

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 3.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JANUARY 29, 1931.

FIVE CENTS PER COPY.

Commission Grants Relief by Allowing Two Tax Payments

Two Men Are Charged With Cattle Theft

Pat C. Mahoney is in the county jail here and J. E. Boyd is out on bond, both charged with theft of five Jersey yearlings from J. W. Vick. The alleged violation is said to have occurred last Thursday night, and following the finding of the cattle in the stockyards of the Pinckney Packing company, Amarillo, by Sheriff John B. Miller and their identification last Friday, arrest of the two men was made by the sheriff.

Pat C. Mahoney had signed the bill of sale for the cattle to the packing company, and when questioned he made a written statement to County Attorney Coffee, involving J. E. Boyd, who lives east of Hereford about six miles.

"Things were slow and I wasn't getting anywhere," reads Mahoney's sworn statement. "And Jim was short of money. I was instructed to take his truck and haul five head of cattle which were in a pasture adjoining Boyd's place." Mahoney claimed he was told to take the cattle to Amarillo, sell them and get the money for them. He said he used Boyd's truck and took the stock to the Pinckney Packing plant where he received two and one-half cents a pound for the five head, without being questioned as to ownership, but had to sign a bill of sale.

After getting the money in two checks, one for \$14.50 which the packing company cashier cashed, he went to a dry goods store on Fourth street in Amarillo, bought a shirt and tie, gave the other check in payment and received the difference in cash, continued Mahoney's statement. Thirty dollars in bills were mailed to J. E. Boyd at Hereford, he claimed.

According to Mahoney, he cut out the yearlings about 11 o'clock at night but did not have any help even in loading them into the truck. After arriving in Amarillo he had tire trouble and stated that he paid a man \$3.00 to transport the stock from a filling station to the stockyards.

"I have only 85 cents left now," explained Mahoney in accounting for the \$48 he received from the sale.

The cattle theft charges will be presented to the grand jury when district court convenes here next week.

In his statement to the county attorney, Mahoney gave some unverified but startling information pertaining to future disposition of cattle on the Fuqua ranch in New Mexico.

Landmark Goes Down.

The old landmark, a sheet iron structure on the corner of East Third and Sampson, has been torn down by Ezra Norton. No announcement has been made as to any new building at the location.

Man Arrested and Jailed On Theft Charge

Bill Sprunk was lodged in jail Friday by Sheriff John B. Miller under a charge of theft. It is alleged that he took 15 gallons of gasoline, property of the state highway department, from a house near the highway.

Sheriff Miller investigated and was able to make the arrest through comparing the tread of Sprunk's truck tires with the tracks made at the place where the gas was taken.

The Sprunk family has been in distressed circumstances. Earlier in the day of which the alleged theft is said to have been made, the man called at the coast house and was liberally provided with clothing and food from the relief storeroom.

The gas stolen was part of a supply for use by a crew of the highway department on the road between Hereford and Canyon.

A. P. A. Judge Compiles New Poultry Awards

It is recalled that the Tri-County Poultry show was held under American Poultry association rules. Following the compilation of the regular prize winners, J. H. Wood, with the Hillside Hatchery and an A. P. A. licensed judge, made up a list of special awards coming under recognition of the A. P. A.

It will be noted that the subjoined is at variance in some designations from the previous awards. The new list was made up without regard to how the birds were entered for competition. One reference will explain this. N. C. Vogele won second with a young pen of S. C. Rhode Island Reds. Part of the pen was inferior, running down the average, but the cockerel was outstanding and has been placed first in variety and bred by the A. P. A. man. The A. P. A. has three main groups, which, taken in order of the largest, are class, breed and variety.

Best Bird in Variety.

Joe Benaer, Hereford, Barred Plymouth Rock hen.

Jack Wright, Hereford, White Plymouth Rock pullet.

Robert Horton, Hereford, Golden Lacey Wyandotte cock.

Oriand Wilson, Hereford, White Wyandotte pen.

R. L. Chiles, Friona, Partridge Wyandotte cockerel.

N. C. Vogele, Hereford, SC R. I. Red cockerel.

Robert Rundell, Farwell, Jersey Black Giant pullet.

Weldon Gregory, Hereford, light Brahma hen.

Claude Primrose, Farwell, White Langshan cock.

Roy Henderson, Hereford, Sc White Leghorn hen.

Ky Lawrence, Summerfield, Sc. Buff Leghorn pullet.

Joe D. Heinz, Texico, Blue Andalusian cockerel.

Mrs. Oscar Hunt, Canyon, Buff Orpington cockerel.

Mrs. Oscar Hunt, Canyon, Buff Orpington cockerel.

Jack Wright, Hereford, White P. Rock pullet.

Robert Horton, Hereford, Golden Wyandotte cock.

N. C. Vogele, Hereford, Sc. R. I. Red cockerel.

Robert Rundell, Farwell, Jersey Black Giant pullet.

Weldon Gregory, Hereford, light Brahma hen.

Claude Primrose, Farwell, White Langshan cock.

Roy Henderson, Hereford, Sc. White Leghorn hen.

Joe D. Heinz, Texico, Blue Andalusian cockerel.

D. P. Owens, Hereford, Sc. Andalusian pullet.

Best Classes.

Class 1, American: Jack Wright, Hereford, White Rock pullet.

Class 2, Asiatic: Claude Primrose, Farwell, White Langshan cock.

Class 3, Mediterranean: C. P. Owens, Hereford, single comb Andalusian pullet.

Class 4, English: Mrs. Oscar Hunt, Canyon, Buff Orpington cockerel.

Best bird in the show: Jack Wright, Hereford, White Plymouth Rock pullet.

Best Bantam in show: None.

Best turkey in show: Roy Henderson, Hereford, Bronze old tom.

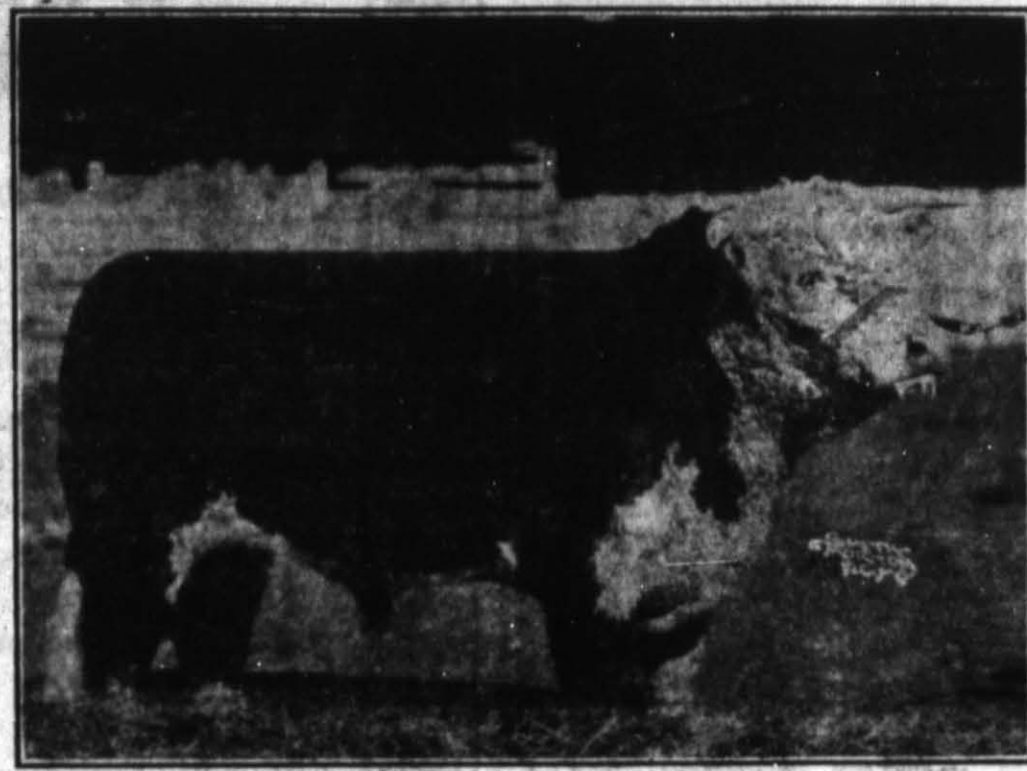
Will Build Reservoir.

Charlie Hand, chief of the water supply department of the Santa Fe railroad, was in the city recently, and he told his old friend here, L. Baskin, that his company planned on beginning next month erection of another large steel reservoir to mate with the present water tank.

T. P. & N. Engineer Here.

M. L. Ford, engineer for the Texas & Pacific Northern and the Texas-New Mexico railroads, was in the city last Thursday conferring with Jno. P. Shaton, local railroad committee chairman, relative to new rail line matters. Mr. Ford thinks his company will undoubtedly be granted a permit to serve Deaf Smith county.

SOLD FOR \$385



WOMBLE'S DOMINO 37th, 1764175

This coming two-year-old bull was calved March 15, 1929, from Prince Domino 1478770 and Lady Stanway 7th 1340030. Bred by W. T. Womble & Sons on their ranch in Deaf Smith county, north of Hereford.

C. C. Luncheon Monday Will be Home Products

There will be something new for the Monday meeting of the chamber of commerce at the First Christian church when the members sit down at the tables laden with a luncheon prepared by the Woman's Exchange, a new organization fostered by the federated clubs of Deaf Smith county.

The luncheon will not only be that ever-delightful home-cooking, but the food will be home products, home-baked breads, home-grown vegetables and home-canned edibles of every variety, taken from the pantries of the members of the Woman's Exchange.

A practical application of the live-at-home and trade-at-home slogans will be given, including the Hereford territory within the scope of "home". It will also be an opportunity to find out through the best possible way, the palate, what is produced locally and what advancement the club women have made during the recent months.

JACK WRIGHT'S BIRDS HAVE MORE THAN LOOKS

Jack Wright's prize flock of white Plymouth Rock chickens is something more than show birds. His hens are there with the goods when it comes to laying. Last Friday morning one of the layers presented her owner with an egg that measured 10 1/2 by 7 inches. The normal egg is 7 by 5, according to poultry experts.

At the Tri-County Poultry show here two weeks ago, a pullet from this flock won the highest award possible, the champion bird of the show.

Exchange for Farm Products to Open Soon

Another active and important organization, originating among the women, will make its formal debut into the life of the community next Saturday week, when the Woman's Exchange opens for business in some suitable location not yet determined upon.

The Exchange was created following favorable action taken at the last meeting of the federated clubs of the county. The idea has been brought out by the rural women who have quantities of farm products which the women of the town do not have, and the plan is to have some ventral place for an outlet of these surplus foods. Mutual benefit is the sole object of the cooperative effort.

There is no intention of opening a grocery store. There is to be no competition or conflict with established businesses in Hereford. The exchange will be a place to which home-prepared products may be taken from over-stocked pantries to meet the demand of those who are in the market for this kind of service and article.

Mrs. Rex Tynes, who has been made manager of the Exchange, wishes to make it clear that all women who comply with the rules are eligible to participate in the benefits to be derived, whether they be club members are not.

Carlyles Go to Temple.

Mr. and Mrs. L. W. Carlyle left Wednesday morning for a sanitarium in Temple where Mrs. Carlyle will be given medical attention under specialists.

Court Meets Next Week; Major Cases

February term of district court will convene here next Monday morning, with Judge Reese Tatum on the bench. No petit jury has been called for the first week and the time will be spent in making up the appearance docket and probable disposition of some non-jury cases.

Horace Schloss, court reporter, has been here this week working up various preliminary court papers.

Several matters will come up immediately for investigation by the grand jury, and County Attorney Coffee has been busy on details of recent violations and charges filed.

Grand Jury.

Names of 16 citizens of the county as drawn by the jury commissioners at the August term of court, from which a grand jury of 12 will be accepted by the judge, have been announced as follows: Allen Bell, Wesley Brady, J. J. Clayton, Ray Conaway, John Summins, Ed East, H. K. Fox, C. P. Hussey, O. J. Lady, Wiley Robertson, Owen Neal, C. P. Caldwell, F. W. Brunson, W. P. Caraway, A. Lowther, J. S. Orr.

The grand jury men will be examined, empaneled, organized and instructed next Monday morning, the first day of court.

Petit Jury, Second Week. The following petit jury men have been drawn and summoned to be at the opening of court for the second week, on February 9, Monday morning at ten o'clock:

C. W. Anthony, J. M. Pittman, N. W. Ewton, Cliff Estes, Leonard Mosley, C. E. Gatlin, L. P. Landrum, Earl Lance, A. B. London, E. D. Fox, John McLain, A. D. Godwin, Berry Orr, E. H. Little, W. G. Slagle, Ed Botts, A. A. Foster, Jim Black, Arthur Brooks, Omer Baker, Lester Galley, W. H. London, W. B. Lindsey, P. J. Rose, Truck Majors, L. I. Kuper, L. C. Lee, H. H. Marshall, H. R. Fritz, H. L. Martin, J. T. Cronin, Geo. McCurry, F. A. Millard, S. A. Coanougher, Chas. Donald, G. W. Koonce.

State Takes Up Tax Relief.

If the lower house of the legislature concurs in the senate tax bill, all county, state and school taxes for 1930 will not have to be paid by February 1 to avoid the ten per cent penalty. October 15 would be the new penalty date.

This would be a wide revision of the house bill to split the tax payments. No provision is made in the new measure for splitting the payments and it is only a deferment. The tax payer would, however, have to pay ten per cent interest for the interim allowed.

Annual Hereford Sale Draws Great Crowd

Col. Fred Reppert, Decatur, Illinois, began calling for bids promptly at one o'clock Wednesday afternoon here in the sales pavilion, and W. T. Womble & Sons' Domino 34th was knocked off to E. S. Shattuck, Carlsbad, New Mexico, for \$410, as the opening gun in the big Hereford auction, an annual outstanding event in cattle circles.

Under ideal weather conditions the sales pavilion was packed full of buyers and spectators for the public outcry. The attendance was estimated to be much larger than last year. Seating space was not available for all—every inch of standing room was taken, and the overflow had to be content with the aisles of the bull-barn wing.

Fifty head of fine registered Anxiety 4th Hereford were sold at varying prices. They had been consigned by D. L. McDonald, W. T. Womble & Sons, George Burch, T. E. Seigler, Ed East, E. L.

Bradly Estate, Doyle Rose, T. C. Ivey, Leo N. Wolfe and R. L. Campbell. All these men are noted Hereford breeders in Deaf Smith, Castro and Oldham counties, and their reputation for good cattle has spread to every state in the nation, as well as to Mexico and Canada.

Following are the sales up to press time, showing the owner,

Recapitulation.		
	Total	Average
Heifers	\$ 3,075	\$256.50
Bulls	\$10,390	\$305.50

purchaser and amount paid:

W. T. Womble & Sons, Domino 34th, sold to E. S. Shattuck, Carlsbad, New Mexico, \$410.

D. L. McDonald's Super Superior 4th, to W. H. May, Wilson, Texas, \$325.

E. L. Bradley's Prince Anxiety, to R. W. Baird, Hereford, \$285.

R. L. Campbell's Don Caldo, to

John M. Gist, Odessa, \$425.

Womble's Domino 30th, to E. P. Lee, Houston, \$210.

Womble's Domino 29th, to E. O. Reilly, Kerrville, \$300.

McDonald's Super Anxiety 37th, to Jno. M. Gist, Odessa, \$300.

McDonald's Prince Domino 5th to Jno. M. Gist, Odessa, \$310.

Womble's Domino 41st, to W. H. McCloy, Dallas, \$400.

McDonald's Super Superior 3rd to W. D. Corley, Colorado Springs, \$750.

T. C. Ivey's Superior Diamond 2nd, to Collins & Blakely Bros. Knowles, New Mexico, \$350.

T. E. Seigler's Don Superior, to R. Robertson, Lewisville, Texas \$290.

George Burch's Diamond Mischief 44th, to Hugo Lowenstein, Nara Visa, New Mexico, \$485.

Doyle Rose's Diamond Stanway, Lib Wallace, Sonora, \$200.

(Continued On Page Seven)

1000-Gallon Well Put In At \$1800 Cost



Above is the 1,000-gallon-a-minute irrigation well recently completed by J. E. Springer, ten miles southeast of Hereford. The well is a pumper and is 140 feet deep.

Using an improved type of lift pump and a farm tractor for motive power, Mr. Springer put in this irrigation system at the low cost of \$1800. He will grow alfalfa and row crops; watering when needed.

W. E. Fallwell Home Is Lost In Friday Fire

The home of W. E. Fallwell, corner of East Fifth and Roosevelt streets, was destroyed by fire of undetermined origin last Friday morning. The family was not at home, and when an alarm was turned in at 2:20 in the morning flames had eaten their way all over the structure and the fire department was unable to save the building.

A second alarm was turned in shortly before eight o'clock in the same location when smoldering coals came to life.

The fire is supposed to have originated in the roof, and as the residence was old it burned rapidly. It was the most tenacious fire ever dealt with in Hereford, according to Dow Mercer, fire chief.

"For over three hours we pumped water under heavy pressure in to the blaze before we were able to suppress it," said Mr. Mercer. "The water would knock chunks out of the structure but the fire would not give in until only part of the shell remained. Another thing that made the flames so stubborn was the many small rooms into which the building was divided, making the fire hard to reach."

"The relief granted hereby shall only be for those who shall pay one-half of their 1930 taxes on or before January 31, 1931, and shall in no wise affect the rule or custom heretofore practiced by the city in fixing a penalty of ten per cent for non-payment on the old date due, but such rule shall apply to all who fail or refuse to pay the one-half; and the taxes of such property owner shall be reported delinquent after January 31 as heretofore."

Deadline for Registering Cars Is Near

Motorists failing to obtain their 1931 motor car licenses by midnight of February 1 will be subject to prosecution, according to the department of the highway control. February 1 falls on Sunday, and this means next Saturday is the dead-line for equipping cars for travel on the highways.

"On the morning of February 2, anyone operating a motor vehicle that has not been registered for the current year is subject to arrest," says Chief Phares of the patrol, "and if the vehicle has been operated in January the owner is not only subject to arrest, but must pay a penalty of 20 per cent of the registration fee."

A big rush is expected at the tax collector's office in Hereford for the three days remaining. The car must first go through a light-testing station and the owner must pay the collector in cash, not checks, according to a statement issued from that office.

Dr. Wiltshire Gives Address.

An address was given the Dawn school Monday morning on care of the teeth by Dr. B. M. Wiltshire, local dentist. He accepted an invitation to appear before the assembly, and the talk was in connection with the county's health service.

Must Remit Half Taxes To Benefit

It is now possible to pay one-half of the 1930 city taxes on or before Saturday, January 31, and wait until August 1 before settling the second half without being penalized ten per cent on the entire amount. This form of relief was granted Tuesday morning in a session of the commission when C. H. Dyar presented the motion and it was seconded by J. O. Newell.

While there will be no penalty attached for the deferred payment, interest at the rate of six per cent will be charged on the unpaid balance until paid. And, if the final payment is not made on or before August 1, a ten per cent penalty will be attached on the one-half that has not been paid.

It is also noted that no relief from the present law of ten per cent penalty and six per cent interest is held out for the property owner who fails to remit to the city the first half by the end of this month.

Issue Receipt for Half. In recognition and reply to the petition presented by L. Baskin and 120 other citizens, asking that tax payment be split into two due dates, the commission says:

"In view of the present depression and in justice to the citizens and tax payers of Hereford, some relief should be granted.

"The city tax collector is authorized to collect one-half of the 1930 taxes due by any individual, firm or corporation on or before January 31, and to issue a receipt therefor, such receipt to state on its face that the amount so paid is to apply on 1930 taxes.

"Such payment of one-half is accepted by the city with the distinct understanding that the balance due will be paid on or before August 1, together with six per cent interest; in which case no penalty shall attach.

Half Required to Benefit. "The relief granted hereby shall only be for those who shall pay one-half of their 1930 taxes on or before January 31, 1931, and shall in no wise affect the rule or custom heretofore practiced by the city in fixing a penalty of ten per cent for non-payment on the old date due, but such rule shall apply to all who fail or refuse to pay the one-half; and the taxes of such property owner shall be reported delinquent after January 31 as heretofore."

Under the relief measure put into effect, it is thought that a larger amount of tax money will come into the city this year earlier than if the old custom is followed, and for the most of the taxpayers it should relieve them of the ten per cent penalty.

City Needs Money.

The city is in need of money to carry on the public affairs and it will assist in the employment situation, according to E. S. Ireland, mayor. With this in mind the plan was adopted that was believed would serve as a relief without much detriment to the city's income, without which it would be unable to operate.

Missionary to Talk Sunday at First Christian

C. A. Burch, for 24 years a missionary in China, will speak at the First Christian church here Sunday morning at 11 o'clock, according to an announcement of W. E. Dameron, who received a message Wednesday from Mr. Burch at Dallas.

The speaker will discuss the pension program and the world program of the Disciples. He will make an appeal for the fund which the church plans on raising to care for retiring ministers, missionaries and their families.

Dr. B. M. Wiltshire attended the two-day meeting of Panhandle dentists in Amarillo Friday and Saturday.

The Hereford Brand

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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 the notice of same being given to the editor personally at the office on North Main Street.

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Outside Zone 2, per year \$2.50
Outside Zone 2, six months \$1.50
Outside Zone 2, four months \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.



Caught in The
Corral
&
Put Through The
Chute

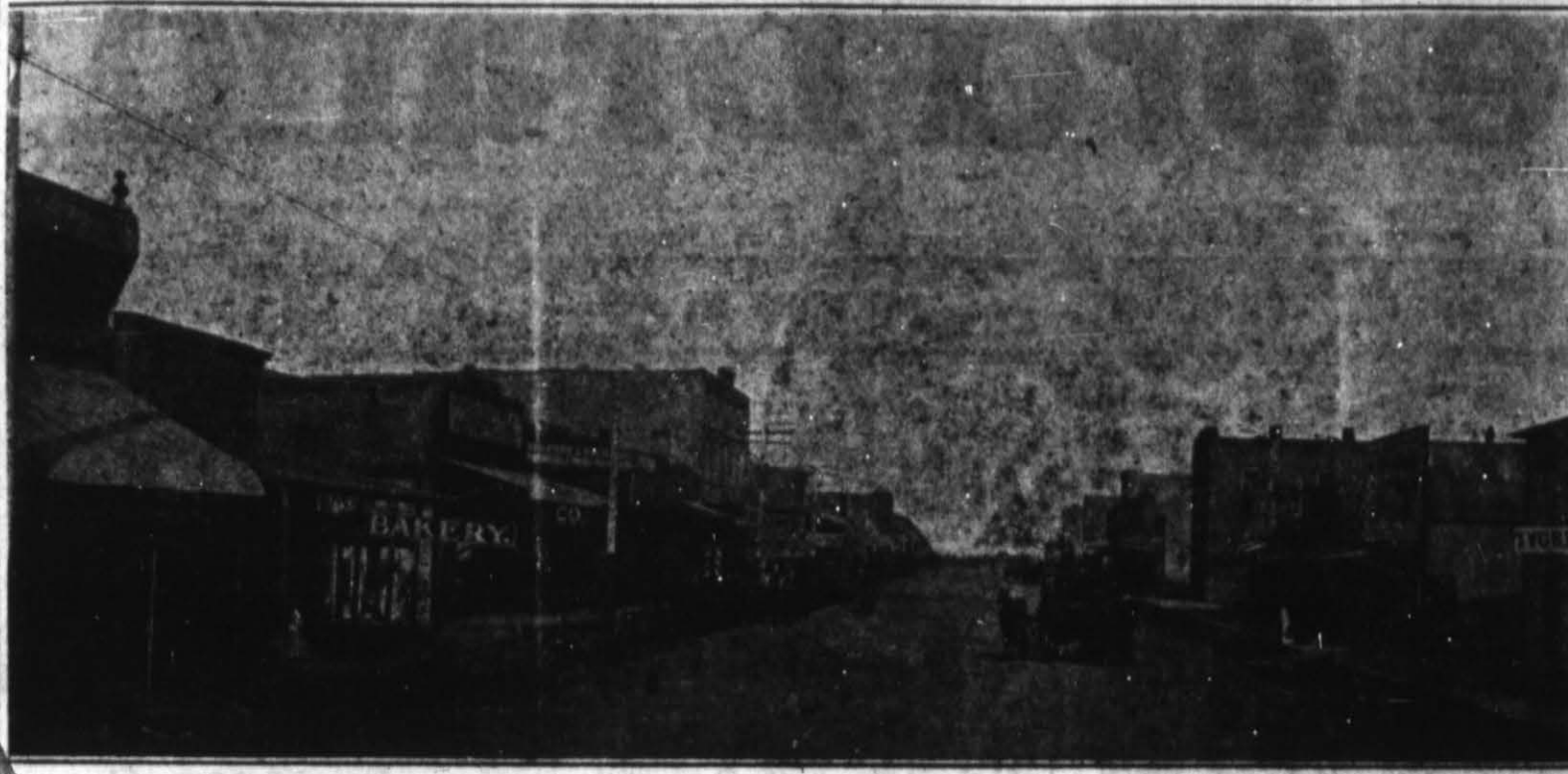
There is a custom at the Lions club luncheons, when Jesse Stanford refuses to carry the piano notes any longer without a payment, for the tail twister to gouge a dime out of every one present, for any or no reason at all, charging some infraction of the Magna Carta. After taking note, we have concluded this is a mistake. It's good for the club treasury, but hard on the dining room management. There are too many Scotchmen as members, such as McEntire, McCracken, McLean, McCurdy, or Murchison. We observe that every time these Scotchmen get fined, they start eating again and continue until ten cents more of food has been consumed. It is the hotel that is paying mostly for the piano.

In the post office figures published last week in The Brand, showing a steady expansion in every department, there is one phase that reflects a harmful condition. From July 1, 1929, to June 30, 1930, cash received from money orders ran over \$69,000, and for the past five years the total has reached \$275,000. For the most part this represents retail buying outside of our territory. This does not mean that had everyone traded at home we would have in circulation among ourselves \$275,000 more—for our home merchants must send out the biggest percent of a dollar received for manufactured products to restock their shelves. Quite apparent it is, however, that Deaf Smith county could have at least \$50,000 more in cash to pass from neighbor to neighbor, in hiring help, buying farm products, and then back again for household needs. Home loyalty is subject to analysis: submit it to every test and then use your best judgment.

It is a good thing for the modern newspaper that the Texas longhorn cow has passed out. Last week when the Brand unearthed from the dusty morgue a cut of a longhorn to run as a contrast with the registered Herefords going in the sale here, it was found too wide to fit the present columns. The horns of the deceased had to be amputated some what to go with present-day mechanical make-ups.

It is very gratifying to note that several property owners are removing their dead and dying locust trees, inevitable victims of the borers. It is regrettable that the locust must go, but there is no help for it, and it is much better to have it done this winter than to let them linger to give a wrong impression of the town and be

Nineteen Years Ago In Hereford



A picture of Main Street, Hereford, when affairs related in the 19-Years Ago Column had a more modern tone to them.

(From the Hereford Brand, January 26, 1912.)

Roscoe Davidson had announced for Democratic nomination to succeed himself as county treasurer. Sheriff R. V. Baird was in the race for the same office again.

Thos. Cook and George F. Caylor had closed a trade for the Loden ranch for a consideration of \$35,000.

John Beall Sneed had been admitted to ball in the sum of \$35,000, on a charge of slaying Col. A. G. Boyce, father of Al Boyce. The shooting took place in the Metropolitan Hotel, Fort Worth.

R. L. Hime had moved here from Nebraska.

Hereford merchants had at last established a cream station here and were paying cash for the products.

George L. Lynch, native of the Panhandle since 1900, had announced for sheriff and tax collector of Castro county.

Some 1912 advice: "Business is an exact science, not a game of chance. The men who succeed are those who understand the laws and principles of business, and put them to the best use."

Anyone wishing to secure a job of picking cotton could get it in the Nazareth community.

Homier Wilkinson was paying 32 cents for butterfat.

Gattleg Schimke of one of the Dakotas had traded for five quarters of land near the George Bippus ranch.

Joe Shore, brother of O. M. and L. H. Shore, had died at his home in Kansas City. He was assessor for Wyandotte county.

Surprises had been expressed at finding 2 1/2 feet of frost in the ground.

L. D. Shepard and Harvey Cash of Dimmitt were business visitors here.

Oscar Clett, grocer, was having a big cash sale: 5 gallons of gasoline for 70 cents; four pounds good coffee, \$1.00.

Ward News Notes

BY MRS. WILEY ROBERSON

Lee Coconaugher and Miss Iva Williams of Hereford called in the W. R. Higgins home Sunday afternoon.

Miss Brunson spent Friday night in the Wiley Roberson home.

Mrs. C. T. Kibbe spent Tuesday visiting in the home of her mother, Mrs. W. A. Dougherty, near Grady, New Mexico.

W. R. Higgins and family spent Sunday with Mrs. Coconaugher, south of Hereford.

Misses Higgins and Garrett were Sunday dinner guests in the Arlie Dean home.

Wiley Roberson and Archie Dougherty visited in the W. A. Dougherty home in New Mexico.

Claude Longbottom spent Monday night with Wesley Higgins.

Cap Coconaugher spent Saturday night in the Wiley Roberson home.

Mmes. Rogers and Malone spent Saturday evening with Mrs. Stines.

Mrs. Boyer is visiting relatives in Oklahoma.

Winnie Marie Malone spent last Wednesday night with Gladys Lewis.

A birthday surprise party was given Friday night in the Wiley Roberson home in honor of Miss Lucille Hughes. All enjoyed progressive 42 until a late hour when sandwiches, cake, coffee were served to about 20 guests. All departed declaring a very enjoyable evening had been spent and wishing her many more happy birthdays.

Mr. and Mrs. George Lewis and Gladys spent Friday evening in the home of Mr. and Mrs. Charles Hodges.

Mr. and Mrs. R. J. Kibbe and Harry, Mr. and Mrs. G. M. Suggs and George were Sunday dinner guests in the Jim Lipscomb home.

Mmes. Jack Hutson and D. O. Williams visited Mrs. Ledbetter in Vega Saturday afternoon.

Hugh Harper spent the week end with Floyd Herrison.

Mr. and Mrs. Arlie Dean entertained a bunch of friends with a singing Sunday night.

Mr. and Mrs. George Lewis, Gladys Lewis and Frances Hutson visited in the home of Mr. and Mrs. Bill Smith in Hereford Thursday evening.

Messes. and Mmes. Malone and Stiner spent Wednesday evening in the George Rogers home.

Mr. and Mrs. W. R. Higgins and sons visited in the Charles Higgins home Wednesday night.

Mrs. Malone visited Mrs. Rogers Monday.

Mr. and Mrs. Albert Higgins called in the Bob Higgins home Monday.

Arlie Dean returned Friday from a three days hunting trip in Bailey county near Muleshoe.

a menace to other shade trees. They make good posts; they are good firewood for some family. There are men who need a job or wood. Make a deal with one of them to remove the borer nests, and beautify your premises with trees of a different variety that will not be subject to such pests.

Courthouse News

Warranty Deeds.
R. E. Robey to C. L. Morris, section 44, K-7, \$10 etc.

J. W. Boultinghouse and wife, Madge Boultinghouse, to Ollie Prater, lots 1 and 2, block 1, Durant subdivision; \$75.

Mary Estes to L. A. Ray, part lot 7, block 4, Womble addition, 70 by 183 feet, beginning 25 feet west of NE corner lot 7; \$200.

F. A. Millard to F. Y. Moreman, N 1/2 section 81, K-4; \$11,200.

Annis E. Bentley and C. R. Bentley to A. A. Wright, 70 by 75 feet of block 9, Womble addition, beginning at corner; \$125.

Annis E. Bentley and C. R. Bentley to C. A. Kriese, 70 by 75 feet of block 9, Womble addition, beginning 75 feet from corner; \$185.

E. O. Alfred to R. L. Vineyard, undivided interest in section 50, block 7; \$10 etc.

J. W. Boultinghouse to C. R. Smith and A. M. Jones, block 16, Durants subdivision; \$275.

G. B. McElroy to M. C. Abston

Daniel News

BY MRS. JOE THURMOND

Daniel, Jan. 22.—Rev. Hubert Thomas filled his regular appointment here Sunday afternoon.

We are glad to have pretty weather and C. A. Ross, part lot 9, block 3, Womble addition; \$3000.

Chas. A. Muller to Mrs. Mayme A. Davis, N 1/2 section 55 K-8, and 20-foot strip for road purposes; \$5 and partition.

Peter Cardinal to R. L. Ellison, S' block 13, Ricketts addition; \$1900.

Trustee-Receiver Deed.
Travis M. Dameron to J. E. Hill, N 1/2 and SW 1/4 section 91, K-4, for H. C. Butterfield estate; \$10,080.

LUMBER

Wholesale Prices
Guaranteed Grade

Save 25 to 50 Per Cent.

M. R. Corbett

Jobber

Irish Potatoes

Until my present stock of HOME-GROWN POTATOES is sold, I will offer them to the public at the following prices:

No. 1 Irish Potatoes
Per Hundred Pounds **\$1.50**

No. 2 Irish Potatoes
Per Hundred Pounds **85c**

If you want to take advantage of these prices, which are away below wholesale, you had better get them NOW.

These Potatoes Are Guaranteed to Cook and Bake.

Located at

Twin-City Tractor & Implement Co.

South City Hall.

Hereford, Texas

ther this week after so much misty and cloudy weather.

After spending a week with Mrs. Joe Thurmond, Mrs. L. C. McCaskey and daughter returned to their home in Bogger Sunday.

Pauline and Ruth Moore spent the week end with Miss Hershey at Progressive.

Angie Jacobs spent the week-end in Happy with Louise Goetrock.

Mr. and Mrs. John Bolling called on Mr. and Mrs. W. R. Moore Friday night.

Wynette Jacobs and Miss Kath-

erine Hershey spent Tuesday evening in the home of the latter's parents at Progressive.

Mr. and Mrs. Vernon Miller of Canyon spent Sunday with Mr. and Mrs. Durwood Vernon.

The sympathy of Daniel people go out to Jim Chamlee and sons, Buell and Pat, in the loss of their wife and mother.

NOTICE.

W. H. Ray has made an assignment of his estate to me, A. O. Thompson, as assignee, for the

benefit of his creditors. I will proceed to sell at the proper time at private of public sale the property assigned and pay the expenses and distribute the proceeds proportionately to the debtors. Any debtor will please file his claim together with his agreement.

A. O. THOMPSON,
2-tfc Assignee.

Get your SEED OATS and SEED BARLEY at the West Texas Feed & Seed Company Phone 285. 2-2c

M SYSTEM

VEGETABLE WEEK

Bargains for Friday and Saturday

TURNIPS AND TOPS, bunch	4¢
LETTUCE, large head	7¢
MUSTARD, bunch	5¢
RADISHES, bunch	5¢
FRESH ONIONS, bunch	5¢
SPINACH, bulk, pound	10¢
BANANAS, pound	7¢
LEMONS, large, dozen	30¢
CAULIFLOWER, pound	18 1/2¢

WE DELIVER PHONE 249

Tire Savings -

Without the BACK-FIRE

Uninterrupted Service at Low Cost!

Nice day... country road... everything lovely, then Bang!... out goes that "cheap tire" and the day is spoiled... Avoid roadside repairs... Buy Goodrich Cavaliers... built to keep tire investments at a minimum, and still give outstanding performance... Over-sized... strong... tough and slow wearing... Built by Goodrich...

Goodrich Cavaliers

Cal Farley Tire Shop

HAYDEN ATCHISON, Hereford Manager

Free Road Service—Phone 68

30 x 3 1/2	\$4.75
29 x 4.40	\$5.40
30 x 4.50	\$6.15
30 x 5.25	\$9.05
32 x 6.00	\$11.40
33 x 6.00	\$11.75

SPECIALS FOR FRIDAY AND SATURDAY

VEGETABLES, per bunch	5c	PRUNES, per gallon can	48c
SHORTENING, 8 lb bucket	94c	CRACKERS, 2 lbs Saltine	28c
POTATOES, 12-lb bag	24c	CORN, medium size can, two for	21c
OATS, 16-oz size	9c	SOAP, P. and G., 12 bars	42c
SALMON, pink, two for	27c	EXTRACT Vanilla, good, 2-oz size	22c

Our
Specials
Are
CASH
To
All

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

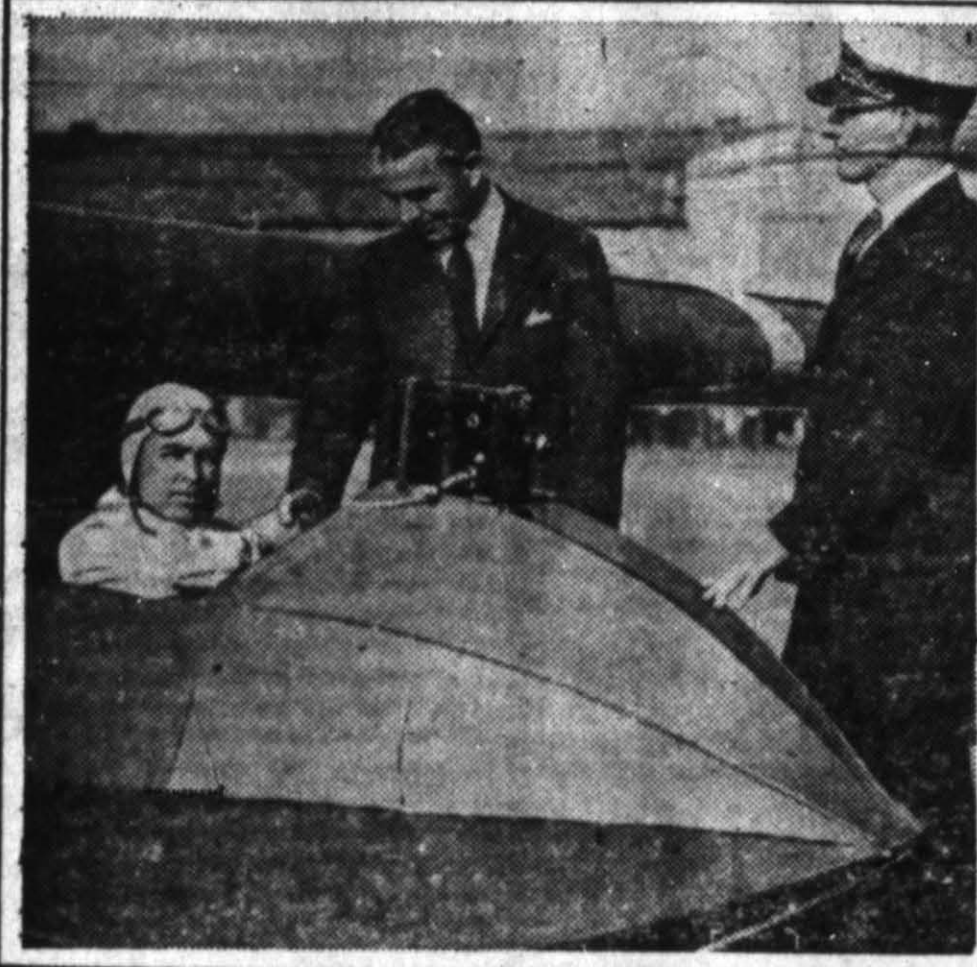
Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mrs. Ben F. Ozeo has returned from a visit with relatives in Dechard, Tennessee.
Miss Emma McClain called on Mrs. C. O. Phillips Saturday.
Mr. and Mrs. Clarence Brown attended the tractor school at Vega Thursday.
Mr. and Mrs. R. L. Campbell were in Canyon Wednesday.
J. M. Heaton and family attended the tractor school in Hereford Monday.

Mr. and Mrs. Jean Benford of Wildorado called in the R. L. Campbell home Friday.
Messrs. and Mmes. O. M. Mc-Broom, Sam Griggs, Grover Thomas and Kim Ware called in the Cecil Allred home Wednesday evening.
Jim Chamblee called in the Jim LeGrand home Thursday night.
Mr. and Mrs. O. G. Smith attended the tractor school at Vega last week.
Miss Hall worked at our school Tuesday. She is trying to help us with our children. Are we going to do our part?
Mr. and Mrs. C. Cretzinger spent Tuesday in the Dick Allred home.
Mrs. L. A. Nugen of Hereford

His Glider First to Carry Mail



Piloting what is said to be the world's largest glider, Maurice W. Collins made aviation history when he recently flew the first consignment of airmail ever to be carried by powerless aircraft from the Verdugo mountains to the Grand Central air terminal near Los Angeles. Collins, seated in his 64-foot sailplane, is shown being congratulated by Major C. C. Moseley, noted aviator.

Lectures Will Continue Over KPRC, Catholic

A continuation of the Catholic lectures over KPRC, Houston, by Rev. Thomas A. Carney, Rector St. Mary's cathedral, Galveston, is announced. The following subjects will be dealt with on the dates named, starting every Thursday evening at six o'clock.
Christianity and the sacraments, January 29. Religion and charity, February 5. Special topic February 12. Special topic February 19. Church and the State, February 26. Catholic church and the poor, March 5. Old opponents of the church, March 12. Catholic church and the home, March 19. Present opponents of the church, March 26. Catholic church and the suffering, April 2. Future opponents of the church, April 9. Sex matters and the church, April 16. Catholic church and justice, April 23. Catholic church and the world's ills, April 30.

Black

BLACK SEVENTH GRADE ENGLISH CLASS

The boys basketball team of Black met Friona in a grim battle Saturday night, winning with a score of 17-13.
Mr. and Mrs. Roy Price spent Sunday in the McLean home.
Misses Noble and Lucille McLean spent Sunday with Misses Mildred and Elizabeth McMurry.
LeRoy Price spent Sunday with Albert Russ.
Mr. and Mrs. Bennett and fam-

ily spent Sunday in the McMurry home.
Mr. and Mrs. Price spent Sunday evening in the McMurry home.
Doyle Vines and LeRoy Hanna spent Sunday with K. T. McKevey.
Mr. and Mrs. Reed and family visited the J. J. Crawford home Sunday.
Miss Lois Presley visited the McKevey home Sunday.
Mrs. Hanna visited the J. W.

Vines home Friday.
James McLean spent Saturday night with Charlie and Jimmie Hays.
Miss Lucille Hays spent Saturday evening with Vena Mae Welch.
Mr. and Mrs. Claburn Carr visited the J. J. Crawford home Sunday.
Miss Lucille McLean visited the Black school Monday.

HELP YOURSELF

Special, Friday and Saturday

Oranges, medium, dozen	20c
Crackers, 2-lb box	28c
Soap, P & G, 10 bars	35c
Sugar, ten pounds	62c
Compound, 8-lb pail	98c
Oleomargarine, lb	19c
Cheese, pound	25c
Syrup, W. S., gallon	88c
Coffee, Wamba, 3-lb can	\$1.05
Peaches, gallon can	52c

HENDERSON'S BABY CHICKS

Placing your order now for your chick requirements, we are starting our year's operations and soon will be turning out the chicks by thousands. We have cut the prices to the quick in order that all may be able to buy chicks.

S. C. Reds, Barred and White Rocks and Buff Orpingtons, per 100	\$13.00
S. C. White Leghorns, per 100	\$11.00

\$1.00 per 100 discount if order booked three weeks in advance.

CUSTOM HATCHING—Big hatches are our habit—we only charge a fee of 2c per egg, trays hold 120 eggs.

POULTRY SUPPLIES—Big stock of poultry supplies, brooders and remedies on hand. Merit Poultry Feeds are sold and recommended by us.

BUY Better Chicks HATCHED RIGHT HERE AT HOME

Henderson's Farm Hatchery

South Hereford, Texas.
PHONE 440

is keeping house in the John Boling house and caring for the children.
Mr. and Mrs. H. J. Oglesby attended the tractor school at Vega last week.
Mr. and Mrs. O. J. Grabbe motored to Lockney and visited Mr. and Mrs. Lewis Boyd, teachers there.
W. T. Womble and sons had a number of whitefaces from their ranch here in the sale in Hereford Wednesday.
E. E. Ashburn of Dechard, Tenn. is going to help Mrs. Ben F. Ozeo with her dairy.
R. L. Crawford had an entry in the Hereford whiteface sale Wednesday.
Luther Thomas of Hereford is visiting his sister, Mrs. Jim LeGrand.
Mrs. C. Cretzinger visited in the R. Sharp home Monday.
There was a good crowd at church Sunday. The church voted to have Rev. J. M. Jones of Amarillo continue as pastor at Palo Duro.
Mmes. E. W. and L. L. Womble called on Mrs. Cecil Allred and Mrs. Comingoer Thursday afternoon.
Mmes. C. and S. Cretzinger called on Mrs. Vernon Stanley of Wilrodado Thursday afternoon.
Frank Young called on W. R. Moore last week.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN
Some of the children in Sims school have been on the sick list the past week.
Miss Gunter met with the 4-H club girls at Sims school Thursday afternoon.
Stein brothers went to Adrian Wednesday.
Cliff Treadwell went to Pampa Friday.
J. H. Mecaskey and Mr. and Mrs. John Vanmeter called at the Ed Mecaskey home Sunday.
J. M. Chapman went to Vega Wednesday.
Misses Alma and Lucile Foxall visited in the Thomas home Sunday.
W. M. Stewart was in this community Saturday.

JOHN DEERE SCHOOL DAY WAS INTERESTING EVENT

Nothing like the field demonstration and tractor school of last Monday has ever been held here before by the John Deere people, according to Geo. Garrison of the Kerr Implement company, local John Deere dealers.
There were about 350 people at the field demonstration on the J. L. Williams farm Monday morning, and lunch was served to 262 visitors who remained for this feature. In the field work two general-purpose tractors were used, with all farm equipment accessories. Visitors were also shown a model D tractor at work hauling a four-bottom, 12-inch mold board plow at depths from five to six inches.
The building was full of interested people for the tractor school, conducted by Mr. Ewald, assisted by Lee Harlan of the John Deere factory, Kansas City. It was estimated that about 200 were present for the machinery instruction.
"It was a very successful demonstration and school," said Mr. Garrison. "The Kerr Implement company wishes to thank every farmer for attendance at both these events, and extend them a welcome to visit us at any time."

Convertible Cabriolet Out.

Addition of a new convertible cabriolet to the 1931 line of Chevrolet sixes has been announced by the Bramley Chevrolet company, local dealers. The new body type brings the number of passenger models to ten, providing an unusually wide range of models in a low priced car.
The convertible is a deluxe type car. With top raised it becomes a comfortable enclosed coupe; with top lowered, it is a racy open roadster.

Ted Houston, of the Panhandle Lumber company, is on a trip to California this week. He met his mother in Dallas and drove thru to the Pacific coast in his car.

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

Electric Light Is Now Industry's Illuminant

Wherever you go you will find the steady light of electricity used to promote progress by furnishing longer working hours when the sun has quit the job.

Sunlight can no longer compare with electricity's constant stream of illumination. Sunlight varies with the seasons and the weather, while electricity never fails at any moment of twenty-four hours a day, year after year.

Where sunlight furnishes only light, electricity supplies current for power to operate numberless utility instruments that shorten labor hours and make many otherwise impossible tasks simple little duties that are pleasant to accomplish.

LEARN WHAT ELECTRICITY WILL DO FOR YOU!

Texas Utilities Co.

"YOUR ELECTRIC SERVANT"

How One Woman Lost 20 Lbs of Fat

Lost Her Double Chin
Lost Her Prominent Hips
Lost Her Sluggishness
Gained Physical Vigor
Gained In Vivaciousness
Gained a Shapely Figure

If you're fat—first remove the cause!
Take one half teaspoonful of KRUSCHEN SALTS in a glass of hot water before breakfast every morning—cut out pastry and fatty meats—go light on potatoes, butter, cream and sugar—in 3 weeks get on the scales and note how many pounds of fat have vanished.
Notice also that you have gained in energy—your skin is clearer—your eyes sparkle with glorious health—you feel younger in body—keener in mind. KRUSCHEN will give any fat person a joyous surprise.

Get an 85c bottle of KRUSCHEN SALTS at City Drug Store (next 4 weeks). If even this first bottle doesn't convince you this is the easiest, safest and surest way to lose fat—if you don't feel a superb improvement in health—so gloriously energetic—vigorously alive—your money gladly returned.
Mrs. Mayme Carey of Buffalo, N. Y., writes—"Since I began taking Kruschen Salts I have lost 20 pounds and feel as if I had lost 50—I feel so good and the best part of it all is that I eat anything I like."

3-Day Special

FRIDAY — SATURDAY — MONDAY
MAKE YOUR DOLLARS DO DOUBLE DUTY BY TRADING HERE!
STANDARD MERCHANDISE—AT RIGHT PRICES.

Children's School Dresses
Special Selling Event of Spring All-Day Frocks

Guaranteed not to fade—just arrived; made up in broadcloths, pongee and novelty prints. While the last—

69¢ \$1.69

Ladies' Silk Dresses

We have just received a large shipment of the NEWEST SPRING STYLES and FABRICS. These are silk dresses you will find to give you real satisfaction in wearing. A variety of materials and models to select from.

Values up to \$18.50
Your Choice—
\$10.50 \$4.95

Another group that formerly sold to \$15.00—

D. R. Gass & Son

Progressive News
BY MISS OLIVE PERKINS

Mrs. Jess Caldwell spent the week end in Canyon. Miss Lois Park is visiting Mrs. Purcell in Amarillo for a few days. Mr. and Mrs. Jim Ricketts have moved to the Paul Corbett place west of town.

Elizabeth Bowman spent Friday night with Eunice Caldwell. Misses Lucille Park and Louise Hunter called on Mrs. Blakemore Tuesday afternoon.

Singing at Progressive will start at 7:30 and stop at 10 o'clock in the future. Mr. McBrayer, Mrs. Baker, Eunice Caldwell, Augustine Gregory, Millard, Jake and Weldon Gregory attended singing at Westway Sunday.

Arnold Hershey went to New Mexico last week and is building fences and otherwise improving his place.

Mr. and Mrs. Click visited in the Park home Thursday evening. Misses Cockrell and West of Hereford visited Mrs. Orin Russell Friday afternoon.

Mr. and Mrs. Clyde Russell visited her parents Sunday afternoon and evening.

Last Friday afternoon there was a very interesting game of basketball between the two teams composed of the neighborhood boys. This week, Thursday, the Ford boys' team plays the Progressive boys.

Pete Caldwell visited over the week end with his sister, Mrs. Cecil Hodges, and family.

Mr. Thompson preached at Progressive Sunday afternoon. He intends to preach the fourth Sunday of each month for the rest of the year.

Misses Chambers, Lucille Park, Millard Boyd and Mr. Hollis Viason spent Sunday evening in the Hershey home.

Miss Olive Perkins visited Mrs. Wedel and Miss Clara Tuesday. Arch Dougherty has gone to Grady, New Mexico, for a few days on business.

Mr. and Mrs. C. P. Caldwell called on Mr. and Mrs. Blakemore Sunday afternoon.

Friday evening the young folks

CREAM WANTED—24c
We pay transportation charges. For a long time our honest market butter prices have been from 5c to 8c over and above cream buying stations. The price we pay represents the actual butter market and no one can pay more and be honest with their patrons and themselves. The reason why hundreds of farmers ship us regularly is because they are treated honestly, with prompt service. If you are not shipping us try us and be convinced. We guarantee to satisfy every shipper.

FALLS CITY CREAMERY CO.
Falls City, Nebr.

PIGGLY WIGGLY
All Over the World

Specials for Friday and Saturday
January 23 and 24

VEGETABLES...	4c
Radishes, carrots, beets, turnips with tops, lg. bunches	
APPLES...	29c
Washington fancy Winesaps, 125-size, per dozen	
ONIONS...	14c
Five pounds for	
CRACKERS...	28c
Two-lb package Saltine Flakes or Salad Wafers	
APPLE BUTTER...	19c
Wapco, 2½ pound can	
OATS...	29c
Mother's China, per package	
PRUNES...	48c
Italian, in juice, per gallon size	
PINEAPPLE...	22c
Crushed, Rosechale, in syrup, No. 2 size	
SPINACH...	17c
No. 2½, Libby's Fancy, per can	
COFFEE...	42c
Folger's, 2 lb can, 85c, one lb can	

THE GREAT AMERICAN HOME



Sidelight On Livestock and Farming

It's been a hard year. Farm folk are discouraged. Many probably resent having their attention called to individual successes, of which there are many. Yet the surest road to farm life security is lighted up by these successes. These fine demonstrations don't just happen. Always it's a member of a family with faith and vision and skill at the helm.

"Take poultry, in which there is said to be no longer a profit," says W. H. Darrow, extension service editor. "When the totals are compiled there will be thousands who have made \$150 net profit a bird in Texas during 1930. This wasn't accidental, and not every body can do it, but there are likely 100,000 farm people of Texas who could do comparably well."

Also, it has proved a good business to sell feed to good hogs via the self feeder. Erwin Schulze, Comal county, has made money through tankage, cottonseed meal and alfalfa leaf meal.

Mrs. Walter Hill, Carson county club woman, has over \$800 worth of home-grown products canned in her pantry shelves. She began January last canning meat. She sold turnips to buy apples for a fruit food. In this exchanging method she has a typical 4-H club pantry, well-balanced.

on How to develop a taste for good reading. Round table discussions was held on the topic. Books to buy and books to borrow. The club decided to give a school play at the school house some time in March. After the business meeting and program the ladies spent the rest of the afternoon quilting. Mrs. Caldwell served delicious refreshments. The next meeting will be with Mrs. Click the first Wednesday in February. At this meeting the ladies will work on the club rug.

Summerfield
BY MRS. L. JOHNSON

The Home-Makers Study club met in an all day meeting with Mrs. L. H. Lookingbill, each one taking a dish of good eats that added to the good dinner prepared by the hostess. The afternoon was spent with the program which was led by Mrs. Scheibagen. Members taking part were Mrs. L. L. Cannon, Mrs. Gerald Morgan and Miss Gunter. Roll call was answered by about 15 members, on What magazines I take. The next meeting will be with Mrs. Alton Lookingbill the first Tuesday afternoon in February.

Mr. and Mrs. Burgess of Hereford were Sunday visitors with the Coker families.

Mrs. Gerald Morgan was called to Fort Sumner, New Mexico, by the serious illness of her sister's baby, Mrs. Sam Steele, last week.

Mr. and Mrs. Walter Hawkins and children returned recently from their trip to Lamesa.

Several of our community are reported on the sick list. Cecil Coker, Beulah Mae Wilson, James

Suttle and Grandma Coker are included in the list.

Mr. and Mrs. George Robertson and daughter of Hereford visited recently in the home of Mr. and Mrs. Alton Lookingbill.

Miss Elaine Ivey of Eldorado, Oklahoma, has been visiting with relatives, Mr. and Mrs. Marvin Madden, Mr. and Mrs. Henry Kendall and Mr. and Mrs. Ky Lawrence.

Mrs. George Garrison and Mrs. Patton of Hereford were visitors last week in the B. C. Roberson home.

Mr. and Mrs. Lloyd Lookingbill and family have moved from our community to a place located near Friona.

Mr. and Mrs. Marvin Madden have recently returned from Sweetwater and Eldorado, Oklahoma, where they visited relatives and friends for several days.

Mrs. A. J. Blakemore returned last week from Amarillo where she has been visiting friends and receiving medical treatment.

Mrs. Manjeot of Hereford took charge of the W. M. S. last Wednesday afternoon, when she gave an outline of the year's work. She is president of the Tierra Blanca W. M. U.

Through an oversight the names of Maude Noland, chorister Miss Thelma Humphries, as pianist, and Mrs. B. C. Roberson teacher of juniors, were omitted at the recent election of Sunday school officers.

Mr. and Mrs. W. A. Burroughs of Amarillo visited her sister, Mrs. J. B. Davis, Friday night. On Sunday her sister and son, Mrs. E. L. Keith of Borger, and mother, Mrs. R. F. Barnes of Hereford, spent the day.

Mrs. Walker returned to her home in Pampa and Miss Alma Walker will stay several months in the home of her brother, A. M. Walker.

Mrs. W. L. Huntley and Mrs. Alton Lookingbill motored to Tulla one day last week to visit with friends.

Summerfield basketball teams played the Sunnyside teams at Dimmitt last Wednesday night.

Mr. and Mrs. Andrew Behrends are receiving congratulations over the arrival of a son, born at Hereford sanitarium last week.

Miss Ellen Atchley is staying with her sister, Mrs. Bill Knox, at Hereford.

Mrs. W. L. Huntley went to Amarillo Monday to visit with her mother, Mrs. E. C. Dodson.

Mr. and Mrs. M. M. Ellis and family left for Archer City last Wednesday to make their future home.

Wyche Items
MRS. L. P. PERKINS

Mr. and Mrs. Butch Elliston left Monday morning for Clovis, New Mexico.

Mrs. Frank Nell of Westway helped Grandma Nell move to the Butch Elliston farm Monday.

Clara Jo Nell visited the school Monday.

Mr. and Mrs. Perkins visited in the Dee Woolsey home Monday.

Juanita McGinnis spent Monday night in the L. P. Perkins home.

C. V. Burgess and family visited relatives at Summerfield Sunday. Mrs. Burgess' mother is quite ill.

Dick Barnes is staying with P. G. Perkins.

Mr. and Mrs. Eubanks and daughter called in the L. P. Perkins home Friday evening.

Martha Nell Ewton spent the week end with home folks.

Mr. Young called in the Perkins home Friday afternoon.

Ted Young and wife visited the paternal home one day this week.

Miss Priddy and Miss Smith spent last week end with relatives.

Westway Items
MRS. PINK GILLILAND

One of the most enjoyable entertainments we have had this year was the program given last week by the Hereford high school band under direction of Ralph Smith. We are proud of this band and were pleased to have them with us.

Mr. and Mrs. G. P. Owens attended Workers Conference at Tulla Thursday.

Mr. and Mrs. Gunn visited at Olton last week.

Mrs. Owen and children visited her mother at Flagg Friday night.

Mr. and Mrs. P. H. Gilliland and Bob were Sunday guests in the home of Mr. and Mrs. Williams of Hereford.

Mr. and Mrs. Malcolm Cassels of Hereford were Sunday guests in the home of G. P. Owen.

Byrd Wilson of Gall spent a few days last week with his brother, Roy Lee Wilson.

Miss Beattie Gunn visited in Hereford last week.

Mr. and Mrs. Ernie Evelt called on his mother Sunday afternoon.

McCormick School Here Today.

The International Harvester Co. starts its tractor school here today (Thursday) with a parade at ten o'clock. The course of instruction will be held at the Buchanan & Rosson Implement company

building, where at noon a free luncheon will be served by ladies of Progressive.

In addition, a six-reel talking picture that will be both beneficial and entertaining will be shown during the day. Other valuable features which power operators will not want to miss will be on the program, in charge of factory experts.

The affair is sponsored by McCormick dealers of Hereford, Friona, Dimmitt and Umbarger.

George Sutton, accompanied by his wife and two sons, of Dodge City, Kansas, were here Sunday and Monday visiting L. Baskin. Mr. Sutton and Mr. Baskin are double cousins. It was the Suttons' first visit to this part of Texas and they all expressed themselves as being well pleased with the Panhandle.

29 x 4.40 tires, \$5.26 and guaranteed at RICE'S. 3-1p

Announcing---
Change of Ownership

We have purchased the interest of Blythe Brothers and will conduct at the same location—406 Main Street—the dealership for

Delco-Light and Frigidaire
and be distributors for

General Motors and Crossley Radios

We are experts in electrical wiring and installation problems and invite the general public to avail themselves of our services.

Allred-McConnell
Electric Company
PHONE 176

OUR GREATEST SALE

Still Continues the GREATEST SLASHING OF PRICES HEREFORD HAS SEEN SINCE THE WAR. STORE WIDE IN ITS EXTENT.

NOW PRICES ARE DOWN WHERE YOU WANT THEM!

Not for many years have you been able to buy materials at the prices quoted below. Costs and profits have been forgotten and all prices scaled down to the level of OUR GREATEST SALE.

WOOL MATERIAL	BARONETT SATINS
One table of wool French serge and storm serges, 36 to 54 inches wide, to go at—	Regular 98c quality, beautiful material, goes in our Greatest Sale at the unusually low price, per yard 69c
HALF PRICE	SPECIAL
FRENCH FLANNELS	Wool tweeds and wool georgettes, 42 to 54 inches wide, prices range up to \$2.79, your choice for \$1.48
INDIAN HEAD	Non-cling, 36 inches wide, specially priced in 35c and 45c grades for Our Greatest Sale, at, per yard 24c
Fast colored Indian Head in both solid and printed patterns, choice during our Great Sale 29c	KASHA CLOTH AND FLANNELS
SPECIAL	36-inch Kasha cloth and flannels will go in our Greatest Sale at the unusually low price per yard of 79c
Washable silk pongee in colors of rose and blue, 32 inches wide, goes in Our Greatest Sale at per yard 79c	QUILT SATENS
RICELLO CREPES	Beautiful floral designs in 36-inch quilt satens, regularly priced at 45c, choose what you want per yard 34c
Ricello crepes, 36 inches wide, regularly priced at \$1.48 per yard, will go in Our Greatest Sale for 98c	RAYON MESSALINE
CREPE-BACK SATINS	36-inch rayon messaline, ideal material for dresses and slips, most all shades, your choice, per yard 59c
40-inch crepe-back satins, regularly \$2.75 grade, goes in Our Greatest Sale at, per yard \$1.48	CRETONNES
SPECIAL	36-inch cretonnes, new materials in new patterns, select what you wish during Our Greatest Sale per yard 12½c
Quilt Challies in 36-inch materials. Save while you can buy it at the unheard-of price of, per yard .. 13c	

Come and Learn all Our New Prices
FOX MERCANTILE CO.

International Sunday School

Lesson

BY DR. J. E. NUNN

February 1, 1931.

JESUS, THE GREAT PHYSICIAN

Luke 4:38-44; 5:12-16

Golden Text: Surely he hath borne our griefs, and carried our sorrows.—Isa. 53:4.

Introduction.

The passage of Luke which we are to study contains a number of other matters, but it is chiefly occupied with accounts of Christ's miracles of healing. It follows most fittingly the story of the temptation, in which our Lord was urged to use his supernatural power in the ways the devil suggested, to advance his worldly farm or to minister to his own pleasure and comfort. Here we see him working marvelous miracles, but always in order to help suffering humanity and bless his fellow man—the use of his vast powers which his Father approved. We also find that such a use of them brought him more fame and influence than any use of them merely for show and to astonish the crowds could possibly have given him.

The first instance was the cure of a demoniac. The fearful disease demon-possession was connected with sin, either that of the sufferer or that of his parents. "The demons thus allowed to enter the body and soul spoke in their own persons, recognized Christ as their Master, tore their victims and rendered them deaf and dumb, threw them on the ground foaming at the mouth, and in one case were driven off into a herd of swine, forcing them into the sea. Evidently, with many symptoms of insanity and epilepsy, demon-possession was more than these."

Demoniac Healed On Sabbath.
Our Lord healed many demoniacs under many different circumstances, but the demoniac healed in Capernaum on the Sabbath and in the synagogue was a typical case. The evil spirit knew Jesus and recognized his deity, but Christ would have none of his tributes. The demon threw his victim down on leaving him, but left him uninjured. No wonder such a victory over the powers of evil won for Christ immediate renown. "Call it epilepsy or insanity, and the miracle would be quite as great—perhaps greater, as spirit might speak to and influence another spirit, though an evil one, but the instantaneous healing of a physical sickness would plainly be supernatural."

Simon's Mother-in-Law Healed.
"And he stooped over her, and rebuked the fever." Once (Luke 8:24) Christ "rebuked the wind and the raging of the water." The forces of nature were his creatures. When they rose in rebellion, he could make them cower at his feet with a word. "And it left her." Matthew has the lovely record, "He touched her hand, and the fever left her." "So with us. He touches our hearts, and changes them, touches us with the hand of absolution, and changes them, touches us with the hand of forgiveness." We go to him and, fevered with sin, yet desiring healing, we touch him and he touches us, and we are cured of that plague.—Rev. H. J. Wilmoth-Buxton. "And immediately." The cure of a fever is in the ordinary course very slow and tedious, but

the power of Christ was made evident, here and always, in its decisive swiftness.

Healing a Multitude.

"All they that had any sick with divers diseases brought them unto him." Mark, whose Gospel is supposed to embody the reminiscences of Peter at whose house Christ was, says that "all the city was gathered together at the door."—Mark 1:33. The street was packed with misery—the lame, the deaf, the blind, the dropsical, the palsied, the demon-possessed, the lepers, a horrible mass of wretchedness such as those lands without skillful doctors can instantly furnish even today. "And he laid his hands on every one of them." This gesture was common in Christ's miracles of healing. It was the touch of sympathy, of fellowship. To put our Lord's personality into the blessing. He could heal with a word, or even at a distance, but he usually chose the closer, warmer method, as a stimulus to faith and love. "And he healed them." "None went away unblest. He laid his hands on all."

Christ's Deity Acknowledged.

"And demons also came out from many, crying out, and saying, Thou art the Son of God." One of the differences between demon-possession and insanity is this separate identity of the demons, and their possession of an insight into the deity of Christ which their victims would not have. "And rebuking them, he suffered them not to speak, because they knew that he was the Christ." The testimony was not such as he desired. It was premature and unsuitable. As Matthew Henry quaintly says, "it was extorted in the process of expulsion, and being a confession made upon the rack, it was not admitted in evidence."—Prof. John Laddlaw.

"And when it was day, he came out and went into a desert place." Not a barren place, but a deserted place, a solitude. Christ's miracles, too, they were upon the mortal energies in spite of his divine powers; and after a day of such stupendous outgiving of healing virtue as the Sabbath had been, the Great Physician needed the restful quiet of the wilderness, and was wise enough to seek it.

Synagogue Preaching by Jesus.

"And he was preaching in the synagogues of Galilee." "Synagogue preaching, open to all who were thought by the rulers of the synagogue to be likely to have helpful messages, was one of the most popular and most helpful of Jewish institutions. Christ took advantage of it throughout his ministry, and so did Paul and the other apostles. "That this practice, and the absolute liberty of teaching, subject to the authority of the 'chief ruler of the synagogue,' formed important links in the Christianization of the world, is another evidence of that wonder-working rule of God which brings about marvelous results through the orderly and natural succession of events—may, orders these means with the view to their ultimate issue."—Alfred Ebersheim.

A Leper Healed.

"Behold, a man full of leprosy." "Observe that, while St. Matthew and St. Mark describe the suppliant as a leper, St. Luke, 'the beloved physician,' has a man full of leprosy; and this is no mere rhetorical embellishment; it is

medical language indicating the seriousness of the case. The ancient physician distinguished three stages of the disease; tetter or eruption appearing in dull white spots; white leprosy, when the whiteness overspread the flesh; and black leprosy, when it assumed a livid hue. Especially in the last the patient was described by medical writers, like Hippocrates and Galen, as 'full of leprosy.'—Prof. David Smith. "And when he saw Jesus, he fell on his face." "Flinging himself on his knees, and worshipping, and finally in his agony prostrating himself on his face."—F. W. Farrar. "I will; be thou made clean. And straightway the leprosy departed from him." The swiftness of the cure was especially remarkable because the disease was so slow in its approach, occupying many months with its insidious attack.

Tell No Man.

"And he charged him to tell no man." Probably his chief reason was because he knew that the fame of such a wonderful miracle would raise to a greater prominence than ever the miraculous side of his work as against the teaching side, and would also, increasing his fame, increase the opposition to him and so hasten his death before the appointed time. Mark tells us how vehemently Christ insisted on the man's silence.

The Palsied Man Healed.

This miracle is a notable instance of human helplessness also, as the palsied man was carried on a mattress by four of his friends. It is a fine example of perseverance, as, being unable to make their way through the crowd into the house where Christ was, probably preaching in the courtyard, they lifted the poor sick man up the steep outer stairs, tore up the thatched or tile covering of the courtyard roof and let the invalid down at the foot of the Healer. The miracle is especially remarkable also because Christ, instead of healing the man, announced the healing of his worse disease, de-

claring the forgiveness of his sins; and then, when the Pharisees and doctors sitting by questioned his right to make such an assertion, he proved his spiritual authority by working an instantaneous cure of the disease, that malady so close to death. This wonder filled all with amazement and fear, and they glorified God.

A Christlike Man.

"Is your father at home?" a gentleman asked a child, on the village doctor's doorstep. "No, sir," the boy answered, "he's away." "Where do you think I could find him?" "Well, you've got to look for him some place where people are sick, or hurt, or something like that. I do not know where he is, but he's helping somewhere."

"If one had been seeking for Christ in Galilee, he would have found him where people were distressed, helping them."

Walcott School

(This week's letter)

W. H. Barrett and wife visited friends and relatives in Black community Tuesday.

Dale and Merle Jones spent last Sunday with the Martins.

Mr. and Mrs. Rufus Locke, Roy Mason and Rev. Bozeman were Sunday dinner guests of Auel Jones and family.

Mr. and Mrs. Dan Walker are visiting Mr. and Mrs. L. B. Wolfington.

Mr. and Mrs. G. A. Walker left Friday for Tecumseh, Oklahoma, where they will make their home. Keith Pligg, Felix Kuykendall and O. H. Culpepper have gone to Kansas City to market cattle.

Wednesday the entire Walcott school spent the day visiting the Hereford schools. Each pupil visited the grade in which he is and came home well satisfied with the opportunities offered in a rural school. They were also shown through the plant of the Hereford

Brand while the paper was being run off. A trip to the county library was of great interest. Noel and Auel Jones and W. H. Garrett drove cars for the school.

Thursday night all the young people enjoyed a party given in the Garrett home.

Alton Jones and Verna Culpepper attended the party at Progressive Friday night. Miss Ruby Redin visited over the week end in the Culpepper home. Jewel Mason was a guest of Kathleen Martin Thursday. Ella Mae Martin spent the night with Mildred Garrett.

Church was well attended this

week end. Brother Bozeman of Mulshoe preached three fine sermons. He was the guest of the Culpepper family.

S. M. Hicks and family took Sunday dinner in the Garrett home. Henry Mason spent Saturday with Calvin Martin.

Walcott, January 22.—Mmes. Culpepper and McDaniel visited Mrs. Rufus Locke Thursday.

E. H. Pligg shipped four cars of fat cattle recently.

Mrs. Arvel Jones visited the primary room Thursday afternoon. H. D. Culpepper made a business trip to Kansas City and at-

tended the International Harvester convention.

Mrs. T. E. Kuykendall visited Mrs. Rufus Locke Thursday.

Jewel Mason spent Sunday night with Kathleen Martin.

Mr. and Mrs. Arvel Jones were shopping in Hereford Friday and visited the Jim Shultz family.

Alton Jones, Verna Culpepper and Roxie Hoskinson attended the singing at Progressive Sunday.

The Lueb children are in school after a two weeks absence.

Have you heard the good news? Tre prices again lowered at RICE'S. 3-1c



—the yard with a reputation for Quality in all things

—is the yard you have figure your estimates first, and look to for guidance and information on construction problems.

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.
Courtesy • Quality • Service

The Flavor of Butter

Butter has a flavor all its own—smooth, delicate, meltingly delicious.

One of the surest ways of making foods savory and palatable, is to use plenty of butter in their preparation.

Cream O' Plains Butter—Strictly a Home Product.

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.



Feed your hens MERIT EGG MASH, which is a scientifically balanced ration—a white for a yolk. This is the secret of egg profits. Remember, a hen lays a whole egg or none at all.

Note this guaranteed analysis: Protein, not less than 18%; fat, not less than 3 1/2%; NFE, not less than 50%; and crude fibre, not more than 7%.

The Merit Way Makes Poultry Pay!



West Texas Feed and Seed Company
Phone 265

We are always headquarters for all kinds of farm, garden and lawn seeds. Right now we are calling your attention to SEED OATS and SEED BARLEY.

BUSINESS AND PROFESSIONAL DIRECTORY

PHILLIPS '66'
and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc.
Phone 69 when in tire trouble
W. J. SMITH, Phillips
Station No. 1, on East Third

GREAT WEST NURSERY
One and a Half Miles north-west, General Nursery stock. @
H. E. SULLINS & SON,
Phone 334-J

LISTEN!
—Listings Bring Results, when placed with us!
FOR SALE OR EXCHANGE—TRY US!
Dunlap & Cox
PHONE 128
Room 10 Dunlap Bldg.

L. A. RAY
PLUMBING
Phone 142-J

LANHAM'S FILLING STATION
Phillips Gas and Oils.
Phone 206 when you run out of gas or have a punctured tire on the road.

Historic Island
Blennerhasset Island, the home of Count Blennerhasset, friend of Aaron Burr, in the Ohio river is still known by the same name and is located 1 1/2 miles below Parkersburg, W. Va.

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

Fix-It Shop
All kinds of Furniture Repaired.
J. J. BUCKNER
Phone 313

DR. G. W. HEARD
DENTIST
Over Corner Drug Store
Office Phone 234
Residence Phone 276

MORRISON'S WRECKING SHOP
A. I. Morrison, Proprietor
Parts for All Cars
East First Street

Dr. B. M. Wiltshire, Dentist
Over Sprows-Cronin & Company
Room 3, Buckner-Lambert Building.
Residence Phone 272 Office Phone 470

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 386

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

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

Get Ready for Them



This year, as never before, folks are going to depend on the cow, sow and hen to keep finances on an even basis.

Just a few weeks and there will be thousands of cute little porkers whose chances of growing into sturdy, pork-producing hogs will depend in a large measure on the kind of protection they will have the first month of their lives.

Build your hog houses now and have them ready for the little money-makers.

R. H. Kemp Lumber Company

A. C. THOMPSON DEPENDABLE LUMBER

McKindley & Third Phone 456

WANT Ads

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

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

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

Wanted
WANTED: Family wash, 85c dozen finished; rough dry, 35c dozen; flat work, finished 50c dozen; men's dress shirts finished 15c; work shirts finished 10c; underwear 10c; socks, two pair 5c. Mrs. J. M. Ashlock, phone 26. 1-tfc

WANTED: Plowing of any kind. Prices reasonable, work guaranteed. Practically new equipment. C. P. McCollough or B. B. Parmer, phone 436. 49-tfc

FOR LEASE: 160 acres of maize stubble and 300 acres volunteer wheat. Write or see J. M. Chapman, Adrian, Texas. 2-2c

PEOPLE with small means can now own a home and get into it on two weeks notice under any plan. See L. Baskin, phone 138. 41-tfc

SELLING PAINT PAYS BETTER THAN HOEING CORN!
Any man young or old can make more money the next six months selling paint than any other work I know of. Just write "Prove it" on a one-cent postal card, sign your name and address and send it to me. B. J. DAVIS, President, Dept. 23, Kansas City, Mo.

For Rent
FOR RENT: Furnished apartment, modern, bills paid. Mrs. Barnard, 312 East Sixth Street. 3-1p
FOR RENT: Comfortable apartment, downtown, furnished or unfurnished. F. H. Oberthier. 2-tfc
FOR RENT: Will rent a four room house in South Hereford cheap. See C. E. Gatlin. 1-tfc
FOR RENT: In Cummins apartment, one unfurnished apartment, downstairs. Phone 323. Mrs. J. C. Cummins. 1-tfc
FOR RENT: West half of Survey 17 B. S. & F. M. 7, 330 acres Castro county, supposed to be 125 acres of wheat on place. \$400 cash

in advance. Anyone interested in renting this place write Mrs. Emma L. Worthy, Blue Rapids, Kansas. 3-1p

SPLendid three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 37-tfc

Lost and Found

FOUND: Truck endgate plucked up on road Friday. Owner may have it by calling at Brand office and paying for this advertisement. 52-dp

LOST: Sorrel pony, shod on all four feet. If found, notify Brand office. 3-2p

LOST: Probably on Main street, round, old-gold brooch, emerald stone surrounded by small pearls. \$1.00 reward. Mrs. J. W. Alexander, phone 43. 3-1c

Lodge Directory

HEREFORD LODGE
No. 476, I. O. O. F., meets Monday, 7:30 p. m. Visiting Brothers welcome
R. L. DOWELL, N. G.
L. H. Foster, Secretary.

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

For Sale or Trade

MODERN residence very close in to exchange for small farm. Modern 8-room dwelling on pavement, sale of monthly pay plan, or trade. Ralph Barnett. 2-2c

FOR SALE: Kohler & Campbell piano, good condition, real bargain. See W. C. Voth, Route 4, 15 miles north, 7 1/2 miles west of Hereford. 32c

Ford Doings

BY MISS EDITH MANN

There were 63 present at Sunday school. Several enjoyed singing in the evening.

The club social will be held Saturday evening instead of Friday evening as formerly announced.

Dr. and Mrs. Fly and Walker of Amarillo took dinner in the W. M. Stewart home Sunday.

Mr. and Mrs. J. L. Hight were Amarillo visitors Friday.

Quite a number of parents and visitors attended chapel exercises Friday afternoon.

Mr. and Mrs. D. S. Larson and children spent the week end in Amarillo.

Mr. and Mrs. T. E. Kennedy spent Sunday in the D. S. Larson home.

Mr. and Mrs. Hardy Benson are the proud parents of a new daughter, born Saturday, January 24.

A number of young folk attended a party given in the George Funk home Saturday night.

Miss Vineta Simpson spent last Thursday night with Miss Ruby Rempel.

Lucky Leavelle spent Saturday night and Sunday with Clyde Mann.

Mr. and Mrs. John Rempel visited in the Henry Rempel home Sunday after Sunday school.

Mr. and Mrs. O. D. Frazier left Friday for Mountain View, Oklahoma, for a week's visit with relatives.

Mr. and Mrs. J. D. Jenkins visited relatives in Amarillo over the week end, who happened to an automobile accident Thursday afternoon.

Joe and James Garrett, Messrs. Lawrence and Langley all of Amarillo spent the week end in the J. S. Garrett home.

Will Leavelle arrived from Hobart, Oklahoma, Sunday.

Mr. and Mrs. J. S. Garrett and children and Mr. and Mrs. Geo. Benson were called in the Hardy Benson home Sunday.

The girls basketball team played the outsiders Wednesday afternoon. The score was 5-6 in girls' favor.

Clyde Mann spent Thursday night with Chester Norton.

Miss Dorothy Norton called in the D. B. Mann home Saturday afternoon.

The E. H. Simpson family is quarantined against scarlet fever.

Fresh Hot-Shots and dry cells at RICE'S. 3-1c

Ward News Notes

BY MRS. WILEY ROBERSON

Rev. O. E. Boyer and wife returned last week from a visit with relatives in Sweetwater, Oklahoma.

Miss Garrett and Miss Hughes spent the week end in Canyon.

Miss Molly Joe Roberson of Hereford spent Friday night and Saturday with her cousins, Donald and Hicks Roberson.

Mr. and Mrs. R. B. Dixon and Miss Pauline and Miss Dorothy Harding of Hereford visited in the home of Mr. and Mrs. Wiley Roberson Thursday night.

Miss Brunson spent the week end in the home of her brother, Fred Brunson, near Ford.

Rev. Hornbeak will preach next Sunday morning at the usual hour. Mrs. Jack Hutson will be hostess to L. A. S. club next Tuesday, February 3.

Mr. and Mrs. Wiley Roberson and sons spent Sunday in the B. C. Roberson home at Summerfield.

Mr. and Mrs. John Hutson and family and Allene Caraway visited in the Lewis home Wednesday evening.

Mr. and Mrs. Boyer and sons took dinner in the Fred Saltzman home Sunday.

Freddie and Robert Hutson spent Friday night with Jonnie B. and Obed Caraway.

George Lewis made a business trip to Plainview Monday.

Mrs. Doc Roberson and children spent Tuesday with Mrs. Wiley Roberson.

David Boyer spent Sunday in the W. R. Harrison home.

Mr. and Mrs. Lynn Powelson and children spent Friday in the W. R. Harrison home.

Wiley and Doc Roberson were in New Mexico Tuesday.

High honor roll: Athene Caraway, Frances Hutson, Hicks Roberson, Robert Hutson; honor roll: Doris Lady, Johnnie B. Caraway, Gladys Lewis, Winnie Marie Malone, Omah Harrison, Obed Caraway, Harold Saltzman, Robert Ladg., Elizabeth Higgins, Freddie Hutson.

Scherer Items

By MRS. B. F. FULKERSON

Palo Duro Home-Makers club met January 23 with Mrs. W. H. Hubbard. Roll call was answered with Magazines we took. Mrs. McCollister gave a talk on the part that music plays in the rural home. Mrs. Crawford also gave a talk on music. Miss Hall talked on communicable diseases. The next club meeting will be with Mrs. Friend.

Playing At the Star Theatre Today



JEANETTE M'DONALD and REGINALD DENNY in 'O FOR A MAN'

Jersey Books Available In County Library

In the county library there are two consolidated registry-of-merit volumes that give the complete records of all registered Jersey animals whose tests in butterfat production were accepted by the American Jersey Cattle Club, according to R. O. Dunkle. Dairymen should find the use of these books very valuable in purchasing bulls for their herds.

The price placed on dairy bulls is sometimes based largely on pedigree and too often a bull is purchased solely because he is a pure bred. Pedigree alone can never determine his true value. This can be decided in one way only, and that is through the production record of his ancestors and his daughters. All this information is contained in the register-of-merit volumes, which give the number of pounds of fat that was produced within the test period of his dam, and also the number of daughters that have met the requirements in butterfat production set by the American Jersey Cattle Club.

Butterfat tests of all animals listed in these two volumes are conducted and supervised by authorized agents of the club, and a representative of the state agricultural college. Weights of milk from each cow is made at each milking by the owner or manager throughout the test period, usually from 305 to 365 days. The supervising agent certifies as to the weight of the milk and the percent of fat it contains, as determined by the application of the Babcock test. Amounts of butterfat vary according to the age of the animal. "Avail yourself of these books," urges the county agent.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

Idle Money Is Like No Money, Says Merchant

Coincident with announcement of a trades day feature for next Monday, Sprows-Cronin & Company comes out with a broadside, using the Brand's printing facilities, to tell of bargain prices on staple merchandise. A statement is made by J. T. Cronin, manager, that would be well to remember, for it is the right direction as a depression-lifter. "At present prices are lower than they have been in 10 or 15 years," says Mr. Cronin. "You can buy goods at just about half of what you paid for them two years ago. Common sense tells you that the time to buy is when prices are lowest. Prices will not be this low again for many years. Idle money is of no more advantage than no money at all. If you have money, spend it now when you can get the most for it; it is to your own advantage to buy now."

Mrs. W. H. Hubbard, Mrs. Joe Hubbard and Mrs. Bennie Fulkerson called on Mrs. Caldwell Tuesday evening.
Mr. and Mrs. Joe Hubbard, Mr. and Mrs. Bennie Fulkerson called on the Ellworts Tuesday night.
Miss Florence Newell of Amarillo is visiting Mr. and Mrs. McCollister. A party was given in her honor Wednesday night at the home of Mrs. Lee Crawford. Every one reported a splendid time. At a late hour cake and coffee were served.
C. L. Ragsdale and daughter, Ivy, Mr. and Mrs. Robert Boyd spent Friday night with Mr. and Mrs. Bennie Fulkerson. Mr. Boyd left Saturday for Marlionsville, Missouri, where they will make their home.
Mrs. W. H. Hubbard spent Friday with Mrs. Lee Crawford.
Joe Hubbard has been helping Arlie Dean stack feed.
Mr. and Mrs. Joe Hubbard spent Sunday with Mr. and Mrs. Crawford.
The attendance at Sunday school was only 13, owing to bad weather. We have our new literature now, so be sure to come next Sunday.
Miss Brunson, teacher at the Dean school, spent Saturday night with her brother, Fred Brunson of the Ford community.

Arney News Items

BY MRS. F. W. FORTNER

Mrs. A. W. Fortner and sons visited in Berger Monday.

Mr. and Mrs. John Barnhouse were called to the bedside of his father at Putnam last week.

Mr. Wright spent last week at Sweetwater on business.

Several farmers are busy sowing wheat.

Jim White is doing nicely, after breaking his arm last week.

Messrs. Keggin and Ross of Wichita Falls spent Tuesday in the A. W. Fortner home.

Mr. and Mrs. Emmett Tipton were in Plainview Tuesday.

Mrs. Chas. Cox and Mrs. Ray Cole visited the Morris home Tuesday afternoon.

Mr. and Mrs. Fremont Chatfield, Miss Edna Burks and Ben Fortner were in Clovis Saturday, where the latter were quietly married. Mr. and Mrs. Fortner will make their home at Arney.

Mr. and Mrs. M. Burks of Taylor Springs, N. M., are visiting relatives here.

Lawrence Taylor has returned from a visit with relatives in Central, Eastern and Southern Texas.

Mrs. Lee Hutson returned from a visit in New Mexico Friday.

Miss Rachel Burks returned to school at Canyon Sunday after spending the week end with her home folks here.

The Buying Guide for 34,000 Wideawake Readers



"FARMERS' MARKET PLACE"

If you have something to sell to the farmer or stockman—whether it be hogs, dairy cattle, fencing or a harvester, you will find a buyer among the readers of the Southwestern Stockman-Farmer. This serves as the buying guide for 27,000 prosperous farmers in the states of Texas, New Mexico, Arizona, Southern Colorado and Western Oklahoma.

Make your wants known through the "Farmers' Market place." Rates are five cents per word for one insertion, or four cents per word per insertion when inserted in three or more consecutive issues.

DISPLAY RATES
Display Advertising Rates on Request.



ROOM 14, NUNN BUILDING, AMARILLO, TEXAS

FOR SALE—\$7,800 for improved 140 acres only 3 miles from Hereford, 120 acres in crop goes with sale, 6 per cent terms. \$2,800 for fine 80 all in cultivation. Bargain price on section, all in cultivation and well located. \$5,500 for improved 20 acre place edge of town, gas available, 6 per cent terms. L. BASKIN, phone 138. 23-tfc

\$30 per acre for 320 located 28 miles northwest, near railway, 1 mile to school, 240 in crop goes with sale; also lease on other half section. \$30 per acre for improved quarter on creek, 120 in crop goes with sale; also lease on other quarter nearby, 10 miles to elevator. \$2750 for well improved 5 acre place, gas, electric lights and daily mail service. \$350 for block of ten lots, natural gas available. \$2750 for 8 room modern home with two big lots, east front. \$200 for fine east front building lot, gas and electric service. Easy 6 per cent terms. L. BASKIN, owner. 23-tfc

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

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

FOR SALE: A good Jersey milk cow and two good Jersey heifer calves. Call at Brand office. 51-tfd

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

Too Late to Classify

FOR RENT: Unfurnished apartment, newly built, three rooms, modern, at 609 East Third. F. A. Millard, phone 303. 3-tfc

SWIFT'S TANKAGE PUTS MORE AND CHEAPER POUNDS ON HOGS, \$4.00 per hundred at McLEAN & PITMAN'S. 3-1c

NOTICE: Will the person who took the gun from my place, 106 Lee street, please return it? Two parties knew when it was removed. No questions asked or arrest made if returned immediately. Floyd Hacker. 3-1c

DR. HESS HOG SPECIAL CONTAINS MINERAL AND REMOVES WORMS FROM HOGS. Get it at McLEAN & PITMAN'S. 3-1c

CASH SPECIALS FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

CRACKERS	Two pounds	28c
	Salad Wafers	
SOAP	P. and G. ten bars	38c
CABBAGE	Gallon can, Ready to serve.	26c
RICE	2-pound package White Swan	19c
Mince Meat	White Swan two packages	22c
OATS	Large package White Swan	19c
Peanut Butter	Quart jar	42c
COFFEE	Fancy Peaberry 1-lb package	24c
PEAS	Black-eye, and pork and beans, 6 cans	50c
PEARS	Gallon can	62c
ORANGES	Sweet and juicy, nice size, per dozen	23c

Bakers Cash Grocery
MONT E. BAKER, Proprietor.

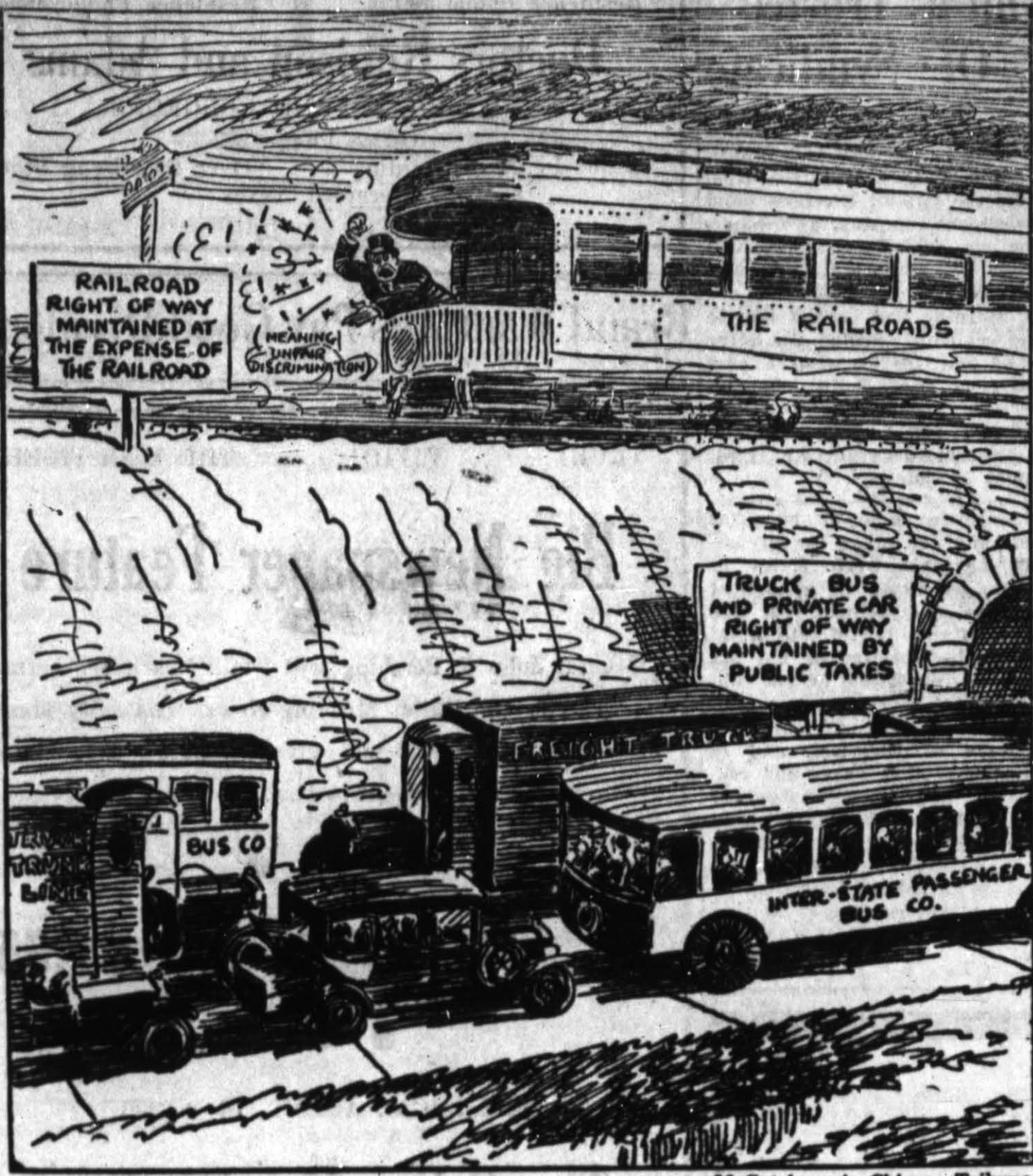
Always—
Keep the City Drug Store
In Mind
Whatever You Need
Or
When You Need It

Green Trading Stamps

J. & N.

Phone 300

THERE SEEMS TO BE SOMETHING IN WHAT HE SAYS



McCutcheon in Chicago Tribune.

Lib Wallace, Sonora, Texas, \$230.
George Burch's Superior Randolph 3rd, Ed Reilly, Kerrville, \$225.

L. M. Wolfe's Superior Blanchard, E. R. Roberson, Lewisville, Texas, \$400.

Wombie's Prince Domino 2nd, D. Pavillard, Amarillo, \$400.

Wombie's Domino 35th, W. H. McCloy, Dallas, \$300.

McDonald's Super Superior 9th, H. C. Baird, Hereford, \$275.

Ed East's Prince A, Charles Fristo, Midland, \$200.

Doyle Rose's Prince Stanway, J. H. Jett, Elda, New Mexico, \$200.

George Burch's Diamond Mishief 12th, W. A. Anderson, Lovington, New Mexico, \$350.

L. N. Wolfe's Don Blanchard 10th, Lib Wallace, Sonora, \$125.

E. L. Brady's Maybelle Domino 3rd, Ted Scott, Miami, Texas, \$280.

McDonald's Capitol 53rd, Tom Padgett, Coleman, \$200.

McDonald's Domestic 34th, Tom Padgett, Coleman, \$200.

McDonald's Doranna, Lib Wallace, Sonora, \$325.

McDonald's Pretty Maid 7th, Lib Wallace, Sonora, \$300.

T. C. Ivey's Lady Superior 9th, Mrs. W. H. May, Wilson, Texas, \$275.

Ed East's Lady B. Domino 2nd, Tom Padgett, Coleman, \$200.

E. L. Brady's Princess Maybelle, L. L. Cannon, Hereford, \$400.

McDonald's Miss Katrina 7th, Tom Davis, Canyon, \$140.

McDonald's Rose Mischief 5th, Tom Davis, Canyon, \$140.

Tom Ivey's Miss Springvale 10th, Tom Padgett, Coleman, \$300.

E. L. Brady's Bangle Stanway 3rd, Miles Roberson, Hereford, \$115.

Mrs. M. L. Steele was called to Fort Sumner last Thursday on account of the illness of her little grand daughter, Anne Steele. She returned Friday and Anne was brought to Hereford for some special treatment and is recovering nicely.

After the End

Speaking of language as it is sometimes written, a Los Angeles concern, which is closing out its business, advertises, "We're through forever in four days."—Pasadena Star-News.

Be Appreciated

Suffering in silence is more fun if you explain what you're doing so nobody will miss it.—Birmingham News.

In Reward

Thrifty Employer—I consider, Partridge, that of all my employees you have been the most diligent and willing—never grumbling when you have to work late—and I think it is my duty this year to arrange the holidays so that you shall get the longest day.—The Humorist.

Male Brain Heavier

The brain of man is usually heavier than that of woman, although at birth and at the age of fourteen the female brain is heavier. The average weight of the adult male's brain is about 45 ounces and of the female about 43 1/2 ounces. Weight of brain, however, has no direct relationship with intelligence.

Social and Society

Ladies Have Charge Lions Entertainment

So ably did the ladies acquit themselves in the role of entertainers for the Lions club social event Wednesday night that they are in line for renomination. Mrs. R. O. Dunkle was a capable and charming mistress of ceremonies, and since her husband is normally tall twister of the organization that officious official was naturally submerged during the evening—a pleasing omission. This was one of the richest programs ever staged locally, full of innuendo, concealed wit, oblique

suggestions, and camouflaged digs at unexpected points, and probably veneered with downright deceit.

Some of the characteristic numbers were What it means to be the wife of a Lion, Mrs. John McLean in dialect; and What I would do if I were a Lion's wife, Miss Edith Shields.

Mrs. B. H. Hopkins was awarded a prize as being the best husband caller, after a spirited contest in which several demonstrated how they handled this domestic problem.

The entertainment was held at the high school in the newly installed cafeteria where an excellent meal was served in three courses by the Parent-Teacher association, in charge of Mrs. H. C. Van Bibber.

Following are the program and menu:

- Mistress of Ceremonies Mrs. R. O. Dunkle
 Pianist Miss Dessie Mae Steele
 Song Leaders Mrs. Jesse Stanford and Mrs. B. M. Wiltshire
 1. Song, "The Old Gray Mare, She Ain't What She Used to Be."
 2. Invocation Mrs. D. H. Alexander
 FIRST COURSE
 FRUIT-COCKTAIL
 3. Reading Mrs. Jimmie Witherspoon
 4. Song, "Don't You Hear Those Lions Roar!"
 SECOND COURSE
 T-BONE STEAK
 PEAS POTATOES
 HOT GRavy HOT ROLLS
 VEGETABLE SALAD
 CELERY OLIVES PICKLES
 HOT COFFEE
 5. "What It Means to be the Wife of a Lion" (dialect) Mrs. Jno. McLean
 THIRD COURSE
 PUMPKIN PIE WITH WHIPPED CREAM
 6. "What I Would Do If I Were a Lion's Wife" Miss Edith Shields
 7. Reply Anonymous
 8. Husband Calling Contest—with Prize Awarded.
 9. Finale

W. C. T. U. Meets With Mrs. Williams

The next meeting of the W. C. T. U. will be with Mrs. Williams next Tuesday, February 3. The last session was an interesting one, January 6, at the home of Mrs. John Haber. The following program was enjoyed: Scripture reading, Mrs. Bowsher; Lord's prayer, repeated in unison; What is the W. C. T. U.? Mrs. E. E. Ramsey; What is the 18th amendment? In absence of Mrs. Kerr, open discussion by all members; Who are for the amendment? paper read by Mrs. Haber; Who are against the amendment? paper read by Mrs. Baheller; Reading, the Convict's Christmas Eve, Mrs. Culwell; Dismissal prayer by Mrs. Ramsey.

MRS. MCCOLLOUGH ENTERTAINED FOR FRIENDS

A delightful affair of recent date was that given by Mrs. R. E. McCollough on 25th Avenue Friday afternoon, January 10. A number of games furnished the diversion, causing much merriment. Delicious refreshments were served to Meses. Ezra Norton, Edgar Johnson, W. I. Valentine, John Whitsett, C. H. Dyer, O. L. Massee, R. L. Thompson, Gilbert Hooper, Bob Lloyd, P. C. Hussey, J. W. Lovelady, Alton Fraser, Rural Young, John Biggs, Edgar Moseley, W. L. Alexander, Dick Whiteside, A. L. Manjeot, John Hacker, E. Epeegle, John Wilson and Miss Johnnie Estes.

P-T. A. WILL HAVE STUDY HOUR NEXT TUESDAY

The Parent-Teacher association will have its regular meeting at 3:30 o'clock next Tuesday afternoon, February 3, announces Mrs. S. C. McAdams. It will be at the Central school, and mothers may bring their children if they desire, as there will be someone to care for them during the session. Members are reminded that the study course selected will be pursued.

The forty-two party which was postponed from last Friday will be held in the basement of the court house this Friday night, beginning at seven o'clock.

FRIENDSHIP CLASS HAD LUNCH AT CHURCH SUNDAY

The Friendship class of the Methodist church had lunch at the church Sunday, with 35 members present. A business session was held following the luncheon. Refreshments served were sandwiches, salads, cakes, pickles, coffee and hot chocolate.

There is a good attendance out every Sunday morning to be instructed in the Bible lessons by the teacher, Mrs. C. C. Bowman.

GRAND OPERA

Mrs. Johanna Galski will appear in German Grand Opera in the Amarillo auditorium on the evening of February 6 and 7, and in Saturday matinee. There is a cast of world-famous stars in the opera which is making its third American tour. The orchestra has 54 pieces.



Mrs. Johanna Galski

WILL TALK TO MOTHERS OF PRE-SCHOOL CHILDREN

There will be a meeting of interest to all mothers of children within the pre-school age Tuesday, February 3, at 2:45 o'clock in the afternoon at the Central school. Mrs. Frank Roloson will talk on heredity and the child, and Mrs. Ray Barber will discuss the effect of environment on the pre-school child. All mothers in the county are cordially invited to be present.

DURHAM GIVES PARTY FOR HIS SUNDAY SCHOOL

Members of his Sunday school class, their wives and escorts were given a tacky party Friday evening by Gordon Durham. Everybody came dressed for the occasion. Good music, games and jokes made up the entertainment.

Popecorn balls were served to the following guests by Mr. and Mrs. Durham:

Messes. and Meses. John Biggs, E. W. Young, Abe Martin; Meses. Nellie Johnson, Paducah; Marguerite Brown, Dorothy Smith, Tina Lee Springer, Mildred Pennington; and L. E. Schneider, Ed Smith, Clarence Strange, Deward Robinson, L. J. Matthews, Rogers Orr.

MISS SULLENS HOSTESS TO S. S. CLASS

A Sunday school party was given at the home of Miss Gladys Sullens Tuesday afternoon from 2:30 to 4:00 o'clock, at which time games were played. Refreshments of popcorn balls and apples were served to Mrs. Jack Roberson, Mrs. O'Dell and son, Gladys Sullens, Patty Ball, Nancy Olsen, George Olsen, Paul and Faye Winterrowd, Brownlee Houser, Myra Joe Durham and sister, Barbara Rose Robinson and Lloyd Howton Manjeot.

Dr. and Mrs. G. W. Heard spent Friday and Saturday in Amarillo attending the Panhandle Dental society convention.

Ward Changes Club Name to La Afflatus

Ward, January 22.—The W. W. club met Tuesday, January 20, with Mrs. R. J. Kibbe. The afternoon was spent in piecing a wedding ring quilt. A very lengthy and interesting business session was also had. Mrs. Higgins outlined the year's work in very interesting programs. The name of the club was changed to La Afflatus Studio. Refreshments of pie, cake, pickles and coffee were served by the hostess, assisted by Mrs. C. T. Kibbe. The next meeting will be held with Mrs. Jack Hutson, February third.

PROHIBITION OUTLOOK WILL BE DISCUSSED BY WOMAN'S UNION

The Woman's Christian Temperance Union has its regular monthly meeting at the home of Mrs. Jim Williams Tuesday, February 3, at 2:30 o'clock. The program will consist of a discussion of whether the sale of intoxicating liquor is a menace to society, participated in by the members; Evangeline Booth's estimate of prohibition, Mrs. Williams; Prohibition outlook for 1931-32, Mrs. C. F. Kerr. Many are admitting that prohibition is slipping, says Mrs. Kerr, and one word, complacency, is the reason for the decline. "The job appeared to be done," adds Mrs. Kerr, "when it was only begun."

Hawk Visits.

Wilbur C. Hawk, general manager of the Amarillo Globe-News, was a visitor at the registered Hereford auction here Wednesday afternoon.

ALLRED ENTERS BUSINESS.

R. M. Allred, brother of J. C. Allred, deputy sheriff, is here from Amarillo where he has been in business. He is here arranging to move to Hereford and be associated with the Allred-McConnell Electric company which recently purchased the Delco-Light and Frigidaire dealership from Blythe Bros. Mr. Allred expects to move his family here from Amarillo when school is out. Formerly he was engaged in farming in Deaf Smith and Oldham counties.

Ancient Portuguese Coins

Records show that there was a mint for making coins at Ementa in Portugal, established by the Suevic Goths between the years 456 and 457. It is therefore quite possible that jewelry and coins of Portugal be marked with dates of more than 1,000 years ago.

Summing It Up

To know what is right and what is wrong and always to choose the right is to have learned the secret of success, the joy of work, and the road to happiness.

Correct List Books Is Sent by Announcer

"Someone was kind enough to send me your issue of January 15, and I enjoyed reading the marked copy very much," writes Daniel A. Poling, announcer for the National Broadcasting company, to the Brand, referring to the mistake made in thinking Deaf Smith county library was not for normal people. "I think that you will be interested in my statement as of last Sunday (January 18)," he concluded, and his air broadcast was inclosed, as follows:

"I have had a very satisfactory, even though amusing, correspondence with the librarian of the Deaf Smith county library in Hereford, Texas. Miss Hostetler wrote us for a list of vocational guidance books. We got pretty badly mixed up and labored under the delusion that the books desired were for the deaf! We replied accordingly. Now Miss Hostetler writes: 'I do not know whether the joke is on you or on us, or on the early settlers who named this county, but our library is not for the deaf (nor for the dumb), but for normal human beings. One of the pioneers of Texas was an outstanding figure called Deaf Smith and this county was named in his honor.'"

"Believe me, we have sent the proper list of books this time! And I rather think that we are 'dumb,' if not 'deaf,' not to be thoroughly acquainted with the history of that great county in Texas."

W. C. Hromas has completed a concrete sidewalk in front of his residential property at 125 Catalpa street.

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

PADEREWSKI AMARILLO FEB-20
 TICKETS AT AMARILLO COLLEGE OF MUSIC
 \$4.40+TAX-\$3-\$2.50+2.

Panhandle Farming Has Come to Diversifying Point, But Does Not Know Program Best Suited

The Panhandle is about as large as the ordinary state; progress has come down to the cross-roads and the farmers need some sound guidance as to which is the better way; the time has come to map out and follow a balanced farm program; and the scores of vocational teachers and county agents in this territory should have experimental reference close at hand.

So spoke Frank R. Phillips, head of the department of agriculture of the college at Canyon, at a meeting recently in advancing reasons why the Texas Panhandle should have a state experiment sub-station. His six good reasons are thus paraphrased:

First, there are two thirds as many acres of land in the Panhandle section as are contained in the State of Indiana.

Second, the changed conditions, including the advancement of land values, have forced many of the beef cattle growers, either to go out of business or to change to a more profitable type of farming. Just what this more profitable type of farming is going to be has not been determined. In many sections, the Hereford steer has been replaced by the dairy cow too exclusively. Under present butterfat prices, even with cheap feed, most dairy cows are not profitable.

ANNUAL HEREFORD SALE (Continued from Page One)

Brady Estate Dale, R. H. Cox, Dimmitt, \$215.

Ed East's Don Superior B. B. H. Connor, Claude, \$325.

Wombie's Domino 37th, Hugo Lowenstein, Nara Visa, New Mexico, \$385.

Wombie's Domino 29th, Louis Farr, Sonora, New Mexico, \$300.

McDonald's Super Superior 2nd, W. H. May, Wilson, Texas, \$250.

McDonald's Anxiety Brummet, B. H. Connor, Claude, Texas, \$280.

McDonald's Super Superior 4th, Lib Wallace, Sonora, New Mexico, \$375.

E. L. Brady's Beau Domino 2nd, T. P. Lee, Houston, \$210.

T. C. Ivey's Timberline 27th, J. H. Simpson, Tatum, New Mexico, \$255.

Brady Estate's Texas Diamond, C. E. Sams, Vaughn, New Mexico, \$180.

Doyle Rose's President Junior, tion situated 370 miles distant.

Fifth, most of the Texas experiment stations are working with crop rotations where cotton serves as the leading cash crop. Panhandle farmers are sadly in need of a balanced farm program with another cash enterprise.

Sixth, a sub-station located in the Panhandle of Texas will furnish available data to the surrounding high schools, state schools and neighboring agricultural colleges. Under present conditions, teachers must depend upon Oklahoma and Kansas stations for this data. A considerable amount of money is being spent in this territory through the vocational teachers' and county agents' programs; consequently, it would appear economical for the state to spend a small amount of money for the purpose of securing reliable data on which to base such programs.

Dawn Items

BY MISS LOVIE MAYFIELD

Dawn, January 22.—Misses Jewel and Myrtle McGowan, Amarillo students, spent the week end with homefolks.

Several young people enjoyed a Saturday evening party in the Glenn Greer home. Refreshments of cake and jello with whipped cream were served.

John Drake and family of Hale Center visited the W. F. Mayfield home several days last week.

W. F. Mayfield and wife visited the H. H. Miller home Sunday.

W. F. Mayfield and family visited the Buchanan home Sunday.

Mr. and Mrs. W. L. Harris were in Amarillo on business Saturday. Jess Dodson worked for W. L. Harris last week.

Harland Barnes, Doyle Christman and Miss Mignon Greer called in the Ray Bowers home Sunday.

Miss Odessa Baede entertained a number of young people in her home last Sunday evening with a social.

W. J. Stewart and wife called in the Morris home Monday.

Joe Greer visited Ray Bowers Monday.

Mr. and Mrs. Joe Greer and family spent Saturday night and Sunday with Mr. and Mrs. Glenn Greer Messrs. Crusslin and Phillips of W. T. S. T. C. visited our school Friday.

Northwest News

By MRS. M. L. STRADER

Ed Ferguson and family and L. Williams called in the Fortenberry home Tuesday evening.

J. G. Fortenberry has returned from a visit in Floydada.

H. L. Pierce, Tulla, spent Thursday night with Mr. Straeder.

Z. J. Steen was an Adrian visitor Monday.

Clarence Morrison was in Hereford Monday.

Rev. Prior filled his appointment here Sunday.

Mr. Fielder was in Hereford on business Saturday.

H. O. Dorros was here from Clovis Monday.

M. L. Strader and George Williams were Hereford visitors Monday.

Hugh Fortenberry marketed hogs in Hereford Saturday.

Mr. Morrison was in Hereford on business Tuesday.

C. T. Reese and family spent Sunday at the J. G. Fortenberry home.

David and Franklin Strader were absent from school Tuesday.

Alice and Austie Mae Wise re-entered school this week.

Neva Fielder and Mary Reese were out of school last week on account of illness.

FARLEY SAYS GOODRICH DRIVERS MAKE RECORD

"Ten million miles of automobile driving without an accident of consequence is the record attained by 25 test car drivers of the Goodrich Rubber company," according to Cal Farley, Goodrich dealer at Hereford.

"One of the remarkable things about this record," Mr. Farley says, "is that one driver has driven Goodrich automobiles over a

Aggie Council of 4 Counties Meet at Canyon

Canyon, Jan. 22.—Members of the Four-County Agricultural Council, with other guests from Hereford, Summerfield, Dawn, Black, Dimmitt, Amarillo, Friona and other points, were entertained on Tuesday night by the agricultural department of the W. T. S. T. C. at a dinner and novelty program.

Vernon Harmon, principal of the Summerfield schools, was toastmaster. President J. A. Hill, Prof. Frank R. Phillips and Prof. T. M. Moore acted as hosts and made short talks. Each one of the 55 guests present then introduced the man on his right.

The program included a band skit, with home-made instruments put on by ten boys who are working their way through the agricultural courses on the famous old T-Ancor ranch, several dances by students in the women's physical education classes, and an act by the girls' tumbling team.

A paper, "Rotation of crops," by W. H. Upchurch, county agent of Randall county, was read by Prof. T. V. Weaver, of the Dimmitt schools. Mr. Upchurch was unable to be present.

Among the guests at the dinner were S. J. Lovell, H. L. Hershey, G. A. F. Parker, H. R. Seed, R. O. Dunkle, B. H. Hopkins, C. W. Humble, Glenn Snyder, John H. Olson and H. M. Benson of Hereford; Vernon H. Harmon and A. M. Walker, Summerfield; Nonnie A. Smith, Black, and A. J. Morris, Dawn.

million miles, operating in all kinds of weather and over all types of roads.

"It is the daily job of these drivers to punish tires and it certainly is an accomplishment in-tire building to build casings and tubes to withstand so much hard usage without serious failure.

"Many of these tires are worn out completely during these tests. The worn tires then are subjected to careful examination to determine structural defects and methods of improvement.

"Such hard service makes the drivers' records more remarkable as smooth tires are considered one of the worst hazards in motoring, particularly in bad weather."

"Inspection service to determine the safety factor of tires is readily available and the car owner who does not use common sense is certainly guilty of unpardonable negligence," Mr. Farley declared.

QUIT any tobacco habit easily, inexpensively, without drugs. Send address N. F. Stokes, Mohawk, Florida. 3-1p

J. M. Purcell, Endee, New Mexico, was in the city Thursday on business. He said he had to use chains to get through mud in the western part of the county, having 20 miles of wet roads. Mr. Purcell is a former resident here, and he renewed his subscription to the Brand.

Get your SEED OATS and SEED BARLEY at the West Texas Feed & Seed Company Phone 265. 2-2c

Jumbo News

BY EDNA HALL

Ora Murthin visited friends in Plainview this week.

Mr. and Mrs. L. E. Beck, Mr. and Mrs. M. L. Simpson and Marion Powers were in Amarillo last Thursday.

Mrs. Marlar of Sunnyside visited Mrs. Beck Sunday.

Juanita McGinnis spent Wednesday night with Mabel Pinckert.

Addison Hunter and Doyle Adams were Amarillo visitors Friday.

Mrs. Godfrey called on Mrs. Harly Thursday.

Mrs. F. L. Pinckert visited Mrs. Ovid Pinckert Friday.

Mr. and Mrs. J. J. Wilder and family were in Amarillo Friday.

Mrs. Pinckert and Mabel visited Mrs. Andrews Friday afternoon.

Misses Dena Faye, Grace Jewel Jameson, Mrs. Wilson and Ruby Nony Fields and Emma Freeman of Amarillo visited Miss Nellie Freeman Saturday night and Sunday.

Mrs. W. A. Hunter visited in Hereford Sunday.

W. A. Hunter left Sunday for Kansas City with a shipment of cattle.

Miss Kitty Oxford of Progressive visited home folks over the week end.

Misses Athalie and Maurine Wilder spent the week-end with their parents.

Mr. and Mrs. Sam Hunter, Finis

Harding Goes Out as Trustee Of Syndicate

Charles F. Harding, associated with Francis Farwell and others, has resigned as one of the trustees for the Capitol Freehold Land & Investment company, as evidenced by an instrument filed here January 15 with L. H. Foster, county clerk.

Mr. Harding had been a trustee of the company, owning the large body of land in the western part of Farmer, Deaf Smith, Oklahoma and Dallam counties, since October, 1919, when he succeeded Hobart C. Chatfield-Taylor. Mr. Harding lives in Chicago.

and properties now or hereafter owned, and for other lawful corporate purposes, each series of bonds to be issued to mature at such time and provide for the payment of such lawful rate of interest, to be tax free or not tax free, to be convertible or not convertible into shares of capital stock as may be determined by the Board of Directors, and to contain such other terms and conditions as may be determined or prescribed by said Board, and such mortgage to contain such terms and conditions as may be prescribed or authorized by the stockholders at said meeting.

J. N. FREEMAN, Secretary.

TO THE STOCKHOLDERS OF THE PECOS AND NORTHERN TEXAS RAILWAY COMPANY:

You are hereby notified that the Board of Directors have called a meeting of the stockholders to be held in the City of Amarillo, County of Potter, State of Texas, at the principal office of the Company on the 10th day of February, 1931, between the hours of 10 o'clock A. M. and 4 o'clock P. M., to consider and act upon a proposition to authorize the execution by the Company of a mortgage or deed of trust to be called "general mortgage" or by such other name as may be determined, on all of its railroad properties now owned or hereafter acquired, to secure bonds to be hereafter issued in series, so much of such bonds as may be necessary to be used from time to time in paying or exchange for the bonds and other indebtedness of the Company, other bonds to be issued to be used for the acquisition, construction or extension of railroads, additions and betterments to such railroads

Natural Gas Service....

and Just Natural Gas

If you could go to the corner grocery or out to a gas well, get a sackful of gas, pay cash for it and carry it home, you could buy a huge volume of it for 5 cents.

Of course, your gas sack would have to be large and it would have to be good and tight. That might add somewhat to the cost.

Just when you happened to need the gas, the weather might be unpleasant outside, too.

When you got your sack of gas home, you would have quite a merry time trying to get the gas fed into the burners of your stove.

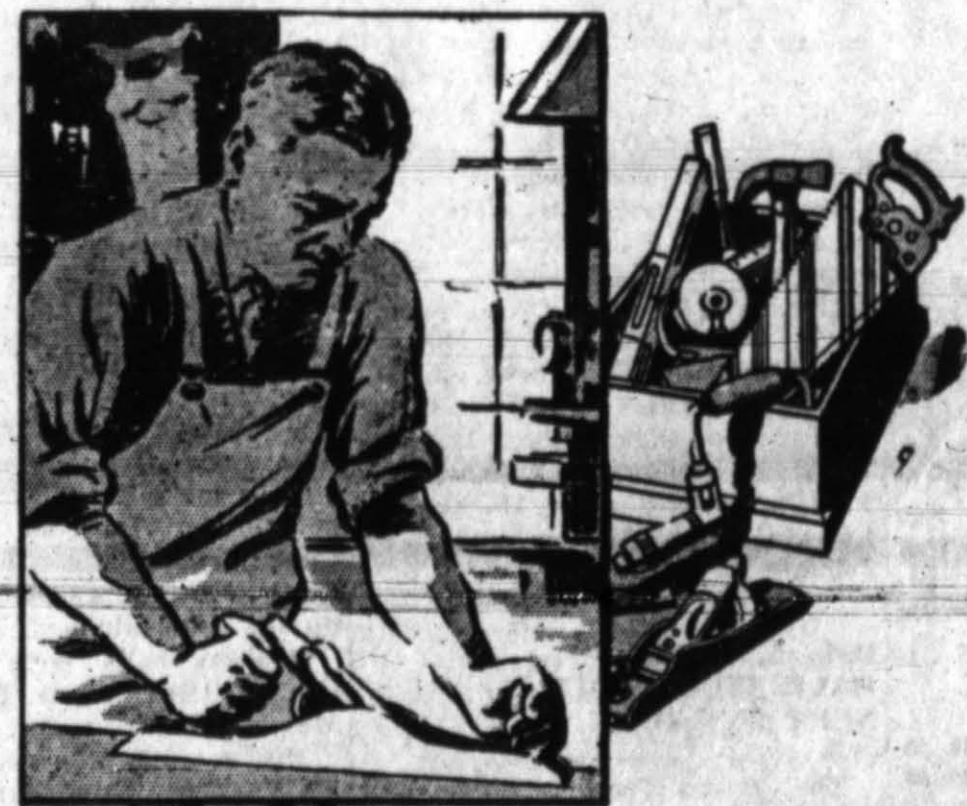
It is then that you would realize that you had bought the wrong thing. You wanted GAS SERVICE, and you had bought just gas.

Gas without service is a vapor that cannot be handled by ordinary means. It is of little use to anyone.

Gas—WITH SERVICE—is a clean, efficient, reliable fuel—ready to do your instant bidding when and where you want it.

It is GAS SERVICE, rather than just gas, that you buy, use and pay for.

West Texas Gas Company



TOOLS!

We are mighty proud of the array of tools we have for the selection of home owners, farmers, mechanics, engineers, carpenters, contractors, haulers, builders—tools for every use and service imaginable.

We keep a full and complete line of all times, but at the opening of the spring season, when the repairing of buildings, fences, machinery, etc., and a general wave of construction goes over the country, we select the newest and best of the additions to the tool family and place them in stock.

Come By and See Our North Window

Streu Hardware

DR. D. K. ROBISON Residence Phone 500

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

Doctors Robison and Adams

PHYSICIANS AND SURGEONS

Office Phone 282

Office In Clark Building Over Rice Drug Store Hereford, Texas

Brand Want Ads Pay Good Dividends!

TRUE! VIVID! THE WAR ITSELF

Big Newspaper Feature

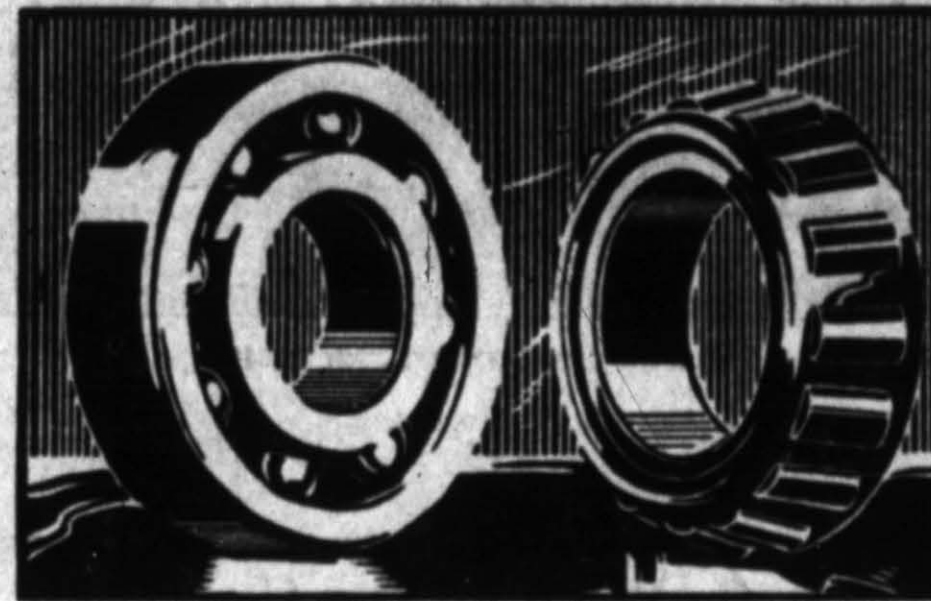
General John J. Pershing will "talk" as never before—through The Dallas Morning News. His daily Memoirs for ten weeks will give intimate "Whys and Wherefores" of the great war.

Special Three Months' Offer (by mail) Daily and Sunday \$1.95

SEE LOCAL AGENT OR WRITE

The Dallas Morning News

FORD SMOOTHNESS



The new Ford has more than twenty ball and roller bearings

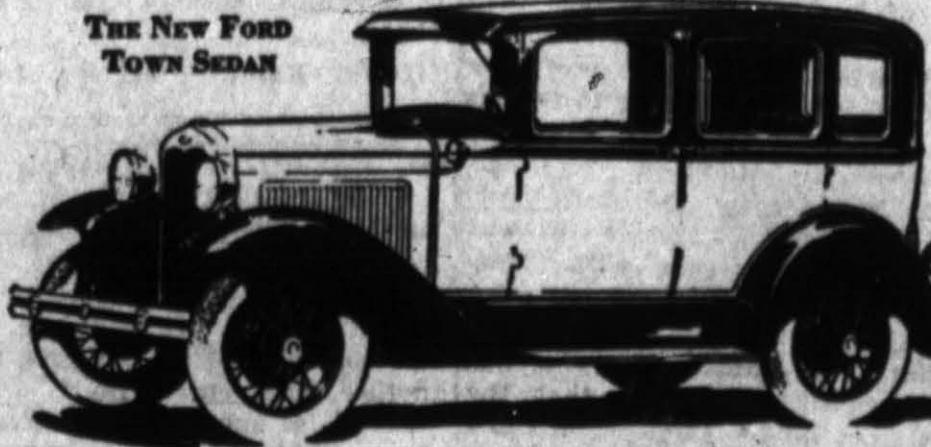
EVIDENCE of the high quality built into the new Ford is the extensive use of ball and roller bearings. There are more than twenty in all—an unusually large number. Each bearing is adequate in size and carefully selected for the work it has to do.

At some points in the Ford chassis you will find ball bearings. At others, roller bearings are used regardless of their higher cost. The deciding factor is the performance of the car.

The extensive use of ball and roller bearings in the new Ford insures smoother operation, saves gasoline, increases speed and power, gives quicker pick-up, decreases noise, and gives greater reliability and longer life to vital moving parts.

Other outstanding features that make the new Ford a value far above the price are the Triplex shatter-proof glass windshield, silent, fully enclosed four-wheel brakes, four Houdaille double-acting hydraulic shock absorbers, aluminum pistons, chrome silicon alloy valves, three-quarter floating rear axle, Rustless Steel, the extensive use of fine steel forgings, and unusual accuracy in manufacturing.

THE NEW FORD TOWN SEDAN



LOW PRICES ON FORD CARS

\$430 to \$630

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



Have Money

SAFE... in our Safety Deposit Boxes

VALUABLE papers and jewelry are safe from fire and theft when they are in our vault. For a small sum you can rent a Safety Deposit Box at this bank.

START SAVING REGULARLY NOW

We Welcome YOUR Banking Business



THE FIRST NATIONAL BANK OF HEREFORD—a strong bank thoughtfully managed



HEREFORD, TEXAS



THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



The Whiteface Roundup

Pauline Smart, Editor-in-Chief
THE STAFF:
Lola Sowell, class reporter; Maurine Spradley, club reporter; Della Weeden, Society Reporter; Clyde McMahon, Sports Editor; Opal McMahon, Feature and Joke Editor.

FRESHMEN

We are green little freshmen, But we're eighty strong. They say we're never right But always in the wrong.
They call us "fresh" and "fish", But that to us is all the same, It's what we're made of that counts, And there's nothing in the name.
God meant for us to be green, So we grow and glory in it, But some of us may be president, Or else belong to the senate.
Oh, that we might remain In this verdant state forever For if we had our way, We would leave the "fresh" room never.

For where ignorance is bliss, 'Tis folly to be wise; So in the "fresh" room We find our Paradise.

We are not like the seniors With their weary cynicism, Their boasted honors Their lower class criticism.

Nor are we like the juniors, With their know-it-all air, Nor the sophomores— With their serious-minded glare.

We are just simple little boys and girls Who enjoy Alexander and Hannibal; The mysteries of the far East, And wild stories of the cannibal.

We drink in the words of the teacher, As water is taken in by fire, And may we lose none of this sweetness, When it is said to us, "Come up higher".

Absent Last Week.

Those absent the last few days of last week because of illness were Russell Nix, Peggy Mitchell, Maxie Hughes, Marie Bernauer, Charles Jowell, Marguerite Brown, Olga Funderberg, Della Weeden, Christine Huntsinger.

Miss Weeden Entertains.

Miss Weeden entertained a number of friends at her home last Saturday night. Those present were Clyde McMahon, Maurine Spradley, J. B. Noland, Addie Hastings, Mack Noland, Opal McMahon, Homer Brumley and Chas. Poland.

High Quintets Smash Vegans; Lose to Tulia

Slow to get started in the first half accounts for the Whiteface defeat at the hands of the Tulia Hornets at Tulia Saturday night. The score for the boys was 22 to 11. The second half saw a little class action on the part of the home boys, but they had been outdistanced too far to catch up.
There was also a game between the girls of the two schools. The Whiteface girls put up a strong fight but were defeated 23 to 30.
Outplaying the Vega visitors from start to finish, both Whiteface boys and girls annexed victories on the home court Friday evening in a double bill. For the girls it was in nature of revenge for the defeat handed them recently when they invaded Oldham county. The game was a rout, 36 to 8.
The boys played their best game of the season, nosing out by the close count of 20 to 17.

Staff Meeting.

The regular meeting of the staff was held Wednesday evening, January 29. Mr. Kessie, editor of the Brand, was present to talk to the staff and give any suggestions he thought might be helpful in any way. His suggestions were appreciated very much. He has had a deep interest in the school page throughout the year, which has surely been appreciated. The staff, probably more than anyone else, realize that Miss Crawford and Mr. Kessie are taking time from their work to help have a school page in the paper.

Each member of the staff has been doing some good work, but after Mr. Kessie's talk each felt that there is plenty of room for improvement. He brought out ways in which the staff as a whole could improve and make a more interesting school page. The staff is taking a great interest in the work. The members feel that with the cooperation of the student body and faculty members that they can make a real success of the school page.

Musical Program Given.

A program that was enjoyed by all was given Thursday morning, January 23, by Mr. and Mrs. Fields and Mr. Durham. Several numbers were furnished by the three. Mr. Durham at the piano, Mrs. Fields playing the banjo, and Mr. Fields the violin. Variation was furnished by a number of Mr. Durham when he played "Swingtime in the Rockies" on the saw. Mr. and Mrs. Fields sang two duets, which concluded the program.

Smiles

Miss Crawford: "Why is 'our' correct in this sentence: 'Mrs. Williams objected to our playing on her lawn?'"
Robert Bell: "It would be ours for it is in the objective case."

Miss Crawford: "Margaret, give an example of active voice."
Margaret Blood: "The boy hit the ball."
Miss Crawford: "Correct. Now give an example of passive voice."
Margaret Blood: "The ball hit the boy."

Mr. McCollum: "A person born in the United States is an American."
Opal McMahon: "Then what is a person born on the sea?"
Mr. McCollum: "He is a seaman."

Why did Jack Russell stop on the way to Summerfield Tuesday night, December 23? For information see G. T. or W. B.

Miss Crawford (seeing Billie looking on Ardelle's paper): "Let's write our own thoughts, please."
Billie Hill: "She doesn't have any."

We wonder what Pauline Smart meant when she handed in an English paper upon which was written, "We should read both internally and externally."

Miss Read (to biology class): "Melvin, what is antitoxin?"
Melvin: "Driving a car when you are drunk."

Miss Veasey: "Reeves, what are the two kinds of taxes?"
Reavis: "Direct and indirect."
Miss Veasey: "What is the difference between these two kinds of taxes?"
Reavis: "I've often wondered, Miss Veasey."

Rex Tynes: "Arthur, I didn't know that women in England were so big."
Arthur Thompson: "How is that, Rex?"
Rex: "I see where a woman in England lost three thousand pounds."

Miss Barnett Entertains.

Miss Virginia Barnett entertained a group of friends with a dinner last Friday night. The guests enjoyed a three course dinner, after which they went to the second show. Those present were Burl Alexander, Violet Marrs, J. C. McCollum, Opal McMahon, Sherman Morgan, Ardelle Foster, Kelly Muse, Wilma Jo Jones and Spaulding B. rtley.

Out SMART-ing Em

Thoreau said we had no business worth the name, but only the Saint Vitus' dance. Perhaps it would be more accurate to say that whole tracts of the mind that are left fellows in high school never mature at all. We have been accused so many times of a failure to grow up in our foreign relations that even those who never read are beginning to hear of the charge and to wonder what it means. The New York World, in a series of excellent editorials, has been beating Congress for its failure to manifest even an interest in the fundamental economics and social questions raised by a collapse of the great American boom. Perhaps too many Congressional brains are busy—very busy—but still among the educationally unemployed. For ten years we have in the eyes of the world lacked leadership in any fundamental policy, either in world affairs or in internal development. We have "got by", as they do in college, thanks to a fat pocketbook and good luck. Is it any wonder that with such mental unemployment among the elders, youthful minds are out of a job?

The cynic may remark that the boy child never hurries until he feels the sting of the shingle. It will take more than one thing to make us feel our responsibilities and possibilities now, for the rut in which we are running is mighty deep. It is already evidence that shrewdness and strenuousness are not enough to get us free from our burdens.
And yet the cynic has ill read his history book if he believes that nations educate themselves only when they are forced by stern necessity. The finest educations and the happiest have come thru pride. The Greek seems to have sought education because he felt his mind and knew that it was Greek. In the same way our minds are Greek today. We shall never employ our high school minds by threatening them with the dire results of competition. Our minds know that the shrewd man with "contacts" can go far in the business of filling his own pockets. We must touch the pride of our minds. Have our high school faculties self-confidence enough for that?

Mental Unemployment.
President Butler of Columbia used an expressive phrase when he described the hordes of drifters in our colleges as suffering from educational unemployment. What about our high schools? But, we are not idle—on the contrary many of us are working as hard at pleasure as we ever will at law or business. The social activities of our schools in "big game" week would make a bee's wing lose a heat! And in any, perhaps most, of the rest are deeply engaged in a whirl of extra-curriculum activities where, for the most part, we are acquiring in an amateur fashion, not sweetness or bright surety, but a good deal of experience in "contacting", managing, manipulating, and other tricks useful in a business career. No one can assert that more than a minority of our school body are trying to see what they can do with their minds in the fields of intellectual endeavor where there is not expectation of immediate social prestige, or later financial reward. Educationally we are unemployed.
Not utterly unemployed of course if we give a broad enough meaning to education, for we are busy with the margins if not with the text. We should hate very much for the United States to employ a high school system in which we would have a career with little leisure, no athletics, a narrow social life, and nothing of enjoyment. After all, we are educating to live, not just to make a living. But in literature, economics, or natural science we should in such numbers find no fixed employment, explains a good deal that happens afterwards.

H-Y Has Ceremony.

The H-Y club met January 19 for its installation service, one of the founders' "candle services."

At the beginning of the most beautiful ceremony, while the candles burned, the H-Y sponsor, G. M. Hudson, explained the significance of the emblem.
Those signing cards were Rex Tynes, Billie Hawkins, Spaulding

SOPHOMORES IN FUTURE YEARS

Dawn, Texas, September 8, 1941.

Dear Maxie:
I have just completed a tour around the world and while in Europe I saw some of our old school mates. I will tell you about a few of them:
Leaving New York on June 1st, I sailed for London. I landed there in the morning and started on a tour of the city. I had been walking some time when I recided I would like to have something to eat. I stopped in a Chinese restaurant and whom do you think was the owner? Emma Roberson! She was very glad to see me and said she had quite a profitable business.
From there I went to France, and, of course, I wanted to visit the king. I secured a guide and went to the palace. When I was taken into the throne room, imagine my surprise when I saw the king and recognized him as Milton, of the House of Orr. He greeted me like a long-lost brother. I was equally glad to see him. We talked over old times and laughed in a very unkingly manner.
Leaving France I went to Spain, and, of course, I wanted to visit the king. I secured a guide and went to the palace. When I was taken into the throne room, imagine my surprise when I saw the king and recognized him as Milton, of the House of Orr. He greeted me like a long-lost brother. I was equally glad to see him. We talked over old times and laughed in a very unkingly manner.

On the way to Madrid from a small station, our stage coach was held up. I got out of the coach and was very shocked when one of the bandits burst out laughing. It sounded strangely familiar to me. Then I remembered that I had heard that laugh ten years ago in English class. It was Jack Russell. I asked him how the bandit business was and he said that he and Melvin were making quite a bit of money out of it. Well, of course, after Jack told his followers who we were they decided not to rob us so we went on our way.
In Madrid I ran across some more of my friends, while attending an opera there. I found that Jack Gilliland had become a "Spanish Cavalier". He acted that part real well and I had to stay and compliment him on it. He was very glad to see me but said he didn't have time to talk to me.

The next country I visited was Switzerland and there received the shock of my life. Jack Cartwright, Alvin Carroll, Bertha Zea and Mary Stanford were operating a cheese factory for the poor starving mice of Russia.
From Switzerland I went to Germany. The first thing I thought of when I arrived was Einstein. I wanted to visit him and discuss science with him. When I reached his home in Berlin he said he was glad to have me visit him and that he already had one American in his laboratories and would like to have me meet him. Well, you would never guess who it was. Do you remember how you and I used to say that Lilburn Ray would some day be a great scientist? Well, there he was just about to reach his goal. Maybe you think I wasn't glad to stay I had gone to school with him. We all had a jolly time and I left about six o'clock.
As I left the building I nearly ran over the street sweeper. He begged my pardon and I was about to pass when I happened to glance at his face. If he had been a ghost I would not have been more surprised. It was Gaylord Newell.
From Germany I went to India. I decided to skip Russia and a few more of the countries and go on to Asia. As you know, there are many animal schools in India and my guide consented to show me through one. I thought there would be only natives teaching there, but to my great surprise and delight I found Theda Lou Witsch, Florence Boardman, George Jones and G. C. Hartman giving a class of monkeys lessons on scientific climbing.
I traveled through a few other countries but did not find any more of our friends.
Hoping you are well and happy, I will close.
Yours truly,
PEGGY.

Bartley, Paul Coneway, Robert Horton, Reavis Kerr, H. D. Blythe, Chris Jacobsen.

In about two weeks there will be another instruction ceremony so that those who were unable to attend the first meeting may join.
Rev. J. M. Fuller spoke on H-Y work, its value and benefit. At the close of his lecture lights were turned off and the boys formed a circle, in the center of which the emblem, the cross and triangle, represented in burning candles.

Caroline Rice (picking up a stack of books in the classic room).
—"Who wrote Tennyson's 'Idylls of the King'?"

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

Senior Class Meeting.

Does it seem early to begin to talk about graduation announcements and cards? It may to some, but to the printers it does not seem any too early. They know what it means to have a rush on at the last of school trying to get out cards.
Mr. Kessie was present at the Senior class meeting Wednesday, January 20. He brought samples of different kinds of personal cards and gave the prices of each kind. Mr. Kessie urged each member of the class to get his order in as early as possible. The samples were left with Robert Bell so that each member of the class might see them. Mr. Kessie will come back at a later date to receive orders from the students.

Junior Class Meeting.

The junior class met Wednesday, January 21. The president called the house to order and the minutes were read and approved.
The class has been trying to select a motto for some time, so this was taken as a question during the business session. The motto committee reported several mottoes and the class chose the one they liked best, which was, "Knockers never win, and winners never knock." If all of the juniors would keep this motto in mind and try to live up to it, it would not only help our class but those around us also.
It was also decided that we would send Christine Huntsinger, a junior who is ill, some flowers. As there was no other business to be brought before the house, the meeting was adjourned.

NOTICE TO BIDDERS

Notice is hereby given that the Commissioners' Court on February 9th, 1931, will receive proposals from any banking corporation, association or individual banker of this county that may desire to be selected as the depository of the school funds and of the county funds for the next two years. Said proposals shall state the rate of interest offered on the funds.
1-4c EARL W. WILSON, County Judge, Deaf Smith County, Texas.

Bladder Weakness

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed and discouraged, try the Cystex Test. Works fast, starts circulating thru the system in 15 minutes. Praised by thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tex) today, under the Iron-Clad Guarantee. Must quickly allay these conditions, improve restful sleep and energy, or money back. Only 60c at

CORNER DRUG STORE

AUDITORIUM AMARILLO

Feb. 5th Matinee Feb. 7th Night
Third American Tour - Season 1930-1931

GERMAN GRAND OPERA COMPANY

A CAST OF WORLD FAMOUS STARS
A COMPANY OF ONE HUNDRED FIFTEEN
COMPLETE ORCHESTRAL SEPARATION FOR EACH ACT



There are thirty stars in the cast of players, among them are Mme. Johanna Gadski, Johannes Sembach, Carl Braun, Allen Hincley, and many others. Also Max Von Schillings is the leading conductor of the orchestra.
The company has an orchestra of 54 pieces and travels in a special train of 7 baggage coaches and 6 Pullmans. Prices range from \$1.00 to \$5.00 per seat. For further information write Wilbur C. Hawk, care The Globe-News, Amarillo, Texas.

Home - Cooked MEALS
HOME - BAKED PASTRY
CLUB CAFE
Phone 498

ROLLED RIB ROAST
—If you aren't acquainted with the delectable flavor of baby beef rolled rib roast, we are advising you to try it.
DEPENDABLE QUALITY—ALWAYS
Texas Meat Market

56 out of every 100 buyers of the fifteen eights in its price range, throughout America, choose
THE EIGHT AS BUICK BUILDS IT
NORTON MOTOR COMPANY
HEREFORD, TEXAS
WHEN BETTER AUTOMOBILES ARE BUILT . . . BUICK WILL BUILD THEM
A GENERAL MOTORS VALUE

Vision
"There is a time in the affairs of men which taken at its flood leads on to fortune."
A SAVING ACCOUNT IS THE BEGINNING
VISION . . . the essence of great achievement. 'Tis the knack of looking forward, of seizing the psychological moment. When Franklin, Robert Morris and Washington laid the foundation of a nation it was Vision. And when you and your associates lay the foundation of an augmented business again it will be Vision. We hope to help you to realize YOUR Vision. Won't you call on us!
First State Bank

Locals

Be prepared for colds; keep your medicine chest full of Rexall remedies. The Corner Drug Store. 3c

EVERYTHING ON SALE!
at great Savings. Come!
POPULAR STORE. 3-1c

Paderewski Coming.
Paderewski, the world's greatest pianist, is billed by the Amarillo College of Music to appear in the auditorium there February 20.

45-V Radion Batteries, \$1.75 at RICE'S. 3-1c

SWIFT'S MEAT SCRAPS FOR CHICKENS, \$4.00 per hundred at McLEAN & PITMAN'S. 3-1c

There will be a meeting at the Ward school house, 12 miles north-west of Hereford, at 2:30 p. m. next Sunday afternoon to organize a singing class.

The latest newspapers, magazines and all periodicals at the Corner Drug Store. 3-1c

E. A. Comer of Clovis was here Tuesday visiting relatives and friends.

4.50 x 21 Brunswick tires, \$5.95, and insured, of course. RICE sells them. 3-1c

SWIFT'S - TANKAGE PUTS MORE AND CHEAPER POUNDS ON HOGS, \$4.00 per hundred at McLEAN & PITMAN'S. 3-1c

Mrs. J. B. McMinn and Mrs. J. E. Roberson of Canyon visited their sister, Mrs. J. F. Ward, Tuesday.

It is just possible that it will rain some of these days. Better get those chains now at RICE'S. 3-1c

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

STAR THEATRE

HEREFORD, TEXAS

Last Times Today
THURSDAY, JANUARY 29
JEANETTE McDONALD and REGINALD DENNY in



Friday and Saturday
JANUARY 30 and 31
Also Matinee Saturday Afternoon.

"Three French Girls"
An Army of Occupation Story—and afterwards.



Monday and Tuesday, Feb. 2 and 3

Surplus-Cure For Wheat Is Advertising

By DAVID M. WARREN.

A vigorous nation-wide newspaper advertising campaign would do a lot to end the ills of the wheat industry. A meeting of several hundred farmers, grain dealers and business men was held in Amarillo the other day and the meeting endorsed a plan to reduce wheat acreage by 40 per cent. People have gone off on eating fads. Women will eat potatoes, but will not eat wheat. Consider the millions of homes in which the consumption of bread and other wheat products has declined in recent years. It was pointed out at the Amarillo meeting that wheat consumption in the United States had declined one bushel per capita per year.

Eat More Bread.
This is an age in which the advertised product gets the consumer's dollar. Nearly everybody has money to pay five to ten cents each for apples and oranges, ten to 20 cents each for grapefruit and other products.

And the wheat farmer, representing one of the biggest businesses in the United States, is practically broke. The public is paying generously for fruit because a consistent advertising campaign has kept up the demand—therefore the cost gives a decent return to the growers. But, it was not the government that saved the fruit grower. He did it himself by making a payment to an advertising fund based on every box of fruit.

Results Worth Cost.
The wheat business can be changed into a profitable one by the end of 1931 if a comprehensive advertising campaign that reaches into the millions of American homes is worked out. Wheat is about a dollar a bushel cheaper than it was a year ago. It may be necessary to consider assessment of 5 to 15 cents a bushel for an advertising campaign, but the results will be worth it. This cost possibly could be deducted at the time the wheat is handled by the mill or the elevator.

Some will say that the poor farmer will have to pay for it. He certainly is paying for the lack of a consuming market today. With the daily and weekly newspapers carrying messages urging people to eat wheat, there is no doubt but what the entire surplus can be consumed in a relatively short time.

The farm board has spent millions of dollars. If the government had taken ten to twenty million dollars of this sum and had invested it in newspaper advertising, much of the worry about the wheat surplus would have been over by now.

Also, it must be realized that the mills, cereal manufacturers, bakeries, elevators and allied businesses would increase their advertising expenditures to help the United States absorb the surplus.

It is the writer's belief that the average person does not realize what a nation-wide campaign will do along this line. It would take a sick industry and make it profitable.

There can be no greater folly than to talk about going back to the "good old days" in wheat production. There would be no wheat surplus if people were told about wheat products through the printed word.

Acreage Cut Retards.
Already there is rumbling over the talk of the Amarillo 40 per cent wheat reduction plan. Farmers have thousands of dollars tied

We try to keep our stock of Jacks and pumps complete. At RICE'S. 3-1c

SWIFT'S MEAT SCRAPS FOR CHICKENS, \$4.00 per hundred at McLEAN & PITMAN'S. 3-1c

Mr. and Mrs. W. F. Gillis are in Dallas this week, where Mrs. Gillis will buy spring and summer merchandise. They will visit her mother, Mrs. A. J. Wilson, at Denison before returning.

5.00 x 19 Insured Tires, \$7.25, at RICE'S. 3-1c

Misses Vendell Brooks, Frances Landrum, La Juana Hanna and Mrs. Roy Smith spent the weekend at a house party in Vernon with Miss Mary Estes.

DR. HESS HOG SPECIAL CONTAINS MINERAL AND REMOVES WORMS FROM HOGS. Get it at McLEAN & PITMAN'S. 3-1c

E. C. Joss, of Washington, D. C., spent a part of two days in Hereford last week. Mr. Joss is an old friend of L. Baekin and visited with him while here. Mr. Joss is in charge of one of the government departments and has resided in Washington for several years.

Tire Flat? In a hurry? Take it to RICE'S for Instant Tire Service. 3-1c

CORRESPONDENT SUBSCRIBES FOR SIX NEIGHBORS

One correspondent of the Brand has been using her money to buy new pictures for the community school, but Mrs. John Bolling, press representative for the Fairview-Palo Duro district, has chosen quite a different method of rendering service with her literary stipend. Desiring to cement the interests and coordinate the thoughts of as many people of the district as possible by having them as subscribers of a common newspaper, Mrs. Bolling used her check to put six of her neighbors on the Brand's list for a stated period.

Town Team Meet Oilers.

The Federals, local town basketball team, were in Amarillo Wednesday night in a clash with the strong Texaco Oilers. The Oilers have won every start but one and they are considered unusually strong. Hereford men making the trip were Barrows, H. Sherman, L. Sherman, H. Kester, Singletary, Coffee, Gregory and O. Carroll.

Wants Home News.

Please send the Brand to me at 522 West 8th street, Amarillo," writes O. H. Dixon. "We surely miss the home news." Mr. Dixon is a former citizen of Hereford, local manager of the Oakland-Pontiac motor cars. He is now with the Ford agency in Amarillo.

up in farm machinery. They say that it requires several hundred acres to make this machinery profitable; they declare that the reduction should not be made on the small farmer; rather it should affect the "city farmer" with his thousands of acres.

Millions spent in advertising will cause millions of bushels of wheat to be consumed. We want more farms in the Panhandle, retarding the acreage will mean that breaking of many ranches into farms will be delayed for years.

Advertising will move the surplus; otherwise wheat will have to go on "pro-ration"—take your choice.

Show Chickens Shipped Under \$300 Manifest

An express receipt furnishes another interesting sidelight on the recent Tri-County Poultry show. When Mrs. Oscar Hunt of Canyon was ready to take her fine birds home, although it is only 30 miles distant, she resorted to the express company and dispatched them under a declared valuation of \$300.

There were ten Buff Orpingtons and they weighed, crated, 112 pounds. They were so valuable that Mrs. Hunt thought it advisable to spend a few extra dollars to have them in the hands of a carrier from which she would be secure in recovering value should any loss or damage result in transportation.

Sank Ramey, local agent, received a page of publicity in the Express Messenger, New York magazine, as a receiver of helpers and bulls, with a single valuation running sometimes into the multi-thousands. Deaf Smith county breeders of registered stock were the shippers. Now, heights of declared value on chickens have started out to rival the four-footed animals.

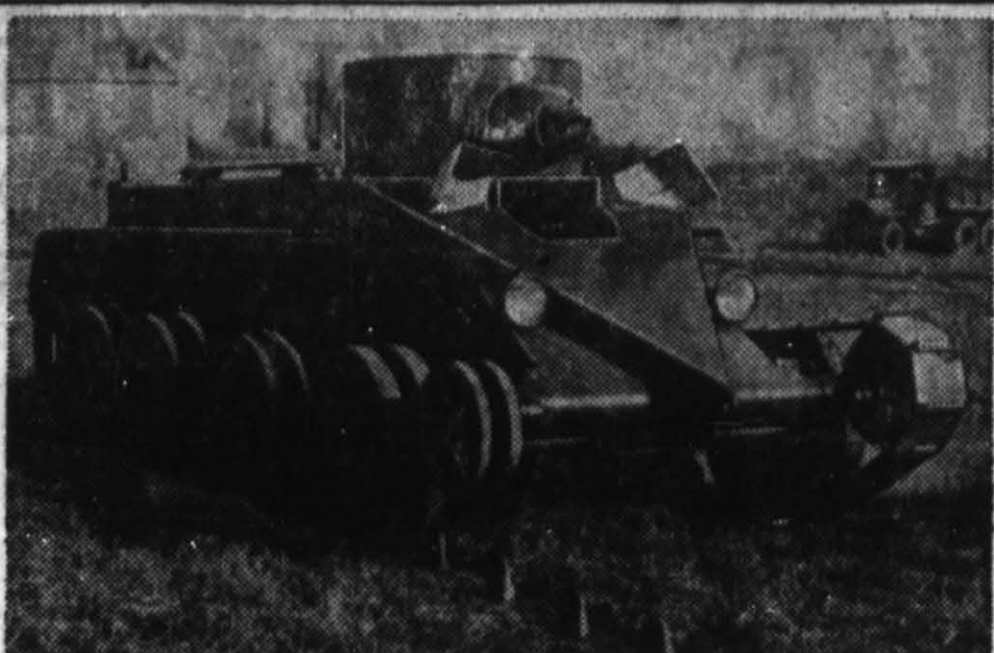
Legionnaires Dance Tonight.

The American legion post of the city is ready for the big dance which will start tonight at the Buchanan & Rosson building. The affair is scheduled to begin at nine o'clock. A grain dealer and produce man will probably be gate keepers to take charge of the wheat and eggs which will be legal tender, if preferred, in lieu of the dollar admission price.

Return from California.

John E. Mosley and George Murphy returned from Los Angeles last Thursday from a visit of three months to the state of sunshine and roses. Mr. Mosley reports a splendid vacation for them and of seeing several ex-Hereford people who now reside in California, all of whom wish to be remembered to their friends here. Many places of interest were visited and they both enjoyed their trip with great satisfaction.

There's Speed to This Tank.



It's a cumbersome looking vehicle, but would you believe that this 10-ton armored steel tank is capable of doing 45 miles an hour over a field strewn with rocks and logs and 104 miles an hour over a stretch of paved road? Well; that's exactly what it did in a recent experiment at Rahway, N. J. It is equipped with a one pounder cannon and a 45 calibre machine gun.

Reconstructing Brazil Home.

Work was started Monday morning on remodeling the home of Bob Brazil, 111 West Fifth street. Additional rooms will be built and the house will be converted into apartments suitable for two families.

Silverton Pioneer Here.

Mr. and Mrs. A. P. Donnell of Silverton were the guests of their daughter, Mrs. D. H. Alexander, the past week. They were accompanied here by Mrs. R. G. Alexander and daughter, Rhena.

Mr. and Mrs. Donnell are pioneers of Briscoe county, coming to that section about 40 years ago. This sterling couple of the Plains will soon be celebrating their 50th wedding anniversary. Both are in good health and their many friends over a wide territory expect to see them observe many other anniversaries together.

CHEVROLET

We Sell Better USED CARS

You're missing something of vital importance if you are even thinking of buying a car, unless you come in, carefully inspect and learn the prices of our used cars.

No repair shop in this territory stands the rigid inspection demanded of ours, and the used cars that pass through our mechanics' hands carry the "OK THAT COUNTS", a slogan that has become nation-wide and recognized as the stamp of approval for automobile rebuilding and reconditioning.

We have a great array of used cars ready for your selection, at prices that defy competition. Your guarantee of quality is the Chevrolet "OK" and you yourself will know the price is right.

Yours For Sales and Service

Brumley Chevrolet Co.

Incorporated

"A Reliable Institution" Phone 216.

Furniture for Less Money

All furniture throughout our big store is being sold at 25 to 35 per cent less money than it was a year ago.

Used livingroom furniture at a real bargain:
Two-piece mohair living room suite, formerly \$175.00 for **\$67.50**

Three-piece livingroom suite, cane back, excellent upholstery, was \$300, now only **\$65.00**

Many other bargains in livingroom suites and also in dining room suites.

A liberal discount on every new bedroom suite in our store. Try us for your wants in all lines—we will do all we can to satisfy.

E. B. BLACK CO.

The Big Store With The Little Price

U.B. Thrifty says

"Hard Times" Prove It

If there were no other proof, the fact that people in any community where crops are short or where they have so-called "hard times" fall back on the cow, the sow, and the hen for a livelihood is sufficient proof that they are "life savers".

An ounce of "prevention of hard times" is worth a pound of "cure of hard times" and the Western National Bank would like to help fill our trade territory with cows, sows and hens.

Western National Bank

Rumor Not True

The report has reached us from several sources that the general public has the impression that the recent change in the Brumley Chevrolet Company's organization was brought about from a failure in the business, and that Different Finance Companies had taken over the management.

We want to make it entirely clear to the people of Hereford and also those who live in reach of our place of business that this report is absolutely unfounded.

Mr. G. W. Brumley, who has recently become connected with the Brumley Chevrolet Company has been with the General Motors Acceptance Corporation for the past two years, traveling out of Oklahoma City and Amarillo. He has been calling in this territory for the past several months and is well acquainted in Deaf Smith, Oldham and Castro counties. The first of January he severed his relationships with the General Motors Corporation absolutely and moved to Hereford and took up his duties with the Brumley organization as a member of the firm and as assistant to Mr. G. W. Brumley, who is General Manager. He has invested in the business and has come here to stay.

Do not forget that the Brumley Chevrolet Company is here in Hereford as sound as a rock, that we have every bit of equipment in our place of business to furnish your needs in the automobile line from fixing a flat tire, washing or greasing your car, completely overhauling your old car, selling you a new car or one of our thoroughly reconditioned guaranteed used cars.

COME IN AND SEE US.

BRUMLEY CHEVROLET COMPANY, Inc.