and it won't please your guests half as much as Mistletoe Ice Cream.



WHEN THERE IS SICKNESS IN YOUR FAMILY

—You may use simple home remedies, or the doctor may leave a prescription. In either case, a registered pharmacist is ready to serve you, and only the highest quality drugs are used at the CITY DRUG STORE.



CITY DRUG STORE

We Give

"J. N."

Green Trading Stamps

Phone 100

Easter News

By MISS LOUISE FRYE

Our community received another good rain Sunday afternoon and night, about one inch falling.

Mrs. J. H. Sanders and daughter, Mary Lou, had a narrow escape Friday afternoon when the steering wheel on their car came loose and the machine ran into a ditch. Neither were seriously hurt.

Luke Medley is visiting this week with friends at Abilene and Stamford.

Grandmother Caston, who has been in failing health for several months, passed away Saturday night at the home of her daughter, Mrs. E. M. Allen.

Beside the Allen family, Mrs. Calson leaves to mourn her death a grand daughter, Mrs. Sam Hunter of Jumbo, a son, Dee Caslon and family of Wellington and a nephew, Will Craig of this community. Mrs. Calson has

lived in our community more than ten years and had endeared herself to many. At the age of 79 she had been very active until her last few months. Funeral services were conducted at the home by Rev. Peters of Dimmitt and burial was made in the Hereford cemetery. This community extends heart-felt sympathy to the family.

Mr. and Mrs. Alfred Frye and daughters, Jean, Grace Ann and Dorothy, of Davenport, Iowa, who have been visiting in the Carl Frye home the past ten days, left Monday morning for their home. Mr. Frye thinks there has been a wonderful development in this county since he was here eleven years ago.

Miss Medley had as her dinner guest Sunday Misses Ashby Bruton and Jean Frye.

Mr. and Mrs. Chambless had as their guests the past week Mr. Chambless' parents from Oklahoma, a sister and daughters of

Wichita Falls, and Mr. and Mrs. Jess Laughlin, of Hot Springs, New Mexico.

Mrs. Coonaugher and Miss Maggie visited Friday in Hereford with their cousin, Mrs. Lucy Hicks, who came to Hereford to attend the funeral of Dr. Hicks.

Miss Ashby Bruton returned last week from Portales, New Mexico, where she had been visiting with her sister, Mrs. Morgan.

J. S. Smith, Claude and Emerald returned Friday from a week's visit in Oklahoma.

Leonard Stevenson of Hereford visited last week with Ben Medley.

Annie Mae Smith and Hazel Chambless spent Friday night with Louise Ann and Caroline Frye.

Mr. and Mrs. Fred Walton spent the week end with her parents at Portales, New Mexico.

The club met with Mrs. George Chambless last Friday. Mrs. Alfred Frye was a guest of the club and gave a very interesting talk on the 4-H club work in Iowa. The club will meet with Miss Medley Friday, August 21.

Mr. and Mrs. George Chambless visited in the Bob Axe home Sunday.

Travis Whitfield had the misfortune of getting his arm broken last week while cranking a car.

Mr. and Mrs. W. E. Betts of Clovis visited Sunday in the Carl Frye home.

Leonard Stevenson, Ben Medley and Martha Medley spent Friday evening in the Carl Frye home.

Mr. and Mrs. M. L. Hardy and daughter were in this community Sunday.

Mr. and Mrs. B. Saxon and son spent last Monday and Tuesday in Idalou.

Black

MRS. J. J. CRAWFORD

Farmers of this community enjoyed another good rain Sunday. Coming as it did right after the rains last week, there is now plenty of moisture in the ground.

Mr. and Mrs. Manuel Hawks left Saturday for Overton to visit her father, Mr. Northern, formerly of this community.

Mrs. John McKinney and children of Berger visited in the Ray Bennett home this week.

Howard Elmore and daughter, Lucille, returned Wednesday from a business trip to Quinland, Oklahoma.

The ladies' social and literary club met Thursday afternoon at the Oren Bennett home. After a business session, Mrs. Pressly demonstrated how to make several kinds of crepe paper flowers. Ice cream and cake were served by the hostess to fourteen members and one visitor, Mrs. John McKinney.

Mr. and Mrs. Kelly Stout from Dalhart visited in the T. J. Hawk home this week.

Mr. and Mrs. Noland Bennett of Etter visited his parents, Mr. and Mrs. Ray Bennett, Friday. Noland's brother, Charlie, accompanied them home for a few days visit.

Mrs. Howard Elmore has opened a cafe in Friona, just south of the Galloway hardware store.

A. C. Hays and Mr. and Mrs. Clyde Hays left Friday for a visit to their old home at Bonham.

Mr. and Mrs. Melvin Miller of Lakeview spent Sunday in the home of his aunt, Mrs. T. J. Hawks.

The Baptist meeting has been going on a week, with good attendance. Brother Day announced Thursday night that it would

Finds Market

for All Home Canned Chicken

"If my canned chicken trade continues I will have to buy some poultry to meet it. I have about used all the culls from my flock," Mrs. R. E. Meadors, demonstrator in this commodity for the home demonstration club of Cobeland has reported to Miss Marie Tarwater, home agent of Hockley county. Mrs. Meadors standardized her canned chicken, using the processes recommended by the Extension-home-industries specialist, and has had her product approved to sell under the 4-H label, the only woman in Hockley county who has this right.

She says: "It doesn't take me so very long to can the chickens. I have dressed so many that I can

go on another week. Mr. Durham of Hereford gave some special musical numbers Thursday night which were greatly enjoyed.

Miss Netha Crawford left Friday to spend a week visiting her grand mother, Mrs. J. W. Crawford, and aunt, Mrs. S. E. Goldston, at Carrizozo, New Mexico.

Clay Scarborough of Roswell is spending the week in the J. J. Crawford home.

Mr. and Mrs. Jake Mahler of Lakeview and Mr. and Mrs. Claybourne Carr of Summerfield spent Sunday in the George Wyley home.

Emmett Newell and wife, Olan Frost and wife and Uncle Tim Frost and wife of Farmers Valley and Bill Froese of Littlefield have been visiting in the R. E. Barnett home the past week.

dress six or seven hens in just a little while in the afternoon and then the next morning I start them cooking while I am cooking breakfast. I rather expect that I can dress, cook, prepare and can seven hens in not more than two hours actual time. I have learned to do this work along with my house work, so it is not so very much trouble."

In the last few weeks she has sold seven hens in 21 No. 1 cans and increased their value from \$2 market price to \$6.30. After the cost of the cans, labels, labor and market value of the poultry were deducted a profit of \$2.92 was left.

Card of Thanks.

I want to sincerely thank all those who helped me in the Brand subscription contest and enabled

me to win the diamond ring. My appreciation is felt just as truly for those whose friendly counsel and words of endorsement to others assisted in any way.

GLENN CURRY.

Itchy Toes

Hand Ringworm, Athlete's Foot
Why suffer from the queer skin disease causing severe itching of toes and feet, cracking, peeling skin, blisters, Ringworm, Trench Foot or Crotch Itch, when you can avoid infection and quickly heal your skin with Dr. Nison's Nixoderm? Based on the famous English Hospital formula, discovered by a leading London skin specialist, Dr. Nison's Nixoderm acts with amazing speed, because designed for this particular skin disease. Nixoderm is guaranteed. It must stop itch and quickly heal your skin or the small cost will be refunded.

CORNER DRUG STORE

FOR QUICK JOB SERVICE SEE THE BRAND.

Very Low Round Trip SUMMER TOURIST FARES

To CALIFORNIA FROM HEREFORD

To Los Angeles and San Diego \$35.00



To San Francisco \$45.00

Correspondingly low fares from other points. Tickets on sale August 15th and 16th, final return limit Sept. 5th and 6th respectively. STANDARD AND TOURIST PULLMANS Liberal Stopover Privileges

For Further Information, Reservations, Etc.

Call J. E. BEYER Agent Hereford, Texas

Or Write T. B. GALLAHER General Passenger Agent Amarillo, Texas

Brand Want Ads Pay Good Dividends!

Don't brag!

—tomorrow you may wish you'd changed to Goodyears today

Those old tires may have gone farther than you have any right to expect, but don't trust them too far. And you know your next puncture will wipe out all you're "saving". Better change to new Goodyears, THE leading make, today. That's safer, wiser. Let us show you the big value we're offering for little money.

Latest lifetime guaranteed

GOODYEAR PATHFINDER

Size	Each
4.50-20 (29x4.50)	\$ 5.60
5.25-21 (31x5.25)	8.57
36x3 1/2 Reg. Cl.	4.39
36x5 H.D. Truck	17.95

Other sizes equally low

Big savings on tubes



Ireland-Beavers Motor Co.

301 East Third

Phone 383

Arney News Items

BY MRS. F. W. FORTNER

Rain fell over this section first of the week.

A. W. Fortner and wife spent the week end with relatives at Levelland.

An ice cream social was held at the Clint White home Saturday night, when an enjoyable evening was had by all.

Chas. Chatfield and Mr. and Mrs. Freeman Chatfield were visiting here from Orwell over the week end.

Road workers were busy one day last week moving fence and getting ready for road improvements by which we hope to hold our mail route.

Mrs. Lee Ott and children spent Thursday with Mrs. E. Tipton.

Mr. and Mrs. Ray Cole returned Tuesday from a vacation trip.

Joe McKinney, Dick Corn and Ray Burks returned Friday from a visit in the M. Burks home in New Mexico.

A. W. Fortner and family were in Amarillo Thursday.

Mrs. J. E. Boyd and daughter spent Thursday afternoon with E. Tipton.

Joel defeated Arney in a ball game Tuesday.

Mr. and Mrs. Ray Cole visited his parents, Mr. and Mrs. John Cole last Saturday at Tulla.

Miss Rachell Burks entertained a number of girl friends from Canyon last week end.

Dr. and Mrs. J. W. Hendrix have moved from the west part of town to the apartment of Mrs. M. B. Daniels on Roosevelt Avenue.

Fat Girls! Here's A Tip for You

All over the world Kruschen Salts is appealing to girls and women who strive for an attractive, free from fat figure that cannot fail to win admiration.

Here's the recipe that banishes fat and brings into blossom all the natural attractiveness that every woman possesses.

Every morning take one half teaspoon of Kruschen Salts in a glass of hot water before breakfast.

Be sure and do this every morning for "it's the little daily dose that takes off the fat" and "brings that Kruschen feeling" of energetic health and activity that is reflected in bright eyes, clear skin, cheerful vivacity and charming figure.

Get an 85c bottle of Kruschen Salts at the City Drug Store or and drug store (lasts 4 weeks)—you must be satisfied with results or money back.

FRESH OR CURED

Meat

—All meat that is delivered from our market, whether fresh or cured, has been kept under the most sanitary conditions.

TEXASMEAT MARKET WE DELIVER PHONE 353

MORE EGGS

means money in the bank



BUY PROFITS BY THE BAG



LOOK FOR THIS BAG

—Merit Egg Mash, a scientifically formulated food, has been proven experimentally and by years of use by poultrymen to be a dependable producer of more eggs.

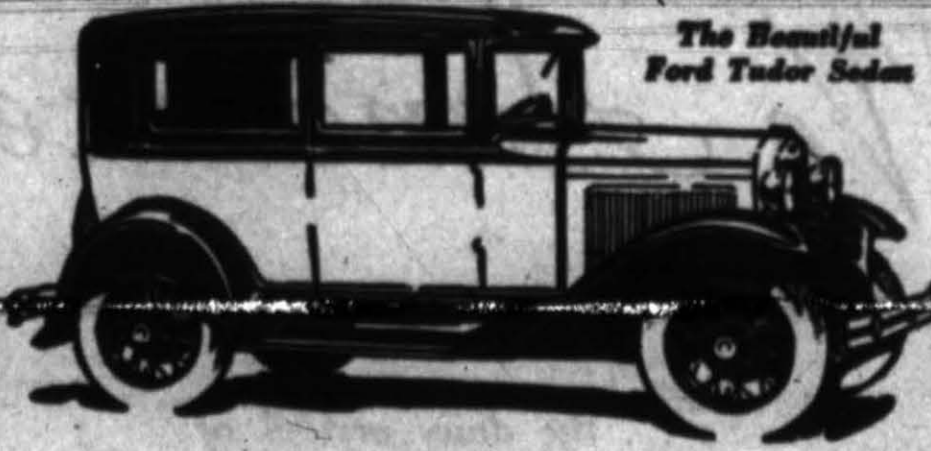
—No need to accept our claims for Merit Egg Mash—ask any of the scores of poultrymen around Hereford who have used the mash for years. Satisfied customers are the best advertising we have for our MERIT EGG MASH.

West Texas Feed and Seed Company

Phone 265

Food-Wise Poultrymen Recommend and

1/2c Merit Egg Mash BUY PROFITS BY THE BAG



The Beautiful Ford Tudor Sedan

\$490

(F. O. B. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost.)

WHEN you buy a Ford car today, you buy what is unquestionably the greatest value in the history of the Ford Motor Company. Never before has so much beauty, comfort, safety and performance been offered at such a low price.

The low price of the Ford is something to think about because it means an immediate saving of many dollars — always an important consideration. But far more significant than price alone is what you get for that price. When high quality is combined with low price, you may justly take pride in having found a most satisfactory purchase.

See the Ford — ride in it — learn something about the value that is built into every part. The more you know about it, the more certain you will be that it is the car for you. It is literally true that when you "get the facts you will get a Ford."



International Sunday School

Lesson

August 16, 1931

SOWING AND REAPING

(Temperance Lesson)

Galatians 6:1-10

1. Brethren, even if a man be overtaken in any trespass, ye who are spiritual restore such a one in a spirit of gentleness; looking to thyself, lest thou also be tempted.

2. Bear ye one another's burdens, and so fulfill the law of Christ.

3. Nor if a man thinketh himself to be something when he is nothing, he deceiveth himself.

4. But let each man prove his own work, and then shall he have his glorying in regard of himself alone, and not of his neighbor.

5. For each man shall bear his own burden.

6. But let him that is taught in

the word communicate unto him that teacheth in all good things.

7. Be not deceived; God is not mocked; for whatsoever a man soweth, that shall he also reap.

8. For he that soweth unto his own flesh shall of the flesh reap corruption; but he that soweth unto the Spirit shall of the Spirit reap eternal life.

9. And let us not be weary in well-doing; for in due season we shall reap, if we faint not.

10. So then, as we have opportunity, let us work that which is good toward all men, and especially toward them that are of the household of the faith.

Golden Text: Be not deceived; God is not mocked; for whatsoever a man soweth, that shall he also reap.—Gal. 6:7.

Time and Place: The Epistle to the Galatians was written in Corinth, to the Christians of Galatia in Central Asia Minor, about A. D. 57.

INTRODUCTION

The Prohibition Amendment.

One hears much about prohibition and little about alcohol. The opponents of the Eighteenth Amendment have caused so much discussion of the laws to control alcohol that one almost loses sight of the great evil which the laws were erected to curb. "From 1900 to 1920 the fight was against alcoholic beverages. Regulation, high license, local option, dispensary, state-wide prohibition, were all tried. National prohibition seemed the answer to the vexing question of the liquor traffic. In 1870 Senator Blair of New Hampshire submitted a bill calling for a constitutional amendment abolishing the liquor traffic. It was forty-one years later when such a bill passed Congress—and three years after the passage of that bill the nation banished every legalized saloon. This result was due to a century's drive against alcoholic beverages."

Alcohol Is Not a Good Medicine. Listen to the statement of Dr. Haven Emerson, for health commissioner of New York City:

"Most physicians have largely abandoned the use of alcohol as a medicine, because better results are usually obtained without. For the past fifty years, in the great hospitals here and abroad, the use of alcohol per patient has steadily diminished and now amounts to but a very small fraction of that used twenty-five years ago."

"Apply the test as you will to the distance, endurance or speed of marching men, to athletes in

competition, to the muscles of eye or hand, to accuracy of response to signals, to the taking of dictation, to the use of judgment or discrimination in psychological procedure, the result is the same, the use of alcohol, even in amounts too small to be recognized by the person concerned consistently shows poorer performance."

The Epistle to the Galatians.

This Epistle was written by Paul during the three months which he spent in Corinth as part of his third missionary tour. It was written to the churches which he himself had established, in the interior of Asia Minor, a region settled by Gauls from Italy and Greece, and among them were many Greeks, Romans and Jews. The Jews made trouble in these churches by insisting on circumcision and the exact observance of the Mosaic law, and Paul wrote this letter to show them that Christ had superseded the reign of law by the reign of grace, proceeding to outline the great doctrine of justification by faith, rather than works. "Following this argumentative section, the closing portion of the letter gives practical teachings for daily life, and it is from this portion that our quarterly temperance lesson is taken."

Brotherhood.

This is an Epistle of brotherhood. Paul condemns in it the spirit of division, of strife, of pride and envy. "You are all brothers in Christ," he says; "conduct yourselves as brothers should." This is a good word with which to begin a lesson on the temperance cause. The heart of prohibition is brotherhood. Cain's wicked question, after he had slain his brother, was, "Am I my brother's keeper?" God's answer was, "The voice of thy brother's blood crieth unto me from the ground." So it is with the agonizing murderous sin of the liquor traffic, which men have allowed on the earth to the slaying of men's bodies and the death of men's souls. We are our brothers' keepers. Every law has that law back of it, and most of all the prohibition law.

Burden-Bearing.

"Bear ye one another's burdens, and so fulfill the law of Christ." This verse must be considered with verse 5. "For each man shall bear his own burden." "Here are two texts of Scripture that appear to contradict each other. The contradiction, however, is only apparent. This clear-headed apostle does not write without measuring his words with great care, and his double statement is very helpful in understanding the subject of burden-bearing."—Rev. Edgar Whitaker Word, D. D. "He who would follow Christ must with brave heart bear his own sorrows, but only by the bearing of another's burdens can he fulfill the law of Christ."—Rev. Charles S. Macfarland, D. D. "Barbarism says, 'I care for nobody, no, not I, and nobody cares for me.' Civilization says, 'I care for everybody and expect everybody to care for me.'—Rev. David James Burrell, D. D., L. L. D. Rev. Percy C. Ainsworth couples these two verses with a third, "Cast thy burden upon the Lord" (Ps. 55:22), saying, "A man cannot see other people's burdens when he is stooping helplessly beneath his own. I must trust the Father above me if I am to help the brother at my side. Men must indeed bear their own burdens, but they must be helped to bear them. Woe to the man who, like the liquor dealer and the liquor advocate, adds to the heavy burdens of the world."

Sin Cannot Be Hidden.

"Be not deceived; God is not mocked." "The thought is, Do not think that you can evade these duties and obligations. Do not deceive yourselves. God is not mocked, does not suffer himself to be mocked, as if one could omit his obligations, and, escaping notice, taunt the divine Being with having overlooked his omission. That can never be. None can escape God's order or his law. "For whatsoever a man soweth, that shall he also reap." The law is fixed, to sow wind is to reap whirlwind. "The surest thing about sin is that it makes its mark."—J. Wilbur Chapman. "Men think that they can sow one thing and reap another. They can sow folly, and reap wisdom; they can sow wild oats, and gather honest wheat; they can sow excess, and reap sobriety and moderation; they can sow unclean and diseased things, and reap health, strength, and a well-balanced mind hereafter; they can sow neglect, and reap the reward of duty; they can sow unbelief, irreligion, and contempt of God, and reap the peace of mind and joy in living which only come to faith. And it is not to be done."—Rev. J. G. Greenbough.

Be Not Weary in Well-Doing. There are two kinds of people:

those who live to the flesh and those who live to the Spirit. Let us be of the second class, and more than that, let us be of that class wholeheartedly and persistently. Then he gives the reason why we should keep up our doing of good: "For in due season we shall reap, if we faint not." "What shall we say of the 'quitters' in the Christian life? It is a thousand pities to be worked in well-doing." "Let us not give way to weariness, let us shake ourselves free of it, let us guard against it, and look to God out of it." "Some years ago an orphan obtained a humble position in a bank through the kindness of a friend. His friend said to him 'All I will ask of you is that you should be the first to come and the last to go, and that you should never refuse extra work.' The lad went on faithfully, but for years no one seemed to observe him. He had the work but not the thanks. Then a day came when he was promoted, and he is climbing the ladder now. He had faith to believe and to go on, and the harvest came."—Sir W. Robertson Nicoll.

Progressive News

By PROGRESSIVE CLUB GIRLS

There was no singing Sunday night, due to rain.

Mrs. Luke McBrayer and daughter and grand mother McBrayer spent last Wednesday with Mrs. Ira Ricketts.

Mr. and Mrs. Green visited in the Park home Saturday night.

Mr. and Mrs. Ray Hershey, Katherine and Arnold Hershey, Mr. and Mrs. Horace Hershey and son, and Mr. and Mrs. Howard Hershey and daughter spent Sunday with Mr. and Mrs. Jim Ricketts.

A. J. Hughes spent Sunday in the Pevely home.

The Progressive club ladies met at the school house last Wednesday evening. The ladies gave Grand mother McBrayer a surprise lunch of cake, sandwiches and punch.

Glenn and Ira Jeane Ricketts visited the Phillips children last Friday evening.

Mrs. C. P. Caldwell and Eunice visited Mrs. Dora McBrayer Friday afternoon.

J. N. Benson and daughter, Leatrice, and Mr. and Mrs. F. H. Benson visited at Frío Sunday.

The Progressive Jolly Workers met last Thursday evening at the school house.

Mr. and Mrs. Ira Ricketts and children spent Sunday with Mr. and Mrs. W. A. Ricketts in Hereford.

Mrs. Hershey and Miss Katherine spent the week end at home. Miss Katherine is attending the Canyon Normal.

Mr. and Mrs. Clyde Russell entertained the young people with a yard party Saturday night and at a late hour refreshments of sandwiches and punch were served to 22 guests.

Ira Jeane and Glenn Ricketts spent Tuesday night and Wednesday with Mr. and Mrs. Jim Ricketts.

Mr. and Mrs. J. E. Blakemore and children visited in the C. P. Caldwell home Sunday evening.

Mrs. Clyde Russell helped Mrs. W. C. Russell can Thursday.

Mrs. Walter Caldwell visited Mrs. Dora McBrayer Thursday eve.

Carl Donovan left Friday on a

business trip to Oklahoma.

Elizabeth Bowman spent the week end with Eunice Caldwell.

Grandmother McBrayer spent last Thursday night with Mrs. J. W. Caldwell.

Mrs. Tom Baker called on Mrs. Jeff Roberson Thursday afternoon.

Mr. and Mrs. Cecil Hodges and daughters spent Sunday with his folks, Mr. and Mrs. C. P. Caldwell.

HAVE A SHOWER BATH INSTALLED



OVER YOUR BATH TUB

—You will be surprised at the low cost of installing a shower above your tub.

—You are under no obligation when you call for an estimate.

ROUNTREE

Plumbing and Heating
Phone 340



Three Ways to Have Money

- No. 1 Deposit your entire pay check.
- No. 2 Budget your expenses.
- No. 3 Keep within your income and save something each month.

Why not try it!
START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THINK! **THE FIRST NATIONAL BANK** HEREFORD, TEXAS. THINK!

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

MEMBER FEDERAL RESERVE SYSTEM

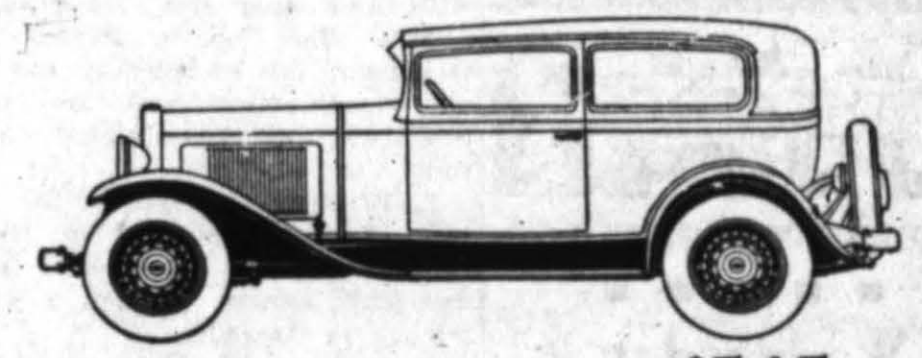
THANK YOU—

I sincerely appreciate the loyal support given me by my many friends in the Hereford Brand's circulation contest. I feel that my prize is a present from you. Sincerely,
MRS. B. R. FULKERSON

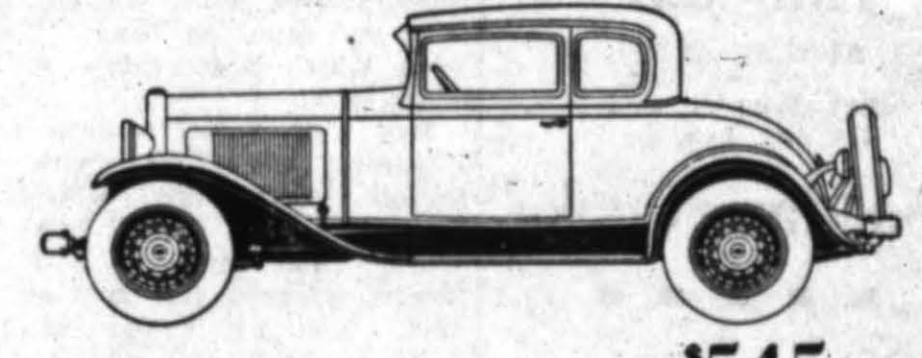
CHEVROLET

Three outstanding examples of the Great American Value

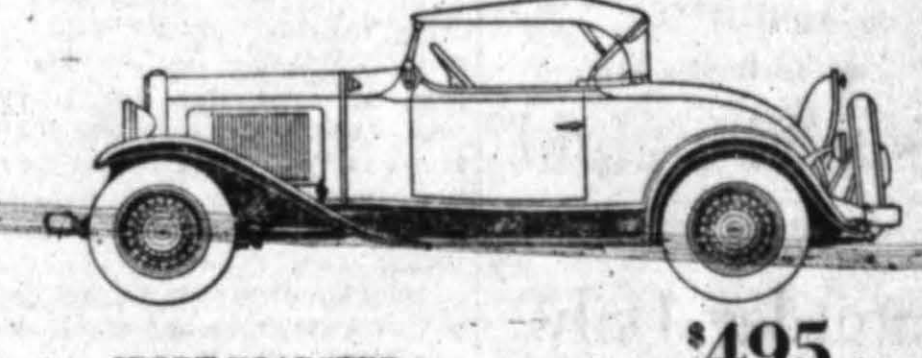
Consider how much your money buys in one of these popular models



THE COACH \$545



STANDARD 5-WINDOW COUPE ... \$545



SPORT ROADSTER \$495

Look over the popular Chevrolet models illustrated here before you make a motor car investment. Study them from every viewpoint—style, performance, dependability and economy. You'll be convinced that your money buys more in a Chevrolet. You'll understand why, month after month, Chevrolet has been leading in sales.

Like all Chevrolet models, these cars are sixes. And you know, as well as engineers do, that multi-cylinder design is standard practice among practically all cars today.

Nothing less than six cylinders gives the fine engine-balance that produces a really smooth flow of power and com-

pletely eliminates objectionable vibration at its source. Six-cylinder smoothness is built-in, quiet, economical smoothness. Drivers of sixes never want less!

In addition, these six-cylinder Chevrolets provide a long wheel-base, parallel-mounted springs, smart bodies and unexcelled economy. Owners write that Chevrolets definitely cost less to operate and maintain!

Yet with all these quality features, Chevrolets are offered at prices among the very lowest for which motor cars are sold. No wonder that the Chevrolet Six is called the Great American Value.

Twenty beautiful models, at prices ranging from \$475 to \$675

All prices f. o. b. Flint, Michigan, special equipment extra. Low delivered prices and easy G. M. A. C. terms.

NEW CHEVROLET SIX

See your dealer below

A. C. THOMPSON

DEPENDABLE LUMBER

McKinley & Third Phone 456

Brumley Chevrolet Co.

Incorporated

Locals

4.75 x 19 heavy duty six-ply Brunswicks \$9.55, and insured, too, of course, by RICE.

Edgar Ireland, Jr., is helping out at the First State Bank during the time of vacations for some of the employes.

Mrs. R. A. Walls and son, John, came first of the week from Helena, Arkansas, to join Mr. Walls, who is Western Union manager here. They were treated rather rough as an initiation to Hereford, someone taking a spare tire and rim from their Flint car the first day they were here.

J. C. McCollough, Clyde McMeahan, Gaylord Newell, Milton Orr and Richard Barnard returned last Saturday from an auto trip to California and Old Mexico by way of New Mexico and Arizona. In the ten days tour they visited the Grand Canyon, went in a glass-bottomed boat to Catalina Island, took a dive in a submarine boat, beside taking in the usual round of sights on such a trip.

Big shipment of new fall dresses, see them. Sprows-Cronin & Co. 31

Lon Boyd, city fireman, returned Friday from an eight-day trip, spent with his son, Clyde, and family, motoring to visit relatives in Maysville, Purcell, Shawnee, Sulphur, Earlsboro, and Oklahoma City, Oklahoma.

Mrs. Willard Witherspoon left Sunday morning for Austin for a visit with her parents.

Mrs. George L. Muse and Mrs. W. M. Megert were visitors in Amarillo Wednesday.

Didn't we tell you it was going to rain? Get those tire chains NOW at RICE'S. 1c

Mrs. Carrie Kropff and two sons, Carl and Charlie, made a business trip to Amarillo Saturday.

Mrs. Lem Sawyer came Saturday night for an extended visit with her daughter, Mrs. Kropff.

Rye Seed. McLEAN & PITMAN. 31

House guests of Mrs. Beatrice Parker of 1008 East Tenth Street are her daughter, Mrs. C. M. Hull, and little daughter, Ollie Bee, of Custer City, Oklahoma, and Mrs. Eva Jo McBurney and children, Marjio and John. Mrs. McBurney is a superintendent of the associated chautauquas of America.

Mel and Claude Harris left Wednesday for Kansas City where they will visit an uncle.

Miss Ella Tidenburg of Bovina spent the week end with Mrs. Jerry Behrens.

Mrs. Littrell Spratt of Vaughn, New Mexico, was here over Sunday with Mr. and Mrs. I. H. Spratt.

Mr. and Mrs. Henry Benson of Shamrock visited Saturday and Sunday with her sister, Mrs. C. R. Bentley, and other friends and relatives here.

Big Variety of men's dress oxfords, \$1.95 and up, at Sprows-Cronin & Co. 31

Mr. and Mrs. C. C. Loving and Mr. and Mrs. D. J. Neill of Amarillo were Sunday visitors in Hereford.

Mrs. Thurman Morgan and small son, J. P., of Hillsboro are in Hereford visiting Mrs. S. E. Askren. Rev. Morgan will be here in a few days.

Mrs. W. S. Camp of Hastings, Oklahoma, and Miss Ida Loyd of Electra visited in the W. I. Valentine home last week.

Please get that dust treatment in time to prevent smutty wheat. Corner Drug Store has it. 31

Fan belts and other parts for Model T Fords at RICE'S. 1c

Mrs. Glenn Weir has returned from a visit with her mother and brother in Detroit, Michigan.

John Perkins and wife, of Dalhart, were here over the past week end visiting their son, Dr. Perkins.

Big variety of ladies' dress shoes at \$1.95. Sprows-Cronin & Co. 31

Former Brand Editor John A. Neill, with Mrs. Neill and their little daughter, Nancy, were over from Clovis Sunday to see her brother, Dr. B. M. Wiltshire and wife, and other Hereford friends.

Mrs. Nina Robe of Holdenville, Oklahoma, has accepted a position as stenographer and assistant bookkeeper at the Brunley Chevrolet Company.

L. E. Bugg, employee of the Artesia Advocate, stopped in Hereford and at the Brand office Friday while enroute through to visit friends in Amarillo.

Men's big full-made work shirts in blue and grays for 48c at Sprows-Cronin & Co. 31

LOST: Picked up by some one at Hereford post office, fountain pen with my name on band. Please leave with postmaster. F. W. Zimmerman. 31-1p

Mrs. I. H. Spratt is home from a several weeks stay with her parents in Centralia, Missouri.

Ab Posey and family, Lawrence Womble and family and E. B. Bowen returned the last of the week from an outing vacation spent at Crede, Colorado, and intermediate points.

Dr. Hess Poultry and Stock Tonic. McLEAN & PITMAN. 31

Mr. and Mrs. Alexander Pope came Thursday of last week from Enid, Oklahoma, to see his parents, Mr. and Mrs. Joe L. Pope, and other relatives. The "Mrs." is a new part of Alexander's name, he having taken unto himself a wife since leaving here in the spring.

Dreadnaut car jacks are equal to hydraulic jacks and much cheaper. RICE sells them. 1c

Mrs. Alton Fraser and Mrs. Loyd Edwards spent Saturday and Sunday with Mrs. W. I. Valentine and daughter, Miss Billie, in Ruidoso, New Mexico.

R. A. Grimes, representative of the Avery Plow Company, was a business visitor in Hereford from Amarillo Tuesday.

Miss Edith Shields, principal of the Central school, was in Hereford Tuesday. She has been in St. Louis this summer and will spend a short time with her parents at Vega before beginning her school duties here September 7th.

Mrs. C. M. McElyea, of the Hereford Bakery, was called Sunday to the bedside of her daughter, Mrs. W. L. Meade, at Abilene as the result of a critical operation performed Saturday night.

Born, an 11 1/4 pound son to Mr. and Mrs. Noah Ewton at the Deaf Smith county hospital on Saturday, August 8. This fine young chap has been named Wiley.

Jesse Carter is recuperating from an operation for the removal of his tonsils, performed Friday afternoon of last week.

Mrs. E. B. Thomason is reported convalescing nicely from an operation for the removal of her tonsils, performed last Saturday afternoon.

Post cards. Local views. At Corner Drug Store. 31

B. M. Blow of Fort Worth is here visiting Mr. and Mrs. B. L. Branson.

Mrs. Ralph Barnett and daughter, Virginia, were visiting in Amarillo Saturday.

Rye Seed. McLEAN & PITMAN. 31

Mr. and Mrs. Bert Music and children, Eleanor, and Burl, and John Teitjen of Carrollton, Missouri, are in Hereford visiting friends and relatives.

Mrs. B. F. Guthrie and son, Keith, were in Amarillo Saturday.

Mrs. Frank Barrows and daughter of Plainview are here visiting Mrs. Barrows' mother, Mrs. J. M. Boone.

Brunswicks, the quality tire for less money and insured against accidents at no extra cost by RICE. 1c

Mr. and Mrs. A. A. Foster and family spent Sunday in Canyon.

Miss Augusta Shivers, who has been in Hereford visiting Miss Emma Jeane Donald the past two weeks, returned Saturday to her home in Crockett.

Mrs. Fred Vietrip of San Antonio, and Mrs. Nora Ward of Amarillo, spent Wednesday of last week in Hereford visiting Mrs. Charles Donald.

Mr. and Mrs. J. L. Sharman and son, Bobbie, were in Canyon Sunday.

Luggage Carriers at RICE'S. 1c

The church of St. Anthony's has brightened its steeple and dome with aluminum paint so that it shines as a landmark for a long distance.

Miss Eunice Glibreath of the First State Bank, with Miss Carey Estes, playgrounds director at Lake Park, are expected home the last of this week from a vacation trip to Ruidoso, New Mexico.

32 x 6 ten-ply Brunswicks, \$30.80, at RICE'S. 1c

Miss Mary Lou Roberson and her friends, Miss Gladys Armstrong who is a teacher in the Amarillo schools, left Thursday of last week for an extended trip to Roswell, Carlsbad Caverns, El Paso, Santa Fe and other points of scenic interest in New Mexico.

Miss Eva Skelton, city clerk, and her sister, Mrs. Oscar Easley and son, Jimmie, left Sunday for a two weeks stay with home folks at Frost, Dallas and other nearby points.

Men, this is very unusual good news: Dress Oxfords, \$1.95, at Sprows-Cronin & Co. 31

N. H. Greer of Memphis, brother of Mrs. C. R. Bentley, was visiting in Hereford Sunday.

As a union bus station, we now have a waiting room, rest room for ladies and wash room. We especially invite our country friends to take advantage of this and make our store a meeting place. All are welcome. Corner Drug Store. 31

B. H. Kirby, teacher of Valentine school, who lives with his parents and farms as a side line, left Saturday for Pampa for a vacation stay of a few weeks with friends.

Gordon Durham, manager of the Ford agency in Hereford, with Mrs. Durham and their children, spent from Saturday till Tuesday visiting her parents in El Paso. While away the family made trips to Hot Springs, Elephant Butte Dam, the White Sands and other New Mexico points, beside fishing for a while at Ruidoso.

Miss Audrey Rogers of St. Jo, Texas, a former teacher in Hereford and now engaged at Olney, is visiting in the Mrs. Egbert Bradley home and with other friends here since last week. Miss Rogers is a sister of Miss Jeanette Rogers, Hereford teacher.

FOR RENT: Furnished four-room apartment, modern, close in. Mrs. R. P. Brazil, Second house west of Methodist church. 31-1p

Mr. and Mrs. E. C. Atterburn and daughter, Betty, of Amarillo, visited Saturday and Sunday with her sister, Mrs. H. E. Weatherred.

Dr. Hess Poultry and Stock Tonic. McLEAN & PITMAN. 31

Mrs. W. J. (Bill) Smith and children drove to Ruidoso, New Mexico, last Sunday where they met W. J., who had been under treatment in Beaumont Hospital at El Paso, and all returned home together. Bill's many friends here will be glad to know he is much improved in health.

Frances Smith of Amarillo has been visiting her cousin, Louise Weatherred, for the past two weeks.

C. W. Anthony and family left Tuesday for their farm home in Castro county, he having recently sold his hardware interests to his partner, Judge C. F. Kerr.

H. C. Gettys, his daughter, Mary Alice, and her friend, Marcella Gurley, were over from Clovis last Thursday delivering flowers from the Clovis Floral company, of which he is owner. So large was the order of last week they were obliged to bring two cars to get them here, beside shipping others on the noon train.

Lee Cason, former Hereford citizen, and Miss Doll Merrick were up from Memphis to spend Sunday with Mr. and Mrs. Jas. W. Witherspoon. The two were enroute to visit points of interest in New Mexico, including Carlsbad Caverns.

Dick Manson, son of Manager Edw. W. Manson of the Clovis Evening News-Journal, was visiting friends in Hereford Monday. Dick is a graduate of Texas University law school, class of '31.

New fall hats for ladies, at Sprows-Cronin & Co. 31

Mrs. Victoria Wilson, assistant at the West Texas Gas company, left Sunday with her little son, Tommie, for a vacation stay with home folks in Dallas.

Mr. and Mrs. Hal Beavers, Dr. and Mrs. J. W. Hendrix, and Rev. and Mrs. M. M. Beavers of Plainview, left Monday for an outing vacation at Crede, Colorado, and intermediate points.

George Beams, Jr., is here from Waxahachie for a visit with his parents, Mr. and Mrs. George Beams, sr.

WANTED: Good used 4.50 x 21 tires in trade on Brunswick tires at RICE'S. 1c

Jack McIntosh of the Muleshoe Journal, was an appreciated caller in the Brand office Tuesday morning while enroute for a visit with friends in Amarillo and Pampa.

Mr. and Mrs. Alexander Pope left Wednesday morning for their home in Enid, Oklahoma, after a few days visit with his parents, Mr. and Mrs. Joe L. Pope.

Mrs. R. F. Dyer and children spent the past week in Durham and Sayre, Oklahoma, visiting relatives.

Miss Minnie Mae Grubbs, district demonstration agent, was up from A. & M. College, and Miss Emma Gunter, former deonstration agent recently dismissed by Deaf Smith county, met with representatives from over the county Monday afternoon to appear before the county commissioners in another appeal to reconsider their decision to discontinue the demonstration work, and again make it a part of the county program.

The commissioners are reported to have reiterated their former decision that finances made the carrying on of the work impossible at this time.

AGAIN APPEAL TO COMMISSIONS FOR DEMONSTRATION AGENT

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Utilities

(Continued from Page One)

their heads together and drew up a resolution of appreciation for what the Texas Utilities would do, and the company had it printed in a page advertisement elsewhere in the Brand.

There are fifty-eight other towns and cities in Texas served by this company, and three in New Mexico. "We treat all our communities alike," said Mr. Keiso, "and this same reduction we give to Hereford will be extended to the others also."

It was recalled by those present that this was the tenth reduction Texas Utilities has made in electrical consumption rates in Hereford since purchasing the privately owned plant here in 1925, every one of which has been voluntary and not one because of any unrest or complaints over the existing service or its rates. Possibly every one there had already known Judge I. R. Kelso for several years, and it was the pleasant agreement of all present that the judge's visit and his announcement was characteristic of him and his company's way of doing business—decide what was the thing he wanted to do and then do it without any pretense or misrepresentations.

Mayor E. S. Ireland expressed the opinion of all when he remarked that if all utility interests were directed by men of the calibre of Judge Kelso and his associates there would not be the present day agitation over rates, service and excess profits—that perplexes the nation today.

M. W. CORNETT HOME BURNS THURSDAY NIGHT

The residence of M. W. Cornett and its contents were apparently destroyed by fire Thursday night of last week, the call from neighbors for the fire department coming between 2:00 and 3:00 o'clock Friday morning. When the department arrived the building, which is in North Hereford on 25-Mile Avenue, was a mass of flames and little could be done to check the fire.

Former Missionary Here.

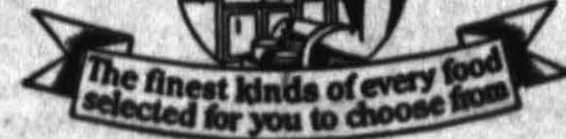
Mr. and Mrs. Jackson B. Cox are guests in the home of her sister, Mrs. E. B. Black and family. Mr. Cox is former missionary to Old Mexico, he having served there for 35 years before being expelled several years ago when that nation drove out all religious teachers trained or native to other countries.

PIGGLY WIGGLY



Here wives make their knowledge pay dividends

Price tags on every article — and every article within easy reach on the open shelves. No salesmen to urge them — no salesmen to hurry them. Here women have a chance to make their knowledge of value pay.



Specials for Friday and Saturday As Usual.

PIGGLY WIGGLY... a unique method of household buying now used in 824 cities and towns An easy way to save money

PREPARING MASTERS THESIS ON PANHANDLE AGRICULTURE

Miss Mabel Schwartz, daughter of Mr. and Mrs. John Schwartz of Hereford, is home from study at Columbia University in New York. Miss Schwartz has completed the course of study for the degree of Master of Arts with the exception of the final thesis. She has chosen as her subject for this work a study of the growth of agriculture as it has come to the Texas Panhandle, and will trace its development from the earliest pioneering and experimental stages to its present productive processes, with no doubt an indication of the region's potential future possibilities.

WALCOTT REVIVAL TO CLOSE SUNDAY NIGHT

Rev. S. S. Boseman, who has been conducting a very interesting revival at Walcott school house, will close the series of meetings next Sunday evening. There will be three sermons that day. Immediately following the 11:00 o'clock service a basket dinner will be spread and all are invited to bring well-filled containers and all will be served together. The morning sermon subject will be "Christian Race", the 3:00 o'clock subject will be "Christian Union" and the 8:30 evening subject will be "Undenominational Christianity".

STAR THEATRE

HEREFORD, TEXAS

Wednesday and Thursday AUGUST 12-13

Bert Wheeler and Dorothy Lee, in

"Too Many Cooks"

Friday Only

Matinee and Night

AUGUST 14

Marion Davies in

"It's a Wise Child"

Saturday Only

Matinee and Night

AUGUST 15

"Arizona"

Laura La Plante, John Wayne and June Clyde

Monday - Tuesday

AUGUST 17-18

EDDIE DOWLING

"HONEYMOON LANE"

WITH JUNE COLLIER

A Paramount Release



ALLEN A HOSEIERY

\$1.00

\$1.50

\$1.95

Garza Sheeting

ONE OF THE BEST SHEETINGS MADE BLEACHED

81 Inches Wide

90 Inches Wide

30° Yard

35° Yard

D. R. Gass & Son