

# The Hereford Brand

Published Every Thursday

Our Slogan— "More People—More Farms"

31 YEAR—NUMBER 17.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MAY 7, 1931.

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## District May Market 2,000 Cars Wheat

Spirit of optimism prevails in both farm and business circles, with the prospects for heavy yields of wheat and row crops at the highest level. Conditions were never better for wheat production in the history of the territory since this grain has become the main crop, according to one who has been here for more than 20 years.

An idea of what to expect in the way of wheat yield was presented by R. O. Dunkle before the chamber of commerce when he compared the acreage of 1929 with 1931. In 1929 there were 189,000 acres of wheat for the district and 1300 cars were shipped to market. This year there are 300,000 acres in wheat. Two years ago the crop was rated as a bumper one, and prospects this year are even better than they were in the spring of 1929. Upon the same production an acre, the territory should market at least 2,000 carloads.

The national holdover wheat this spring is larger than the average, but one favorable point on the future price is that the acreage has been reduced in the nation about 20 per cent. Mr. Dunkle said, but he ventured no predictions as to what price growers might expect this summer.

## Fans May See Squad of Next Year In Action

A treat for local football fans is promised by Coach T. E. McCollum when the seniors and those not eligible to play meet the boys who will make up the team next fall on Whiteface field next Wednesday afternoon, starting at four o'clock.

Graduation will wreck last year's line and a new one will have to be formed to carry on the good work of last year, according to Mr. McCollum.

McCollum will be back as guard, where he alternated with Mitchell in the last season. The other guards will be new men, taken from the following: Edwin Holland, Hollis Orr, G. C. Harrison and Burl Alexander.

Tackles will be selected from Berry Orr, Edburn Ray, Jack Cartwright and George Jones. There is some doubt as to whether Jones will make his work, but if he does he will make one of the best tacklers ever to play for Hereford.

At the end positions Climer will be at his old post, provided someone does not beat him out. Then there is W. B. Wilson, Oriand Watson, Gaylord Newell, Robert Holland and Keller Muse. W. B. made a letter in the backfield last year, but he should make a better end or tackle.

A number of boys have tried out for center, and of the squad James Cloyd, H. D. Blythe and Resford West look the best. West may become ineligible on account of his grades.

In the backfield are more familiar faces. Stone will be at full, Russell at quarter, Spaulding Bartley at quarter, Andy Habermacher at a half, Buddy Sewell at half, Gusy Farris half, Elwyn Harrison full, and Carl Kropff half. The coach thinks he has in Kropff the makings of a great punter, and that Vandy Houser will make a good showing in the backfield but has not been out enough for accurate judging.

The seniors will outweigh next year's squad by several pounds to the man but will probably be much slower. It should be one of the best games ever played here, says Mr. McCollum.

A small admission charge of 10 and 15 cents will be collected to help defray expenses. Spring training always calls for extra expense and the athletic department feels justified in asking for a small gate fee.

**Spring Football.**

A spring grid tilt will be staged at Whiteface field, according to T. E. McCollum, Wednesday, in which graduates and ineligibles will be pitted against a prospective eleven this fall. A squad large enough for two teams and a few substitutes, have been going thru a strenuous spring training and the game promises to be good.

## FAVORITE SOPRANO TO BE PRESENTED FRIDAY EVENING IN RECITAL



MRS. H. K. FOX

Mrs. Homer Fox will appear Friday evening at 8:15 o'clock in the Presbyterian church, presented as an artist pupil by Mrs. Ardelle George, vocal teacher, and sponsored by the Music Study club, in a song recital.

This is the closing public musical program given in observance of national music week. There is no admission charge and the public is cordially invited.

Mrs. Fox will be assisted by Mrs. A. C. Thompson, violinist, and Miss Dessie Mae Steele, pianist and accompanist. This noted soprano was presented at Panhandle Wednesday evening as part of the music week's celebration there. Mrs. Thompson and Miss Steele assisted on the violin and piano.

## Peace Officers Convene.

Attending the peace officers' convention in Amarillo Wednesday and Thursday from Hereford are Sheriff and Mrs. John B. Miller, J. C. Allred and Ed Curtisinger, deputies.

## Best Moisture For Spring In Years Recorded

April was a wet month in this territory in a comparative sense, far above the month's average for the past 22 years for which records have been kept. In fact, the fall for this April, 2.9 inches, is just double the average of 1.48 inches for the 22 years, according to figures furnished the Brand through courtesy of E. E. Ramsey.

The wettest April of which any local record is available was in 1915, when 7.5 inches of rain fell here. The precipitation was greater in that year than usual through the whole spring, retarding row crop planting. Much planting was done in the county during June.

A heavy fall was received in the Hereford territory Friday night, adding four-tenths of an inch to a ground already soaked. The slow rains of the past week have given the best moisture in years for this season of the year, considered ample to carry wheat almost to maturity and ideal for seeding the row crop grains.

Every section of the trade territory has been favored with rains, with the heaviest falls reported in the western part of the county, and the average over the district is probably in excess of that shown by local gauges.

More rain fell here Saturday Saturday night and Sunday to add to the misery of motorists in trying to reach trading centers. Lagged roads and highways have either been impassable or extremely treacherous and were classed as being in the worst condition for many seasons. Buses were halted in the city several hours Saturday, with interstate and transcontinental passengers, upon advice of headquarter, to await less slippery roadbeds.

## Midgets Sweep Series.

The Midgets made a clean sweep of the two game series with the Jumbo school boys when they won the match here Tuesday afternoon by the close score of 13 to 12. Victory was won in the ninth inning after ties were marked up in the seventh and eighth. Pleas Baker pitched the full game for Hereford. The first was won at Jumbo Friday by a score of 8 to 6.

Next on the schedule is Westway on the Westway grounds for Friday afternoon.

## CHRISTIAN CHURCHES TO MEET IN WICHITA FALLS

The 46th annual Texas convention of the Disciples of Christ will open May 12 in Wichita Falls and will close Friday noon, May 15. Governor Ross S. Sterling will be present as a delegate, and James V. Allred, who happens to be a member of the First Christian church at Wichita Falls, will also attend. Many other distinguished speakers of the nation are on the program.

## Filthy Lots On Blacklist

In a recent conference of city officials with members of the county health service, it was decided to push the spring clean-up to where it will be unanimous. During the clean-up week over 300 truckloads of trash and debris were hauled off, and an inspection will reveal that Hereford is cleaner than at any time before.

But all premises have not been included, these officials realize, as some citizens have been negligent or slow in putting their lots in sanitary condition. However, these people have had ample time and prompt attention to the matter is now asked. The health service states that fly time is near and that elimination of these breeding places within the city limits will cut down the number of these pests.

Attention of the public is called to an ordinance passed in December, 1907, which declares any filthy lot, stable or shed to be a nuisance and provides a penalty of not more than \$25 for each day such a nuisance may continue.

It should not be necessary for the city to have to prosecute under this ordinance, say those who have the health of the community entrusted to their care. They feel the people should be concerned themselves over the menace they are maintaining and act to remove it.

Those who know of unsanitary lots are requested to report the facts to the city and the sanitary inspector will make an investigation at once. It has been determined to protect the health of the citizens, so far as sanitation goes, and whoever may flatly refuse to cooperate willingly will have to respond under demand of the ordinance.

## Rural Graduate Program Moved Back to May 13

The date of the rural school seventh grade program has been changed to the evening of Wednesday, May 13, and Joe L. Pope will deliver the address to the class.

The program will be held in the high school auditorium, opening at 8:30 o'clock. In addition to the speaker of the evening, Mrs. Ardelle George will sing a solo, and Earl W. Wilson, county superintendent, will introduce the various schools represented and present diplomas to the graduates.

## W. J. Flesher Named Special Judge by Bar

Special term of district court was opened here Monday by W. J. Flesher, Amarillo attorney, who had been elected special judge by members of the local bar to preside over the session.

The court was set by Judge Reese Tatum, but the regular session for Dallam county opened in Dalhart Monday where he is on the bench. Ben Richards, district attorney, and Horace L. Schloss, court reporter, are in attendance there, confronted with one of the biggest dockets, both civil and criminal, ever had before the officials.

Ira Brown of Clovis is in Hereford to report all cases tried at the term, substituting for Mr. Schloss.

## CENTRAL SCHOOL MAY DAY WELL ATTENDED

Wet grounds prevented Central school from holding the May Day athletic events, but the school fair and room exhibits were conducted as planned. This phase was a big success, with about 200 school patrons attending during the afternoon.

## Press Will Run Special Train to Mexico City

The Amarillo Globe-News will run a special train to Mexico City, carrying 125 people 3,500 miles just to invite President Rubio to attend the Tri-State fair this coming September and to open the exposition formally.

The train will leave Amarillo May 16, enter Mexico at Laredo, and allow a stopover in Monterrey. Two days and one night will be spent in Mexico City, ancient home of the Montezumas. The return will be routed further to the west, coming through Chihuahua City and providing for a half-day stay in Juarez and El Paso. The journey will require a full week.

Only 125 people can be accommodated on the special. The cost is to be \$150 a person, which covers all expense, Pullman, meals and tips.

The greatest asset to result from the trip, according to Amarillo's mayor, is the advertising which the Panhandle will receive in international publicity.

Mason King, of the Amarillo chamber of commerce, is in charge of reservations.

Dr. R. P. Parcells, president of the Amarillo chamber of commerce will be in general charge of the train at various stops before and after reaching Mexico City.

Up to Saturday \$15,000 had been received by the earlier applicants, which represented about half of those resorting to government relief, made available by act of the national law-making body. R. O. Dunkle estimates that the county will receive a total of \$30,000 when all checks have been received here.

Only a short period was allotted to farmers of this district to apply for loans, following certification of Deaf Smith county within the list of counties eligible for this kind of aid, and to facilitate handling of loans a department of the local chamber of commerce was formed by Joe L. Pope, secretary-manager, for administration of the technique in filling out the application blanks correctly.

**BAD ROADS BOOST TO MARRIAGE LICENSE**

May 2 was quite an event in the 1931 official life of L. H. Foster, county clerk, for he was called upon to issue a marriage license to a local couple. This was the first his office has issued this year. It is not that this office is less popular than formerly, but that Texas' marriage laws have a diminishing esteem among the young people.

Mr. Foster gives the muddy roads to Clovis credit for the semi-annual item of business.

## Annual Alumni Banquet To Be Held on May 15

The annual alumni banquet of the Hereford high school will be held at the Baptist church Friday evening, May 15, at eight o'clock, announces Miss Lucille Hicks, president of the organization. The 31 graduates will be honor guests.

Alumni may make reservations by calling Miss Hicks, Mrs. A. O. Thompson, or the Rice Drug store. Reservations should be in by Tuesday, according to the committee in charge of arrangements.

## Sheriff Finds Parts of Still But No Whisky

Two youths were arrested and charged with possessing equipment for manufacture of intoxicants, when John B. Miller, sheriff, and J. C. Allred, deputy, and John A. Coffey, county attorney, visited a farm in the northwest part of the county Friday night.

Among the equipment were four vats, each as large as a truck bed, a furnace, pipe line leading to a draw with pump attachment, and several barrels, but officers were unable to locate a cooker or any liquor.

The negro arrested several weeks ago by the sheriff and jailed on a liquor charge, has been released on bond. He was apprehended five miles west of Hereford, asleep in his car, which contained 30 gallons of whisky.

**Infant Son Dies.**

The infant son of Mr. and Mrs. Gilbert Hooper, who live at the corner of Tenth and B streets, was buried in West Park cemetery Sunday morning, following funeral services at the home, conducted by Rev. V. M. Cloyd.

Enumerators accounted for 667 scholastics between six and 17 years of age inclusive, for the rural districts this year, compared to 601 at the same time last year.

(Continued On Last Page)

## NOVELTY SHOPPE OPENS FOR HEREFORD HOSTESSES

Announcement of the opening of Ye Novelty Shoppe, in the home of Mrs. W. M. Stovall, 910 25-Mile avenue, is made by Mrs. A. C. Hales, Mrs. James Witherspoon, Miss Inez Jowell and Mrs. Egbert Brady.

"We are offering unusualities, attractive gifts, especially suitable for prizes at parties," said the ladies who have charge of the shop.

## Farmers to Get \$30,000 In Aid

The drought relief loan office of the chamber of commerce closed last Wednesday as all applications for food, feed, seed and general rehabilitation of the farms had to be in the Fort Worth office not later than April 30.

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## CONGRESSMAN JONES MAY BE COMMITTEE HEAD OF AGRICULTURE



Marvin Jones, congressman for this district, visited in Hereford several hours Tuesday, meeting many of his old friends and making new ones.

While here he favored the school by speaking to a special assembly at one o'clock, showing relation of education as a preparation for good and useful citizenship. Mr. Jones also addressed the occupational class of G. M. Hudson.

"The Democrats have a splendid chance of electing the next president of the United States," Mr. Jones said in an interview with a representative of the Brand, "and there is a 50-50 chance of putting a Democrat, John Garner of Texas, in the speaker's chair.

"If the Democratic party leaders do not do something foolish; if the issue is placed upon constructive and economic lines, nothing can keep us from winning."

There will be many promotions among Texas congressmen if a Democrat gains the speakership, and one will be elevation of Mr. Jones to the chairmanship of the agriculture committee.

**Have Collected This Year 72 Per Cent Taxes**

Deaf Smith county has collected \$135,000 in taxes out of the total levy of \$187,000 for the year, Earl W. Wilson, county judge, told the 50 members in attendance at the chamber of commerce luncheon Monday, in the program over which he had charge which was worked out to acquaint the general public with the county's administrative affairs.

The session was principally statistical, but since it dealt with taxes and the pocketbooks of every member present it lacked much of being dry, as manifested in the interest and comments from the membership.

"We should have a full hundred per cent efficient court house family," Judge Wilson said, "if harmony means anything in getting work well done, for we are in perfect accord at the court house."

Heads of the various extension departments which the county is financing and fostering, assisted Judge Wilson in presenting an insight into the county's business. It was stated that the county had levied \$82,000 in taxes this year, and the speakers told how the money was being spent.

Those who gave talks were R. O. Dunkle, county agent; Miss Lillie Hostetter, county librarian; Miss Nell Hall, health nurse; Miss Emma Gunter, home demonstration agent, and Mrs. Hal Bruner, superintendent of the county hospital.

Deaf Smith county has a bonded indebtedness of only \$50,000 for the hospital, and \$24,000 in warrants for steel bridges, machines and paving.

There are 638 miles of established roads in the county, according to the county engineer.

(Continued On Last Page)

## ODD FELLOWS FURNISH FREE PICTURE AT STAR

A special picture furnished by the Odd Fellows lodge will be shown through courtesy of the manager, W. L. Pickett, at the Star theatre next Wednesday afternoon, May 13, at three o'clock. The first showing is invitational to lodge members only.

That night the same picture will be put on the screen by the Star, supported by some comedy reels, to which the public is invited. There are no admission charges to these shows.

## John Gilbreath Sends News of Nicaragua War

A communication, fresh from a warring storm center on the east coast of Nicaragua, has arrived here in the form of a mimeographed weekly newspaper, published by the crew of the U. S. S. Asheville. John Gilbreath, member of the quartermaster's department on the Asheville, sent the paper which was published April 18, at Cape Gracias a Dios, Nicaragua. John is the son of W. H. Gilbreath, Bellview, N. M., and a nephew of Jeff T. Gilbreath, this city.

The Asheville Skyline, which carries some drawings made by artists of the crew, is a newsy paper and interesting as it originated in the midst of the present trouble which the noted bandit, Sandino, has stirred up in killing and mutilating Americans.

The Asheville was dispatched to Puerto Cabezas to protect lives of foreigners and Americans. The population was in a state of panic, fearing an attack from a bandit leader, Blandon, and his men. The Skyline explains the strife as being raids by Sandino along the coast to intimidate foreign interests and to loot food and clothing in preparation for the coming rainy season.

The American forces have orders to protect the cities but not to send armed men into the surrounding county.

## League of 8 Clubs Formed In Wheat Belt

The Wheat Belt golf league was formed here Monday night for eight towns of the Plains, with five represented at the meeting, as the culmination of a series of discussions on such an organization.

The league embraces Hereford, Canyon, Tulla, Vega, Clovis, Plainview, Happy and Lockney. Three delegates from Happy, five from Vega, three from Tulla and two from Canyon were present Monday night and the other interested towns had previously agreed to accept an decision reached.

L. E. Gordon, Tulla, was elected president, and J. M. Posey, of Hereford, secretary. Other details remain to be worked out, but it was decided to play during the next 12 consecutive Sundays for championship. Winner will be awarded a trophy cup which must be retained for three years in succession before permanent ownership may be claimed.

Twelve men from each club will compose a team, and the schedule permits a visit and return engagement for each town. More than 12 members may engage in the play, the excess participating not for decision of the day, but to determine the low 12 for the meet immediately following.

The opening home game will be with Tulla here next Sunday afternoon. Complete schedule has not yet been announced.

Players Sunday whose records will count in the competition are J. A. Pitman, E. D. Fox, J. M. Posey, J. J. Clark, A. A. Foster, H. L. Rive, John Patton, V. T. Downs, Ab Posey, H. R. Fritz, S. P. Rosson, Jas. W. Robinson.

The other schedule for Sunday in the league are Canyon at Vega, Plainview at Clovis, and Lockney at Happy.

## INDUSTRIAL HEREFORD WILL BE TALKED ABOUT

"What is it worth to you?" is the subject of the Monday chamber of commerce meeting in which the value of home industries to each citizen will be spot-lighted.

An interesting program on what Hereford has in the industrial and factory line is promised and what it means to keep money at home which goes into manufactured products will be emphasized.

**Joe Pope's Family Arrives.**

Mrs. Joe L. Pope, two sons and daughter arrived Friday morning from Enid, Okla., joining Mr. Pope who has been a citizen here for several months as manager of the chamber of commerce. The family is at home at 510 McKinley avenue. The two younger children started in school Monday. Mrs. Pope and children said they were well pleased with Hereford.



**The Hereford Brand**

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HEREFORD, DEAF SMITH  
COUNTY, TEXAS

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

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

**Nineteen Years Ago In Hereford**

(From Files of the Brand, May 10, 1912.)

Rains to an amount of 1.3 inches had fallen during the week.

R. N. Mounts, J. W. Barnett, G. M. Suggs and H. C. Myrick had been elected school trustees. The other three members were H. B. Webb, R. H. Norton and J. L. Wilson.

B. F. Fulkerson, 14 miles northwest, had been shopping in Hereford.

Old buffalo hunters of the Plains were planning to have a reunion in Lubbock July 4.

Banks and many business houses closed until the Amarillo trade excursion had left town.

C. D. Write, county judge, had announced to succeed himself.

Misses Brown and Elder, teachers, "had the tots and toties in tow" when children of the lower grades were given a picnic at the city park on the creek.

J. M. Boone was taking the school census, enrolling children from seven to sixteen years old.

Rev. D. W. Hawkins of Ochiltree had been here looking after his ranch.

Allan and Albert Bell were planting 1000 acres in field crops on the E. B. Black farm at Black.

In comments from other papers on the announcement of A. C. Elliott, editor of the Brand, for state representative, it was revealed that Mr. Elliott had been a professor in Texas Christian University, Waco, and had been president of Hereford College for two years.

Theodore Cochell was reported to have nine white leghorn hens, Shoemaker strain, that would lay every day continuously until 28 or 30 eggs were counted; then they would rest eight or ten days and repeat the performance.

Texas primary convention had given Woodrow Wilson 345 delegates, Harmon 138 and Clark 39 in their Democratic candidacies for president.

C. W. Warren had traded his hardware store at Crosbyton to J. F. Joss for his ranch near Hereford at a consideration of \$41,000. Mr. Warren also put in some town property on the deal.

District Judge James Swayne, Fort Worth, instructed the grand jury not to investigate J. Frank Norris upon charges of burning his own house and shooting at himself.

WHEN we were younger, just out of school, fired with a zeal of brand new ideas and an idealism that was swung from the stars, we saw a great work ahead in the need for reforming the world. But experience has revealed a puzzling condition. It is now apparent that most people are happier than the reformers and philosophers who are trying to lead them out of their misery.

**GAS CONNECTIONS ARE IN EXCESS DISCONNECTIONS**

Hereford is still on the upgrade, taking utility meter connections as a criterion. During the past week there were only two gas disconnections, D. D. Weeden and D. Lanham, while four news meters were installed. The new connections were for Joe L. Pope, Ivan C. Davis, Christian parsonage, and Pitt K. Babcock tourist camp.

**KILLS GULF Venom** Flies and Mosquitoes  
Roaches, Ants, Bed Bugs, Moths



Caught in The  
**Corral**  
&  
Put Through The  
**Chute**

HEREFORD, along with the thousands of other enterprising cities of America, is celebrating another designated week, and our talented people are saying it with music. Several excellent programs are on the seven-day schedule.

THAT national music week differs from many of the "weeks" in at least one fundamental respect is pointed out by Mrs. H. L. Broadwell. Most of these occasions set aside by official fiat require effort to put over, especially when the novelty wears off. Getting someone to do something you think he should do is vastly different from suggesting his doing something which will bring him pleasure and refreshing recreation as in music week.

IN THIS differentiation lies the explanation of the great success the week has made within the few years it has been the custom to observe it. Music, being in the air by the combined force of many people expressing themselves thru its voice, permeates new places, knocking at many doors where it is unknown and entering where it is welcome.

THE FACT that the nationalization of music week has increased the number of participating cities from 150 to several thousand proves both its intrinsic merit and the public's desire for it, says Mrs. Broadwell. There is no spectacular attraction or any particular aggressiveness of a national committee, but the growth is due solely to the responsiveness of the public. "Give more thought to music" is the slogan for the week and Hereford people are doing that very thing in a fine way.

FISHING season was not only opened by law last Friday; several hundred young boys and grown-up boys opened the season in the best way possible by shouldering pole, hook, line, cork and sinker and drifting down to the water holes. Cars could be seen rolling down the highways, decorated with the bobbing, unmistakable signs of the mission bent, and boys were observed ambling through the alleys, taking all short cuts to favored spots on the Tierra Blanca.

THE RECENT rains brought the fishing worms to the surface right on the dot, and hardware men had on display the latest models for carrying on the spring pastime. It would be a good idea while worms are in evidence to stock up a little farm of them near the house where they can be fed and watered when dry weather gets here. It may be hard on the worms but the big wise fish may get some free juicy meals in comparative safety. One itinerant newspaper man had good luck last season but he never cast a hook into the stream without expectorating on the bait.

"PERFECTION may never be reached, but it's worth reaching for," says the Lions club of Hereford.

FEW FAMILIES ever invest in their second bowl of goldfish, observes the town philosopher. He has already noted that any party will be a flop if more than one celebrity is present.

IF YOU WOULD begin to appreciate what a task it is for newspaper people to publish a paper from day to day or week to week and make every article entertaining, just pause to recall what a difficult job you had the last time in finding the right adjectives with which to admire a new baby.



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COCOANUT 1/2 lb	19¢
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TOMATOES, 2 1/2 lb can, large	15¢
TRIPE, can	28¢
WHEATIES, two packages	22¢

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**6 CYLINDERS at the Price of a 4**

The sensational Rumely "Six" offers many advantages to the modern power farmer. Light-weight, extra power, added comfort, greater smoothness and flexibility, and on top of this, six speeds forward, all under governor control. No matter what the nature of your work, there is a speed to suit.

See this tractor! Better yet, drive it! It's as easy as driving your car. Hitch it to your heaviest load and get a surprise! It looks like a sport model and pulls like a 22-horse team!

It's easy to look at, easy to run, and easy to buy.  
Ask us for particulars.

**ADVANCE RUMELY**




Your harvest worries can be eliminated entirely this year. Your grain can be saved quicker, cleaner and better. The Rumely combine will do the trick. Its simplicity has amazed owners everywhere—the small number of moving parts, the large number of ball and roller bearings, and the pressure system of lubrication, all make for ease of operation.

The Rumely system of continuous flow separation gets the grain and the underblast, end-shake cleaning shoe and fan cleans it to suit the most exacting.

Cut out your harvest worries! Get a Rumely!  
Ask us for particulars!

**Bennett & Pevley**  
FIRST DOOR SOUTH OF HEREFORD CITY HALL.



# SPECIALS FOR FRIDAY AND SATURDAY

VEGETABLES Beets, Onions, Carrots, Radishes, bunch	5c	LETTUCE, large heads	7c
PRUNES, three pounds	23c	MATCHES, Diamond brand, 6 boxes	19c
MACARONI, three packages	14c	FLOUR Western Scout, (Great West Product) 48-pound sack	\$1.05
SHORTENING, pure vegetable, 8 lbs	98c	Pineapple, Libby's, gal. can, crushed	97c
SOAP, P. and G., ten bars	36c	SOAP Palm Olive, 3 bars, with one 10c Package Palm Olive Beads Free	23c

Our  
Specials  
Are  
CASH  
To  
All

## Hereford Wholesale Grocery Company

L. W. GARLILE  
PHONE 184

### Recital of Ensemble Music to be Given by Junior Music Study Club in Home of Mrs. Broadwell

Rounding out the observation of music week with an excellent program, the Junior Music Study Club will entertain their mothers and members of the Senior Music club in a recital of ensemble music Saturday afternoon, May 9, at four o'clock. The following program will be given in the home of Mrs. H. L. Broadwell, counsellor for the club:

Operatic Medley Ruth Marie Mountz Theda Lou Wilson	Genevieve Eberle Effyle Whitsett	Arr. by Mrs. Broadwell
Valse Wilma Jo Jones Mary Elizabeth Stanford	Edith Stanford	Edith Stanford
Hopak Ardelle Foster Billie Hill Maurine Spradley	Maurine Spradley	Maurine Spradley
Country Dance Billie Hill Ardelle Foster	Ardelle Foster	Ardelle Foster
With Song and Jest Elizabeth Ireland Nancy Conkright Betty Jones	Nancy Conkright Betty Jones	Nancy Conkright Betty Jones
Minuet a la Abilio Wilma Jo Jones Mary Elizabeth Stanford	Mary Elizabeth Stanford	Mary Elizabeth Stanford
Hungarian Helen Crawford	Helen Crawford	Helen Crawford
Norwegian Dance No. 2 Elizabeth Ireland Betty Bruce Jones	Betty Bruce Jones	Betty Bruce Jones
Vocal Solo Lueta Borden	Lueta Borden	Lueta Borden
Antra's Dance (two dances) Nancy Conkright Genevieve Eberle Mary Broadwell	Genevieve Eberle Mary Broadwell	Genevieve Eberle Mary Broadwell
Second Valse Ruth Marie Mountz Mary Ellen Parker	Mary Ellen Parker	Mary Ellen Parker

### This Forgotten World War Episode Helped Hasten Signing of Armistice

MORE than 12 years after the armistice, the department of military science and tactics at the University of California has just called to mind an important but little known maneuver of the war which its instructor, Colonel R. O. Van Horn, had the distinction to direct.



Colonel R. O. Van Horn, above, professor of military science and tactics at University of California.

The maneuver concerned the daring night march through five miles of heavily armed and guarded German lines by the 9th Infantry under Colonel Van Horn's command. Occurring but a week before the armistice was signed, the incident was overlooked. But now military tacticians and strategists are said to acknowledge that this march and subsequent attack contributed largely to the breaking down of the German army morale.

**Plan of Attack**  
As everyone knows, the Germans had begun to retreat by November 1, 1918. The allies, endeavoring to convert an orderly retreat into a rout, decided to penetrate the large forests of the Bois du Beval, Bois du Four and the Bois Gerache in an attempt to capture the bridgehead guarding the exit from the woods before the enemy had a chance to organize. This is how the strategy, under Colonel Van Horn's direction, worked out.

Major L. T. Janda, in command of the third battalion of the 9th Infantry, sent out a small advance guard of German speaking soldiers for use in sudden encounters in the dark. This was done in the belief that American soldiers could mingle with the Germans before being detected, thus effecting their capture before they had an opportunity to give warning or

escape. Following close on the heels of the leading third would come the second and first battalions and a battery from the 15th field artillery.

The plan of advance decided, the advance patrols of the third entered the woods in the afternoon of Nov. 3 and by night the entire battalion of 800 men had been swallowed up by the forest, followed closely, of course, by the rest of the command. The road through the forest was narrow and muddy and the night exceedingly dark.

**Caught Sleeping**  
By nine that night the advance guard reached a farm, the main building, outbuildings and hay

loft of which were filled with sleeping Germans. The buildings were surrounded, the enemy captured and promptly sent to the rear in charge of a German sergeant.

A few miles north a second hostile battalion was encountered. It was likewise surprised, and 50 prisoners taken. The march was again continued only to be halted another few miles ahead by a German machine gun company. But as this battalion was caught unaware, too, it was a simple matter to surround and capture it.

Shortly before midnight, and as the third battalion plodded deeper into the German lines, a light was observed ahead of the marching column. It proved to be from the buildings on La Tuilerie farm, the objective. The enemy, believing they were safely concealed, were engaged in a pleasant party.

**Breaking Up the Party**  
Hastily surrounding the buildings, Major Janda's German speaking soldiers, in a manner reminiscent of Ethan Allen's dramatic capture of Ticonderoga, called out to the unsuspecting group that they were surrounded, and ordered them to surrender. Thus 40 more prisoners were taken, bringing the total accredited to the third battalion up to 115.

The heaviest fighting of the march was encountered near Beaumont, where the enemy had a superior position. The American losses were heavy, the third battalion being wiped out but for two officers.

But the first battalion of the ninth pushed on, and by the 10th of November, they had crossed the Meuse with the marine brigade. A day later hostilities ceased.

received the defendants L. E. Beck and C. I. Beck executed and delivered to plaintiff their one certain promissory note, dated February 12, 1929, payable to the order of plaintiff, at Hereford, in Deaf Smith County, Texas, in the principal sum of \$1000.00, due one year after date, and bearing interest at the rate of ten per cent per annum, from maturity, until paid, interest payable annually, and further providing that if default is made in the payment of said note at maturity, and it is placed in the hands of an attorney for collection, then an additional amount of ten per cent on the unpaid principal and interest, shall be due, as collection fees.

That the defendants paid to plaintiff the sum of \$300.00, on or about the 3rd day of July, 1930, which was credited on said note at said time.

That plaintiff is now the legal owner and holder of said note, the same is long past due, and the defendants and each of them, though often requested to do so by the plaintiff, have failed and refused to pay the same, or any part thereof, save and except the said amount as above alleged.

That plaintiff has placed said note in the hands of his attorney

for collection, and that the attorney's fees provided for in said note are due, and the same is both reasonable and necessary.

That because of the defendants' failure and refusal to pay said note, interest and attorney's fees, the plaintiff has been damaged in the sum of \$1000.00.

That the defendant, C. I. Beck, is absent from the State of Texas. WHEREFORE, Plaintiff prays that the defendants and each of them be cited, to appear and answer this petition, and that he be granted his judgment against the defendants and each of them for his damages, interest and attorney's fees, for costs of suit, and for such other relief, special and general as he may show himself entitled to either in law or in equity.

Herein fail not but have before said Court, at its aforesaid regular term, this writ with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said Court, at office in Hereford, Deaf Smith County, Texas, on this the 22nd day of April, 1931.

(Seal) L. H. FOSTER,  
Clerk, District Court, Deaf Smith County, Texas.

## Hail! Hail!

We Are Representing This Season the  
Panhandle Mutual Hail  
Association

Come in and let us explain our policy. We do not have the 10 per cent deductible clause.

### J. O. Miller & H. H. Miller

Office With H. E. Seed Implement Co. Office With Buchanan & Rossen

### J. J. Horton to Offer 160 Hogs In Sale

One of the biggest auction sales of its kind in this territory will be held by J. J. Horton on the A. W. Farley farm, one and one-half miles east and two miles south of Friona, when the owner offers at public outcry, May 19, his 160 head of hogs, beginning at 1:30 o'clock in the afternoon.

In the sale are Poland China, Duro Jersey and Hampshire bred sows, pigs, gilts and one boar, some registered and many subject to registration. Every hog is a good individual, true to type, with plenty of size and quality, and in fine condition. In addition there will be offered three Jersey milk cows, all springers, and one Liberty grain blower.

Col. Ray Parker, Hereford, will be the auctioneer, and Ester Nobles, cashiers of the Friona State Bank, will be clerk. Lunch will be served at noon. The owner announces that terms are cash, and suggests that arrangements be made with the bank by prospective bidders.

"Considering the scarcity of hogs," says Mr. Horton, "I believe that seldom has there ever been such a favorable time for going into the hog industry. The splendid season promises a good row crop yield, and there will no doubt be a heavy demand for feeder hogs this fall. A good brood sow is a safe investment, insuring profit, and it will be to the interest of farmers to take advantage of this sale."

### REV. CLOYD TO SPEAK TO CASTRO COUNTY GRADUATES

Upon invitation of M. R. Avery, judge of Castro county, Rev. V. M. Cloyd will preach the baccalaureate sermon in Dimmitt Sunday morning at 11 o'clock to the county-wide seventh grade graduates. Graduates from all the schools and patrons are requested to convene at the high school auditorium to hear the Hereford minister in an inspirational address.

### BAPTIST CHURCH CLOSES FINE REVIVAL MEETING

The revival conducted at the First Baptist church over a two-week period by Rev. V. M. Cloyd, pastor, closed Sunday night with one of the best attendances for the series. There were 12 addi-

tions to the church as result of the revival effort, and the meetings were considered a success in every way.

Desirable results made evident were revival of spiritual life within the church and elevation of the spiritual side of the whole community upon a higher plane.

### NIECE OF MRS. IRELAND IS BURIED AT CANYON

Burial services were held for Miss Lillian Cash, daughter of Mr. and Mrs. Harvey Cash, in Canyon last Friday afternoon. She was the niece of Mrs. E. S. Ireland and Allen Bell.

Miss Cash was teaching school at Bonham when she became ill. An operation was necessary and she contracted pneumonia and died in a Sherman hospital.

Citation by Publication.

THE STATE OF TEXAS,  
To the Sheriff or any Constable of

Deaf Smith County-Greeting:

You are hereby commanded to summon C. I. Beck by making publication of this citation once in each week for four successive weeks previous to the return day hereof, in some newspaper published in your county, if there be a newspaper published therein, but if not, then in the nearest county where a newspaper is published, to appear at the next regular term of the District Court of Deaf Smith County, to be holden at the court house thereof, in Hereford, on the first Monday in August, A. D. 1931, the same being the third day of August A. D. 1931, then and there to answer a petition filed in said Court on the 22nd day of April A. D. 1931, in a suit numbered on the docket of said Court No. 1888, wherein W. M. Stovall is Plaintiff, and L. E. Beck and C. I. Beck are defendants, and said petition alleging in substance, the following:

That on or about the 12th day of February, 1929, for

### Sale on Dresses and Coats



Dresses for every occasion—  
Surely you can have two at  
this remarkable price—

**TWO \$15.00  
FOR**  
Come, Bring a Friend!

A pretty line of wash dresses  
for early morning and after-  
noon. Fast colors, priced at  
**\$3.50**

### Sale On Hose and Lingerie

Try our line on Jon Carie Cos-  
metics, A French line, once  
used you will always like.

See Our Mother's Day Display.

Fashion Dress  
Shoppe

## DO YOU REMEMBER---

How much you were paying for meat in Hereford when we started in business last October?

Do you know that butcher stock sells for as much on the market today as it did then?

Do you imagine good steak would sell at 20 cents a pound, as it does here today, instead of 35 cents as it did then, if we should go out of business?

Thanks to our loyal friends and appreciative customers whose patronage has kept our business steadily growing since we began, we feel we have accomplished much, and can assure new patrons the same saving on market supplies.

Watch Our Windows Friday and Saturday for  
Special Prices.

## Shore's Market

New Frigidaire Equipment.  
WE DELIVER PHONE 476



## NOW Is The Time To Build That House!

How many years have passed since you first dreamt of a little home where you and your wife and children could snuggle together and be happy? How many more will pass! Don't! Don't let time escape you. Don't let your dream remain a dream.

If you ever intend to build, BUILD NOW, while building costs are still at this inconceivably low level. A year from now, even a few months from now, you may regret.

Our Aim - To Help Improve the Panhandle  
**PANHANDLE LUMBER CO.**  
Quality - Quantity - Service

**EXTRA! EXTRA!**

Take  
Advantage  
of This!

Only a  
Few  
Days!

Our Entire Stock of  
**Oxfords - Slippers  
Shoes - Boots**

A Pair of Hose Given  
FREE With Every Pair

**NEW STYLES :: NEW STOCK  
and New Low Prices.**

DON'T FORGET THE PLACE.

**Popular Store**  
"WE AIM TO PLEASE"







**Dawn Items**

BY MISS LOVIE MAYFIELD

Dawn, May 1.—Misses Vera and Jewel Harris spent last week end with home folks.

A party was given in the I. A. Binum home last Tuesday afternoon in honor of Junior Binum's fifth birthday. Those present were Tom Mayfield, Raymond Stewart, Marvin May, Misses Mary Olive Frye and Ojauna Morris. Refreshments of cake and jello were served.

Several young people attended a wiener roast in the W. F. Mayfield home last Friday evening.

Ruby, Lois and William Jr. Harris visited the H. E. Miller home last Sunday.

Misses Lois Anderson, Inez Miller, Maxine and Modine Burns visited the W. L. Harris home last Sunday.

Mr. and Mrs. A. J. Morris are the proud parents of a new girl, Anita Jo, born Tuesday, April 21.

Mr. and Mrs. A. T. Frye called in the Mayfield home Wednesday.

Mrs. Alford May was a visitor in the primary room Friday.

Mrs. P. H. Barnes, Glen Greer, Walter London and H. E. Miller called in the Morris home Sunday.

Glenn Greer and family were at Amarillo Saturday.

Mrs. Alma McGowan was in Amarillo Saturday.

T. H. Mayfield of Wichita Falls visited the W. F. Mayfield home Monday and Tuesday.

W. F. and Reuben Mayfield attended the Ben Howton funeral at Hereford Monday.

Joe Greer and family took supper in the Bowers home Sunday.

Misses Vivian Bowers and Mignon Greer took dinner in the S. F. Bengtson home at Canyon Friday.

Miss Vivian Bowers took supper in the Greer home Friday.

Mr. and Mrs. L. A. Smith spent Friday afternoon in the W. J. Stewart home.

Mr. and Mrs. E. F. Lewis of Oklahoma and Mrs. L. H. Holman

of Canyon visited the Will Snap home last Friday.

Mrs. L. A. Smith called in the A. J. Norris home last Monday afternoon.

Mr. and Mrs. Royal Carter of Amarillo spent Sunday in the Will Snap home.

**STATEMENT**

Statement of ownership, management, etc., required by Act of Congress of August 24, 1912, of The Hereford Brand, published weekly at Hereford, Texas, for April 1, 1931.

STATE OF TEXAS,  
County of Deaf Smith.

Before me, a notary public in and for the state and county aforesaid, personally appeared R. E. Kessie, who, having been sworn according to law, deposes and says that he is the manager of the Hereford Brand, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, etc. of the aforesaid publication for date shown above, to-wit:

Names and addresses of publisher, editor, etc. are: Publisher, Nunn-Warren Publishing Company, Hereford, Texas; editor, R. E. Kessie, Hereford, Texas; Business Manager, R. E. Kessie, Hereford, Texas.

That the owner is: Nunn-Warren Publishing Company, of Hereford, Texas; J. E. and J. L. Nunn, and David M. Warren, of Amarillo, Texas; R. E. Kessie, Hereford, Texas; J. A. Nell, Hereford, Texas; W. C. Nix, Hereford, Texas; Ira Connell, Hereford, Texas; Mrs. Lucille McEntire, Hereford, Texas.

That the known bondholders, etc. holding one per cent or more of total amount of securities are: Seth B. Holman, Amarillo, Texas.

R. E. KESSIE, Manager.

Sworn to and subscribed before me this 1st day of May, 1931.

(Seal) C. C. ACKER,  
(My commission expires August 1, 1931.)

**Courthouse News**

**Warranty Deeds.**

James Green to Jessie M. Smith, SW 1/4 section 25-5N-1E; \$3600.

Travis M. Dameron to Mrs. Elsie Money for Billie Money, W 1/2 section 37, K-14; \$5480.

T. J. Carter to T. S. Warren and O. M. Dickey, SE 1/4 section 24-5N-3E; \$2560.

W. M. Henry to Lon C. Evelt, 50 by 208 feet out of block 11, Evants addition; \$150.

W. O'Brien to W. L. Mathers, 160 acres W side section 15, blk. B; NW 160 acres 26-2-4; E 94 1/2 acres of W 174 of S 334 section 26-2-4; W 80 of N 250 section 24-2-4; W 1/2 section 16, block B; section 22-2-4; section 20-2-4; \$10 etc.

Lewis Dodson to A. E. Krause, section 76, K-5; \$10 etc.

Mrs. Emma Jackson to Amanda Cherry, section 10, block 3, \$10, love and affection.

Emma Jackson to R. R. Jackson, sr., section 9, block 3; \$10, love and affection.

Myrtle Woodfill to J. A. Vernon, 100 to 208 feet out of NE part block 28, Evants addition; \$150.

C. G. Bell to Myrtle Woodfill, 100 by 208 feet out of NE part block 28, Evants addition; \$815.

J. L. Fuqua to R. E. Jackson, 50 by 140 feet of block 57; \$400.

L. A. Ray to D. H. Alexander, lots 8 and 9, block C, Sisk subdivision; \$200.

E. B. Black to J. A. Grimes, W 1/2 lot 1, block 229 of Hereford cemetery; \$30.

Capitol Freehold trustees to Jno. W. Simpson, SW 1/4 section 32-3N-3E; \$1 etc.

**Marriage License.**

Pryor Cornett to Lillie Mae Smith, May 2.

**Best Part of Palo Duro Is East of Happy**

In order to get some first hand information on the Palo Duro canyon, in view of the strong efforts being put forth by a number of interested counties to have a big part of the natural phenomenon made both a state and national park, a trip was made recently by Mr. and Mrs. R. E. Kessie and Mr. and Mrs. J. A. Nell of the Hereford Brand, to a less frequented part of the Plains' natural wonders.

Access was made from the south after driving over some good roads about 25 miles east of Happy and about 60 miles east of Hereford. In this vicinity the gulch has assumed large proportions, several miles wide and said to be 1500 feet deep. This district can be reached only from the west with exception of a crossing over Tule canyon 10 miles northwest of Silverton.

Palo Duro sweeps around from the town of Canyon in a southeasterly direction, soon getting so deep and rough that it cannot be crossed by cars; and Tule canyon, running northeast from Tula, forms another natural barrier and is no small sight itself.

Within this cut off are thousands of acres of good soil, and parts of four counties, Swisher, Randall, Armstrong and Briscoe. Along what might be termed the eastern rim of this strip are the most scenic parts of the famous Palo Duro canyon. The stream of water running through it is one of the headwaters of the Red river and is known as the Prairie Dog fork.

Two thriving communities are situated between Palo Duro and Tule Canyons. They are Vigo Park and Wayside. Wayside is in Armstrong county, whose county

seat is Claude, almost inaccessible to the people it serves across the canyons. In the days of wagons and buggies Claude was connected with Silverton by horse-drawn traffic, but no commercial route has so far been opened for motor vehicles on account of the steep declivities.

The Hereford party reached the canyon's rim with all ease, and although there was a road pointing down there was some apprehension of attempting to negotiate it. It was found, however, to be a fair road and several miles had to be traveled before being stopped at the water's edge of Prairie Doe creek which had dimensions there of a regular river, with red silt deposited over the extensive bottom.

It was some where in this vicinity that the famous battle was fought against a large band of Indians by General McKenzie and his men. The battle ground used to be marked by the bones of 1000 horses, which McKenzie ordered shot to keep them out of the redskins' hands, and to this day leaden bullets may be picked up. The scenes around Harding ranch are pale in comparison to the grandeur of Palo Duro as it

nears the Briscoe county line. Hereford people who enjoy short outings could find nothing more pleasant, nothing more magnificent, than this mid-section of the canyons. It can be reached with

in two hours over good roads, and may be penetrated in a car with all safety.

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

DR. D. K. ROBISON  
Residence Phone 500

DR. R. E. ADAMS  
Residence Phone 477

**Doctors Robison and Adams**

PHYSICIANS AND SURGEONS

Office Phone 282  
Office in Clark Building Over Rice Drug Store  
Hereford, Texas

**JERSEY BULLS AT STUD**

SUCCESSOR'S BANDIT 300843

Sire—Imported Sybil's Successor. Progeny prize winner on the Island, Silver Medal bull and sire of many prize winners. Twenty-one daughters in the Register of Merit. Dam—A Register of Merit Cow.

VEGA'S SYBIL'S GAMBOGE 324894

Sire—Imported Sybil's Gambaige 3rd, the greatest breeding son of "Old Sybil" a Gold and Silver Medal bull who recently qualified for a Medal of Merit. Sold for \$65,000.00. Dam—A sixty pound cow under ordinary farm care.

There is No Better Breeding in This Country.

The above bulls will be at Stud to a few approved cows at our Farm. Fee, \$20.00.

**CLEARVIEW FARMS**

Breeders of Island Bred Jerseys.

H. B. Girard Visitors Welcome Vega, Texas

**Toe Itch**

Athlete's Foot and Hand Itch

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

CORNER DRUG STORE

**BUSINESS AND PROFESSIONAL DIRECTORY**

**PHILLIPS "66"**  
and Ethyl gas, Mobiloil, Greasing, Tire Repairing, Etc.  
Phone 69 when in tire trouble  
W. J. SMITH, Phillips  
No. 1, at Third and Schley

DR. J. W. HICKS  
Upstairs in Buckner  
Lambert Building  
Office Phone 20  
Residence Phone 594

FLORENCE B. MILLER  
Osteopathic Physician  
A specialty made of female disorders and hemorrhoids.  
Reasonable Prices.  
Resident office 216 B Avenue  
Phone 150

**EXAMINATION FREE**  
Chronic and Acute Disorders.

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

DR. T. L. MORGAN  
Physician and Surgeon  
Buckner-Lambert Building  
Residence Phone 180  
Office Phone 462

**DRS. PERKINS**  
Hereford, Texas.  
Office 609 West Third St.  
Phone 475.

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

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

For Sale by  
**The Hereford Brand**

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

**Fix-It Shop**  
All kinds of Furniture Repaired.  
J. J. BUCKNER  
Phone 751

ELECTRIC AND GAS WELDING  
We Do All Kinds of Welding  
Water Tanks and Tubs.  
We build them new and repair them.  
BARNHART & SHREVE

**BE WISE!**  
Buy Real Estate NOW for Quick Profits.  
See Us for Bargains.

**Dunlap & Cox**  
PHONE 128  
Room 10 Dunlap Bldg.

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

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

**CHIROPRACTOR**  
W. A. ROBINSON, D. C. Ph. C.  
X-RAY EXAMINATIONS  
Massage with Deep Therapy Heat.  
Corrective Diet.  
OVER CORNER DRUG STORE.  
Residence phone 464 Office phone 573.

GOOD PLUMBING PRICED RIGHT

ROUNTREE PLUMBING AND HEATING  
Phone 340

**Dr. B. M. Wiltshire, Dentist**  
Over Sprows-Cronin & Company  
Room 3, Buckner-Lambert Building.  
Residence Phone 474 Office Phone 470

CHIROPRACTOR and MASSEUR  
J. W. HENDRIX, D. C.  
Office Over J. O. Newell's Store  
Free Consultation and Spinal Analysis.  
Phone 694.

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

**Chevrolet has struck a popular new note in motor-car styling**

Many factors have contributed to the remarkably widespread popularity of the new Chevrolet Six. But no feature has been more strikingly evident in the enthusiastic public reception of the car than its smart new style.

Fisher Body craftsmen, with their background of fine-car designing, have made this new Chevrolet an exceptionally attractive automobile.

The long hood, low-swung body lines, sweeping fenders and massive wire wheels strikingly suggest the car's fleetness and power. And the appeal of Chevrolet's beauty is made more pronounced by the fact that all models are available in a variety of color combinations.

Interiors, too, are unusual in every way. The upholstery is carefully tailored. Seats are roomy, deeply-cushioned and invitingly soft. And the tasteful interior fittings lend a final note of charm.

In fact, the new Chevrolet Six is such a thoroughly fine-looking automobile that it has become a very popular choice with every type of buyer. You find it not only the smart family car, but the smart personal car as well—a worthy companion to the expensive automobiles of the two- and three-car household.



The New Chevrolet Convertible Cabriolet

**New Low Prices**—Roadster, \$475; Sport Roadster (with rumble seat), \$495; Phaeton, \$510; Standard Coupe, \$535; Coach, \$545; Standard Five-Window Coupe, \$545; Sport Coupe (with rumble seat), \$575; Five-Passenger Coupe, \$595; Convertible Cabriolet, \$615; Standard Sedan, \$635; Special Sedan, \$650; Convertible Landau Phaeton, \$650. Special equipment extra. Chevrolet truck chassis, \$555 to \$590. Low delivered prices and easy terms. All prices f. o. b. Flint, Mich.

**NEW CHEVROLET SIX**

The Great American Value

See your dealer below

**Brumley Chevrolet Co.**

Incorporated



# WANT Ads

All classified advertisements must be 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 1-4 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.

**Lost and Found**  
 LOST: Saturday night, truck chain, one mile west and one mile north of Easter school house on Dimmitt highway. Think we know who found it. Please return to Brumley Chevrolet. 17-1p  
 FOUND: A pair of low shoes. Inquire of D. L. Rutter, 114 G Street. 17-1p

**For Rent**  
 FOR RENT: Modern duplex apartment near high school. J. S. Orr, phone 570. 16-2c  
 FOR RENT: Three room house in South Hereford. Phone 9021-F2. C. E. GATLIN. 15-1fc  
 FOR RENT: Modern duplex, nearly new, close in; furnished or unfurnished. H. B. Webb, phone 746-W. 14-1fc

FOR RENT: One modern 4-room house; also two unfurnished rooms. See J. H. Nix, Catalpa St. 15-4p  
 FOR RENT: Furnished apartment. F. H. Oberthier. 15-1fc  
 FOR RENT: Nice, modern apartment, furnished, private bath and garage. Call phone 065. Mrs. Hatlie Rutherford. 16-3p  
 FOR RENT: Three room modern apartment, unfurnished, in duplex just off the pavement on North D street, across southwest of Edgar Ireland home. Rent reasonable. Alex O. Thompson. 15-1f

**Wanted**  
 WANTED: Spring sewing, dressmaking and remodeling a specialty. Prices reasonable. Mrs. J. W. Spradley, 712 East 12th, Phone 407. 17-1c

The Brand wants rags—good clean cotton rags, with old knit underwear, stockings, linen collars, etc., absolutely barred. Good prices paid. dh  
 EXPERT hemstitching, 8 cents per yard, thread furnished free. All colors. Satisfaction guaranteed. Out of town work given special attention. Mrs. Hugh Witherspoon, 311 West 5th, Telephone 192-J. 17-1fc  
 CALL 577, and we'll get your fat. BURRELL. 17-1fc  
 FIRST CLASS dress making and alterations. Mrs. Bernard, 312 East 6th Street, phone 671-W. 17-1c  
 NOTICE: Party who borrowed my hay baler from our place, please call or see Mrs. A. B. Schultz. 17-1p

**For Sale or Trade**  
 FOR SALE: Gas heating water coil and tank; two-hole bachelor heater with water coil; also 50-lb automatic refrigerator. Ralph Smith, phone 490-J. 16-2p  
 FOR SALE: New Remington and Underwood portable typewriters. Come in and see the many improved features in plain or sport models. Jowell Murchison, Court House. 10-1fc

FOR TRADE: One Winchester pump shot gun, nearly new, for light car. R. F. Flynn, Hereford. 17-1p  
 FOR SALE: Old barn to be moved; also an old truck. Kester Jewelry Store. 17-1fc  
 FOR SALE: One-row listers and wagon for sale cheap, or will trade for pigs or calves. T. E. Baker, Box 503, Hereford. 14-4p  
 FOR SALE: Windmill, pipe, new 50-gallon overhead tank, tower, etc., at old Goodwin place, Jesse Giles, Vega. 17-2p

FOR SALE or trade: two young mares, 1 mule, will trade for cows, muize seed or section harrow. Box 246, Hereford. 16-2p  
 FOR SALE: Cornets, one \$25, one \$15, in good condition. Call 272. 14-1fc  
 FOR SALE or trade: Five room modern frame house on paving, 1 block from court house. Inquire at Brand. 16-2c

FOR SALE: One Steinway grand piano, or would exchange for a Steinway upright. Phone 272. 14-1fc  
 FOR SALE: Three sod planters for sale cheap. Twelve miles north of Hereford. A. S. Higgins, Route 1, Hereford. Phone 9006-F21. 16-3p  
 FOR SALE: Part Jersey and Holstein cow, fresh soon. Inquire at 211 West Fifth street or see W. H. Davis. 16-2p

A carload of new and perfect rugs on sale. Large size Axminsters and velvets, \$16.00 and \$19.00. Medium room sizes, \$12.50. Large sizes, wool Brussels, \$9.50 and \$11.50. Wiltons \$25.00, large felt base, \$4.50. Hundreds other fine rugs cheap at Amarillo Warehouse Co., First and Polk Streets, Amarillo, Texas. 15-3p

FOR SALE: Milk fed leghorn fryers, 1 1/2 pounds up, will deliver Tuesday and Saturday; 3 for \$1. Phone 9013-F4. W. E. Murdock, Summerfield, Texas. 16-2p  
 FOR SALE: Seed maize, hand-headed, dwarf and double dwarf, \$1.50 a hundred. Seven miles north and 3 miles west of Hereford. Fred Saltzman. 15-3p  
 FOR SALE: \$175.00 cash gets \$243 down payment on 1930 NEW six cylinder Chevrolet four door Sport-Model Sedan. Balance due on this car \$400.00. This is a new car never taken out of the sales room, and purchased \$150.00 below list price. You purchase this car over \$200 below list price. This is a REAL Bargain. The car is in a nearby city, and can be seen by getting in touch with XYZ, this newspaper. 16-DH

**FLOUR, 48 lb sack** ..... \$1.30  
**BRAN (mill run) per 100**... \$1.25  
 Above Prices at the Mill.  
**PACKARD MILLING COMPANY**  
 Phone 29. 12-4fc

FOR SALE: Dwarf maize, red-top sorghum and dwarf kafir seed. Phone 9007. H. C. Bowsher. 12-1fc

FOR SALE: Two row horse drawn P. & O. lister in good condition. A. T. Jones, 10 miles south on 25-Mile avenue. 17-1p

FOR SALE: Building lots, \$50.00 fine lots facing on Federal Highway 60, soon to be paved, at low up; on gas line. Block of ten lots, on gas line, for \$350. One east front lot, extra big, on gas, light and phone lines, for \$165. Have prices and easy terms. Thousands of cars will pass over this road each day. L. Baskin, Owner. 9-4fc

FOR SALE: Dwarf milo maize, very high germination and purity; about 90 per cent straight neck; cleaned, sacked, \$2.25 hundred. O. B. Russell, 11 miles north of Hereford. 17-1p

FOR SALE: Coal range, with water jackets and 60 gallon tank. Jowell Murchison, court house. 11-1fc

**Notice**  
 NOTICE: We charge batteries and clean clogged radiators, also do repair work of all kinds. Hereford Wrecking Co. Third and Miles. 15-1fc

**Lodge Directory**  
**HEREFORD LODGE**  
 No. 849, A. F. & A. M.  
 Stated meetings on each Second Monday ever month. Lodge instruction each Thursday night. Visitors are Welcome.  
 L. A. RAY, W. M.  
 J. S. JONES, Secretary.

**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

## Best Time for Sowing Clover Is Right Now

There is no better time than right now to sow a small field of clover, says R. O. Dunkle, county agent, who has been giving this form of pasture close study during the past few years. As a practical demonstration of the value of clover the experience is pointed out. On a six-acre patch he obtained 1000 grazing hours a cow last year, and is using clover pasturage again this year. In seeding clover the farmer is advised by Mr. Dunkle not to drill but sow and cover with a harrow, after first killing the weeds with a disc harrow. White blossom clover is the best, he said, and it must have a good, firm seed bed. Freshly prepared soil is not suitable. Clover seeded now will be a good pasture next year, ready for grazing about April 15. Several people have indicated intention of sowing a small field of clover, and the county agent considers some information on the pasture crop as timely just now, following the general rains.

Hamburgers 5 cents. Buy them by the sack. IKE'S CAFE. 1c

## Black Elevator In Annual Meet

Stockholders of the Farmers Elevator company of Black held a luncheon at Carl's cafe last Friday and an all-day meeting in the offices of E. B. Black in Hereford. Officers were elected and other business transacted. The following officers were elected for the ensuing year: E. B. Black, president; G. W. Brumley, vice president, and F. H. Oberthier, secretary. Board of directors include E. B. Black, H. L. Kerns, F. H. Oberthier, C. W. Brumley, C. J. Paddock, C. H. Dyar and E. E. Fridley. Attending the luncheon were the following stockholders: E. B. Black, J. M. Gilliland, W. J. Stanford, F. H. Oberthier, C. J. Paddock, J. H. Head, D. H. Alexander, H. L. Henderson, C. H. Dyar, C. M. Hicks, E. E. Fridley and Ursalee Fridley.

We were sold out of sire chains twice last week, and we carry the largest stock in town. Fortunately we knew where to get more and are again ready for the next sale. At BRUCE'S. 17-1c

## On New Job



Voline T. Downs is now connected with the R. B. R. Implement company. He is salesman for the new International truck, which has four speeds forward and other qualifications which Mr. Downs is well able to explain.

## Easter News

By MISS LOUISE FRYE.  
 Two to three inches of rain fell here the past week. Easter Home Improvement club meets with Mrs. Stemmmons Friday, May 8. The program will be on House wifery a business. Meses. C. C. Lisenbe, M. L. Carter and W. E. Braty will give numbers. C. Smith and O. L. Anthony were in Dimmitt Sunday. Joyce Sanders, Big Square, spent the week in the J. Sanders home. Carolyn Frye spent Thursday night with Hazen Chambliss. Mrs. M. L. Carter and children were called to Lubbock by the serious illness of a relative there. Jack Sanders and family visited the Saxon home Sunday. Mr. and Mrs. W. E. Saxon lost 500 baby chicks Wednesday night when brooder fumes smothered them. Mr. and Mrs. H. Frye are moving to their farm. H. B. and Miss Martha Medley called in the Carl Frye home Sunday afternoon. Mrs. Medley Dies. Mrs. H. B. Medley died April 30, after an illness of several months. Mr. and Mrs. Medley, Martha and Ben, came here two years ago from Abilene, and during that time made many friends. Mrs.

Medley was an earnest worker in our community activities until she became ill in January. Deceased is survived by her husband, one daughter, Miss Martha, who has been teaching in our school the past two years; three sons—Ben, who is at home; Luke, senior in McMurry College Abilene, and Paul, civil engineer, San Angelo; three sisters and a brother, of Tulsa, Oklahoma. Funeral services were held at the home at 2:30 p. m., April 30, with Rev. Fuller, Hereford, assisted by Rev. Peters, Dimmitt, officiating. Pall bearers were M. Stemmmons, Geo. Chambliss, B. Saxon and Bill Coonaugher.

**Blockman Moves Here.**  
 Ivan G. Davis, blockman for the International Harvester company, who has been operating out of Clovis, has moved to Hereford which he considers more centrally located for serving his territory. Mr. Davis has taken apartments in the H. B. Webb duplex, 410 West Fourth street.  
 Miss Ardelle Foster, daughter of Mr. and Mrs. A. A. Foster, who sustained a broken arm Sunday morning when she fell down the steps leading into the basement of her home, is recovering rapidly. She has been able to continue her studies and has not missed a day in school. One bone was fractured in her left arm near the wrist.

**GOOD MEATS QUICK!**

A dozen words in a telephone—a few deft swings of the cleaver—a ring at your kitchen bell—and presto! your order is filled—succulent Meats at moderate cost. Let's demonstrate.

**Texas Meat Market**

**Let's Go Fishing**

They are bringing in some nice ones, and a few more warm days will make the sport still better.

We are headquarters for fishing tackle—rods, reels, flies, poles, nets, lines, hooks—whatever you chance to need.

Plenty of baseball and tennis equipment, too. Let us show you.

**Kerr-Anthony Hardware**

**SPECIALS**  
 FOR  
**Friday and Saturday**

FLY SWATTERS, Kantmis, 10c grade, 4 for **25c**  
 MARCELLE waving and curling fluid, 50c grade -- **25c**  
 MARCELLE Brilliantine, 50c grade, each **25c**  
 CANDY, bulk, per lb **19c**

New Shipment of Beautiful Wash Frocks Just Arrived.

**WEIR'S VARIETY**

**SPECIALS!**  
**FRIDAY AND SATURDAY**

Sweet Rolls **24c**  
 One dozen .....  
 Cookies **23c**  
 Two dozen for ....

Try Our Finger Rolls.

Remember the BEST bakery products sold in Hereford ARE BAKED IN HEREFORD

**Hereford Bakery**

**Auction**

**Sales are Profitable**

Permit me to suggest that you book your auction sales at your earliest possible convenience in order to secure the date you prefer.

I am booking sales over a large territory this season. The splendid results obtained in recent sales of live stock, farm equipment and real estate has convinced the owners to sell at auction, the well known method by which you can get your buyers in one group and convert your property into ready cash in a day, and receive full value.

My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale. The many satisfied people I have sold for are my best reference.

YOURS FOR A REAL SALE

**Ray Barber, Auctioneer**  
 Superior Sales Service  
 Phone 241 Hereford, Texas  
 Sales Dates and Literature May Be Arranged at THE HEREFORD BRAND

FOR SALE: Gas heating water coil and tank; two-hole bachelor heater with water coil; also 50-lb automatic refrigerator. Ralph Smith, phone 490-J. 16-2p  
 FOR SALE: New Remington and Underwood portable typewriters. Come in and see the many improved features in plain or sport models. Jowell Murchison, Court House. 10-1fc  
 FOR SALE: Four wheel trailer, with new heavy bed, good tires and improved hitch. Hereford Wrecking Co., Third and Miles. 15-1fc  
 FOR SALE: Watkins products. Phone your order between calls. I make deliveries. Phone 9025-F2. George W. Smith. 10-1fc  
 FOR SALE: Some good used two row listers in good condition and priced right. M. D. Womble, Implements. 17-4fc  
 IF YOU want to improve your herd, buy a good Milking Short-horn bull. Have reds and roans to offer now. Dr. C. T. Kibbe. 11-4fc  
 FOR SALE: Used Farmall equipped with 2 row lister, 4 row cultivator and furrow guide, all in first class condition. M. D. Womble. Implements. 17-1fc  
 FOR SALE: Large listing on city lots at prices that won't last till next year. Jowell Murchison, court house. 10-1fc  
 FOR SALE: First class heparl seed; government tested. If interested, phone 669-W. G. L. Woods. 15-4p  
 FOR SALE: Dwarf kafir seed, \$1.50 per hundred pounds. Roy Euler, Summerfield, Texas. 17-2p  
 FOR SALE: Extra well improved 80 acres near town; 5 room modern house, barn, chicken house, shade trees, orchard, fine well, etc. Inquire at Brand. 17-3p  
 FOR SALE or trade: Three room house and two lots. One block north of Moore's tourist park. C. W. Hollams. 17-2p  
 DOUBLE dwarf straight neck maize seed, two cents; Sudan six cents. Four miles west of Adrian. Carter's Elevator. 17-4c

**Newest Silk Frocks--**

**Latest Arrivals--**

Here you will find the finest newest and best; priced at unusual levels for the wonderful quality represented. All sizes, latest designs for summer wear, most recent materials, long and short sleeves, full range of coloring, models suitable for every type.

VOILES—New arrivals, full length, suitable for general wear, see them, \$2.95 and **\$3.95**

CLOSING OUT SPRING COATS—A few numbers left that we are selling at absolute cost while they last. First come, first served.

**D. R. Gass & Son**



**HERBERT McENTIRE HAS GOOD LIONS PROGRAM**

Explanation of the Lions club time and accent on the code of ethics were given in a concrete and forceful manner in the luncheon program Wednesday, with Herbert L. McEntire in charge. There were 18 members present. The club is receiving favorable comment from the public on having done so much in so short a time in equipping Lake park for a playground for the children.

Arrangement of a program for next week's luncheon at the Stockman's cafe is in the hands of T. E. McCollum.

**ANNOUNCE MUSIC WEEK CONCERT BY GLEE CLUB**

The music week concert of the high school girls' glee club, directed by Miss Lucille Hicks, will be presented at the high school auditorium this Thursday evening, May 7, at 8:15 o'clock. This will be the girls' last presentation during the year. Ruth Marie Mounts will be accompanist.

The club gave a concert program in Clovis Tuesday before the high school assembly and will give the same concert at Dimmitt Saturday night.

There will be no admission charge to the glee club's entertainment and the public is invited.

Mother's Day greetings at Corner Drug Store.

**UNDER NEW MANAGEMENT**



have purchased the Lanham Service Station, corner Miles and Second, and am ready to give you prompt and courteous service. Am also prepared to give your car first class washing and greasing service.

**BURRELL MATTHEWS**  
Manager  
Lanham Service Station.

**WOMEN'S PAGE**

**Parent-Teacher Association Elects**

Parents, teachers and interested friends in great numbers gathered at the high school gym Tuesday evening for one of the most pleasant evenings ever spent. Games were played, under direction of Miss Emma Gunter and R. O. Dunkle, that took away the years, carried back to younger days, and reminded of the unused muscles of today.

The evening closed with a report of the year's work. The Parent-Teacher association showed by their books that \$380.72 had been made and paid out to different enterprises, mainly for cafeteria equipment. All bills had been paid.

In a later article a report of the cafeteria, sponsored by the P-T. A. and under management of Miss Edith Shields, will be made. Miss Shields has been faithful in her duties and to her success of the project is due, say officials of the association.

In selection of new officers, Mrs. H. C. Van Bibber was re-elected president; Mrs. Eunice Rutherford, named first vice president; Mrs. C. R. Smith, second vice president; Miss Dozier, secretary; Mrs. C. W. Anthony, treasurer. An impressive installation ceremony was conducted by Mrs. Chas. Donald.

**PASSION PLAY PICTURES WILL BE SHOWN HERE SUNDAY**

Miss Mattie Mae Swisher of Canyon will present the Passion Play with pictures of the 1930 production, as given at Oberammergau, Germany, which she attended in August, at the First Methodist church Sunday evening, May 10, at eight o'clock.

The slides are beautifully colored and have not been released long. The pictures not only show the Passion Play but give interesting lights on the village and players. Illustrated music will be given during the showing of the pictures.

Miss Swisher has given the program in Canyon, Amarillo, Miami, Pampa, Tulla and several other towns.

A free will offering will be taken to apply on the pipe organ fund.

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

**Bay View Club Holds One of the Loveliest Social Functions Of Year In Mrs. J. P. Slaton Home**

Bringing to a close its 1930-31 study of the contemporary novel, the Bay View club gathered April 30 in one of the loveliest social functions of the club year—a needlework party followed by a three-course one o'clock luncheon. Hostesses for the occasion were Mrs. John P. Slaton, in whose pretty home on 25-Miles avenue, the courtesy was enjoyed; Mmes. D. K. Robinson, Bob Wilson and John H. Olson.

The receiving rooms might well have symbolized a sonnet to spring—so beautifully did the wealth of exquisite springtime blossoms conform to the decorative pattern which was woven around a gorgeous array of rainbow-colored tulips and completed in dainty crystal baskets of pansies that centered the luncheon tables. The menu included chicken moussé, scalloped potatoes, candied carrots, hot rolls, Boston pickles, brick cream, cake and coffee.

Following the luncheon, a brief business session was held and the club was adjourned to await the call of the year book committee which is now engaged in arranging the club's study program for the coming year.

The year book committee to whose efficient work the club is indebted for the interesting and instructive program of the past year was made up of Mmes. Bob Wilson, R. O. Dunkle and John Olson. The committee who will choose and outline the work for next year includes Mmes. E. W. Harrison, W. H. Dowell, C. R. Barber, J. P. Slaton and Miss Little Hostetter.

Other members of the club are Mmes. D. H. Alexander, C. P. Cockrell, R. P. Conaway, H. G. Conkright, Chas. Donald, W. F. Gabbert, Geo. Garrison, E. P. Gieser, B. F. Guthrie, A. N. Jones, F. T. Rolison, John McLean, Harry Seed, Rex Tynes and R. H. Womack. Honorar. members are Mrs. A. C. Elliott, El Paso, and Mrs. B. S. Arnold, Amarillo.

The personnel of next year's officers is as follows: Mrs. Guthrie, president; Mrs. Wilson, vice president; Mrs. Dowell, recording secretary; Mrs. Rolison, corresponding secretary; Mrs. Donald, treasurer.

**Medal Is Won by Mrs. Hugh Witherspoon**

Mrs. Hugh Witherspoon and Mrs. F. E. Bowe returned Thursday evening from Borger where they attended the Panhandle I. O. O. F. and Rebekah association.

These ladies were delegates from the local lodge. They report an interesting and instructive meeting of the association. Much interest was manifested in the individual charges. Mrs. Witherspoon winning the medal in the chaplain's charge over a number of other contestants.

While away they visited in the home of Mr. and Mrs. Al Miller of Stinnett.

**WEDDING STATIONERY CHANGED LITTLE SINCE GRANDMOTHER'S DAY**

If great grandmother were to return to earth as a blushing bride this spring she would have to change her wedding stationery of a half-century or more ago in only a few details to be absolutely correct.

Nothing is more conventional than formal stationery, but there still remains opportunity for individuality in many details.

Wedding folders with inside and outside envelopes were used fifty years ago; the color was white then, while the newest forms this year are ivory. And the ancient copper plate script of the eighties has given away to more shaded styles of lettering. There are various other minute but important details in which this season's social stationery diverges from that of even a few years ago.

The Brand has samples of this and offer stationery for inspection at your convenience.

**TEACHERS HONORED IN FRIENDSHIP CLASS DINNER SUNDAY**

In honor of the public school teachers who will be leaving soon to spend the summer, Mr. and Mrs. J. F. Ward gave a dinner to the Friendship class in their home Sunday. There were 62 present at the Sunday school entertainment.

The dinner consisted of baked chicken, dressing, salad, new potatoes, pickles, cake, ice cream and ice tea.

An enjoyable program and business meeting followed the dinner.

**Mrs. Dean Rice Given Bridal Shower**

A shower was given at the home of Miss Lucille Hicks Saturday afternoon in honor of Mrs. Dean Rice, recent bride. Place cards and decorations carried out the bridal idea. Following a delightful luncheon a crystal shower was presented the honoree.

Guests were Misses Virginia Stovall, Bessie Lee Barnard, Ina Mae Hastings, Deasie Mae Steele, Edith Shields, Jeanette Rogers, Gladys Selgier, Dorothy Flanery, Martha Duncan, Mrs. B. M. Wittshire, Mrs. Dean Rice, the honoree, and Miss Lucille Hicks, the hostess.

**NETOPPANS ENJOY GYPSY PARTY**

The Netoppa camp fire girls gave a gypsy party Saturday night in the home of their leader, Miss Nora Alice Daniels. All the girls attended dressed as gypsies and each one was privileged to invite one guest. The guests were Wilda Wilson, Frances Borden, Billie Jo Roberts, Alma Patsel, Christine Fincher and Nina Tynes.

**CHILDREN WILL GIVE MOTHER'S DAY PROGRAM SUNDAY**

A Mother's Day program is announced by Miss Carey Estes to be given by the children of the public school at the First Christian church next Sunday evening at eight o'clock. A play on Mother's Day and music will be in charge of the children.

**Miss Lillamae Smith Weds Pryor Cornett**

Announcement is made of the marriage of Miss Lillamae Smith and Mr. Pryor Cornett at the First Christian church Saturday afternoon, with Rev. M. J. Johnson, pastor, reading the ceremony. Mr. and Mrs. F. M. Kester attended the couple. The bride is the daughter of Mr.



Wilbur O. Hawk, president of the Tri-State fair association and general manager of the Globe-News publishing company at Amarillo. The man is sponsoring the train and under his direction the Tri-State fair has developed into the second largest fair in the United States each year.

**An Englishman Comments On Us.**

To American Business Men from Herbert N. Casson, Editor of Efficiency Magazine, London, England.

You are depressed. You think you are crippled. You are afraid of the future. You are full of fears.

You have the gold of the world and half of the machinery and most of the automobiles and all of the skyscrapers.

You have the greatest home market in the world and the largest corporations that the world has ever known.

You are ruled more by ideals and less by tradition than any other people in the world. You

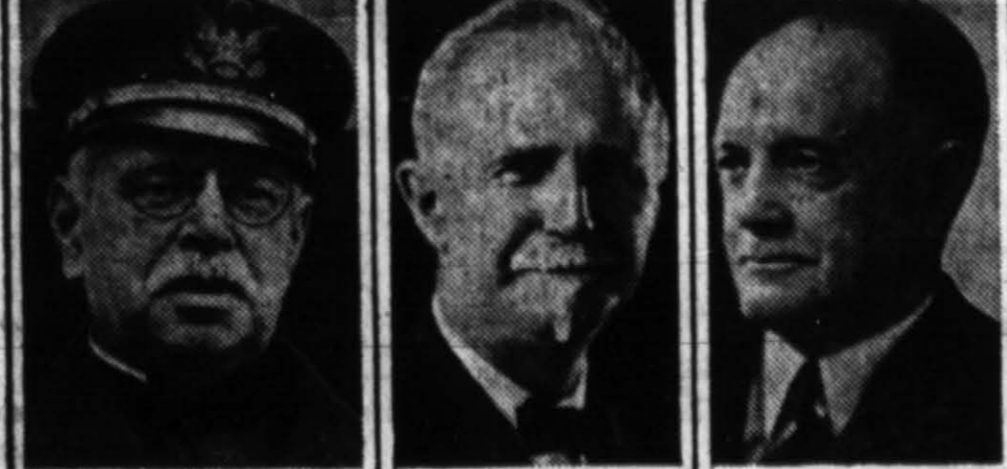
and Mrs. Geo. W. Smith, 604 Bradley street. She was reared in Hereford, attending public schools here and graduating from high school in 1929. She was a student last year in N. T. S. T. C., Denton.

Mr. Cornett is the son of M. W. Cornett, 25-Mile avenue, moving here from Pampa about four years ago. He is a native of the Plains country and is engaged in farming. Mr. and Mrs. Cornett will make their home at the Cornett place, 16 miles west of Hereford.

**SENIOR CLASS PLAY HEREFORD HIGH SCHOOL 8:15 P. M. FRIDAY, MAY 1, 1931 CAST OF CHARACTERS**

- Mrs. Carroll ..... Mildred Pennington
  - Elsie Crowder ..... Addine Hastings
  - Mrs. Smith-Porter ..... Marie Seed
  - Angolina Knoop ..... Lois Clayton
  - Minnie Knoop ..... Billie Hill
  - Patricia Grayson ..... Lois Sowell
  - Jimmy Clark ..... G. T. Higgins
  - Elbert Hastings ..... Robert Bell
  - Adam Wade ..... Homer Brumley
  - Tim Hooper ..... Woodrow Ireland
  - Bud Flannigan ..... Marvin Knox
- Scene—Living room in home of Mrs. Carroll in Fern Lawn.  
Time—Present, spring.

**Pick Tunes They'd Like to 'Die By'**



What song would you like to hear played as you drift out into eternity? That question was recently asked notables in a nationwide questionnaire conducted by a music magazine. The interesting selections of these famous figures, from left to right, are: John Philip Sousa, band leader, "Stars and Stripes Forever"; Roger Babson, economist, one of Sousa's marches; Billy Sunday, evangelist, "In the Sweet By and By."



Nicholas Longworth, speaker of the House, "Beethoven's Seventh Symphony"; Gene Tunney, former heavyweight champion, funeral march from Wagner's "Gotterdammerung"; and Rudy Vallee, crooner, "Mandy Patinkin's 'Schichtenscheid'."

**Knows Volumes**



This picture speaks volumes for the studiousness of Linwood Lawrence, Jr., 9, above, of Philadelphia, Pa. He has read 101 books on science and the languages in a year. His dad is a high school teacher.

people can be wrecked by the speculation of a little handful of fools in Wall Street?

The prices that were forced too high had to come down. Today all the prices are too low.

There is now a golden opportunity for every man who has the eyes to see it.

Dollars are now being sold for 30 cents. Practically every security in the United States is being sold for less than its value.

The way to create a fortune is to buy from pessimists. Pay your money and take the risks.

Frick started his fortune by buying coke ovens in the slump of 1873. Carnegie made \$300,000,000 by buying steel plants in slumps.

Hundreds of fortunes have been made by buying from pessimists. Ye gods! What a chance there is at this moment!

In five years from now most American business men will belong to the "I wish I had club".

Then it will be too late to buy a dollar for thirty cents. The opportunity will be gone.

When a horse balks the balk is in his head, not in his legs. He moves on when he thinks he will.

And when an American business man is depressed, the slump is in his head. There is nothing serious to prevent him making money if he thinks he will.

When fear rules the will nothing can be done, but when a man casts fear out of his mind the world becomes his oyster.

To lose a bit of money is nothing, but to lose hope—or lose nerve and ambition—that is what makes men cripples.

This silly depression has gone on long enough. Get rid of it. It is inside of you. Rise and walk.

have usually done what you thought you could do.

How can it be possible that a progressive nation of 120,000,000

FOR RENT, FOR SALE CARDS AT BRAND OFFICE CHEAP.

**Popular New Sheet Music**  
JUST RECEIVED THE LATEST  
COME IN AND TRY IT OUT  
**Geo. S. McConnell**  
ELECTRICAL CONTRACTOR  
LICENSED PHONE 340 BONDED

**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.

**The Southwestern STOCKMAN-FARMER**  
ROOM 14, NUNN BUILDING, AMARILLO, TEXAS

**PIGGLY WIGGLY**  
*Sell Over the World*

**Specials for Friday and Saturday**

- FRESH BEANS** 25c  
Three Pounds
- OLIVES** 37c  
Quart jar
- MACARONI or SPAGHETTI** 5c  
Package
- FIG BARS** 25c  
Bulk, two pounds
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# International Sunday School

## Lesson

BY DR. J. E. NUNN

Lesson for May 10, 1931.

### THE PARABLE OF THE POUNDS

Luke 19:11-26  
(Revised Version)

11. And as they heard these things, he added and spake a parable, because he was nigh to Jerusalem, and because they supposed that the kingdom of God was immediately to appear.

12. He said therefore, A certain nobleman went into a far country, to receive for himself a kingdom, and to return.

13. And he called ten servants of his, and gave them ten pounds, and said unto them, Trade ye herewith till I come.

14. But his citizens hated him, and sent an ambassage after him, saying, We will not that this man reign over us.

15. And it came to pass, when he was come back again, having received the kingdom, that he commanded these servants, unto whom he had given the money, to be called to him, that he might know what they had gained trading.

16. And the first came before him saying, Lord thy pound hath made me ten pounds more.

17. And he said unto him, Well done, thou good servant; because thou wast found faithful in a very little, have thou authority over ten cities.

18. And the second came, saying, Lord, hath made five pounds.

19. And he said unto him, Be thou also over five cities.

20. And another came, saying, Lord, behold, here is thy pound,

which I kept laid up in a napkin:

21. For I feared thee, because thou art an austere man; thou takest up that which thou layest not down, and reapest that which thou didst not sow.

22. He said unto him, Out of thine own mouth will I judge thee, thou wicked servant. Thou knowest that I am an austere man, taking up that which I laid not down and reaping that which I didst not sow;

23. Then wherefore gavest thou not my money into the bank, and I at my coming should have required it with interest?

24. And he said unto them that stood by, Take away from him the pound, and give it unto him that hath the ten pounds.

25. And they said unto him, Lord, he hath ten pounds.

26. I say unto you, that every one that hath shall be given; but from him that hath not, even that which he hath shall be taken away from him.

Golden Texts: It is required in stewards that a man be found faithful.—I Corinthians 4:2.  
Time: March, A. D. 30, about ten days before the crucifixion.  
Place: Jericho.

#### Introduction.

Last year, on June 1, we studied the parable of the talents (Matt. 25:14-30) which is parallel to the parable we are to study today, substituting pounds for the much larger sum of money, talents.

This parable is sometimes confused with that of the Talents (Matt. 25) to which it has many similarities. But notice that there the servants start with unequal opportunities and the faithful ones are rewarded alike. An important lesson of this parable of the Pounds is: the reward of faithful service is greater responsibility (cp Luke 12:48). It is one of a series of faithful stewardship parables scattered through the Gospels.

#### Christian Stewardship.

"Trade ye herewith." The main thought is of faithfulness to our Christian stewardship; in view of the inevitable day of accounting. Our Lord expects his people to "do business with" (that is what "trade with" means here, literally) the talents, opportunities, possessions, that are theirs. His assumption is that they are his gift, God-given.

This parable comes a little closer home to some of us who feel that we are not "talented", than the parable of the Talents; for to each of these ten servants a like sum is entrusted; and moreover that sum is comparatively modest.

Each servant received silver amounting to \$117, equal in purchasing power to \$200 or more in our day. "The parable of the talents is the story of genius. All the characters were exceptionally gifted. Even the man with one talent stood out far above the average. This, on the other hand, is a parable of the common people—people with small powers and contracted spheres of action; that is to say, the vast majority of men

in every age. It is the story of the world."—Rev. J. Morgan Gibson.

#### The Day of Accounting.

"He commanded these servants, unto whom he hath given the money, to be called to him." There is a time of accounting for all. There are lesser judgment days scattered through life, times when we are punished for our faithlessness or rewarded for our fidelity; and there is the great and final judgment day when the Lord will render the eternal verdict on the deeds done in the flesh. Only as we do our best from day to day, with Christ's help, are we ready for his judgment which is sure to come.

"That he might know what they had gained by trading." This is the test always, what we have done with what God has given us—not what others have accomplished with their possibly greater gifts and opportunities, but what we have accomplished in the place where God has set us and with the gifts he has given us.

#### Well Done, Thou Good Servant.

"And he said unto him, 'Well done, thou good servant.' Just to hear these words from the lips of the Saviour will be worth all thrones and crowns. "Because thou wast found faithful in a very little." "Fidelity in the little duties is the one thing needful. To accomplish some vast work of Christian benevolence is no greater outlay of mind, heart and will than to rule a household. To give the body to be burned is no more heroic martyrdom than we may have in the temptation of business; and he who has not prepared himself by such discipline is not fit to be a leader in the kingdom of God."—Rev. E. A. Washburn, D. D.

#### The Christian's Reward.

"The subject of rewards is one that always comes to the fore in a consideration of Christian stewardship. In preaching stewardship we must not make wrong appeals. Let us keep in mind the teachings of these two great parables; there are irrelevant reasons why the

person who tithes or who contributes conscientiously to the kingdom's support, or who is very diligent in his other church obligations, may prosper in business; but that is a dangerous incentive to hold out, a risky line of argument. It does pay to be faithful in all these or any other ways; but the kind of stewards that we should endeavor to transform into is Christian men and women who want better returns for their money, time and service, than worldly prosperity; who covet rather the joy of their Lord and the privilege of giving ten times, five times, more than before."

#### The Slothful Servant Condemned.

"And he said unto them that stood by, Take away from him the pound, and give it unto him that hath ten pounds." In the parable of the talents the unprofitable servant is "cast into the outer darkness"; here he is only deprived of the money left with him.

"I say unto you, that unto every one that hath shall be given." "A law of the kingdom of heaven decrees that the poor in that kingdom shall become poorer still, and the rich become even richer."—Archbishop Trench. If we earn noble results for Christ, Christ will add to us what we have not earned, for we have proved that we can make good use of more. "But from him that hath not even that which he hath shall be taken away from him." If you have no gain to show from God's gifts to you, those gifts will be taken from you. "If we cease to use a limb, its muscles shrivel and its strength departs. Corn hoarded up in the granary is soon destroyed. Intellect not drawn on soon flags. This taking away is a process. It is steadily going forward in this world. It will be completed in the next, where all further probation and chance for doing service will utterly and eternally cease."—Rev. Alfred Nevin, D. D.

#### Work While It is Called Today.

"Hast thou forgotten thine entrusted pound?"

Stunned with the market's hub-bub dost thou stand?  
Instead of dreaming, up and purchase good;  
Buy precious stones, exchange not gold for sand.  
What thou from him receivest, he will bring  
To strict account, and reckoning will demand:  
For a large blessing, or a curse from him  
Thy faithfulness or sloth will then command."

#### CONOCO HAS GUION, COWBOY COMPOSER, AS GUEST

David Guion, Texas cowboy composer, native of Ballinger, who is equally at home on a cow pony or a piano bench, will make a radio appearance as guest artist at the next Conoco listeners' hour, playing some of his own compositions. The program will be broadcast Monday evening, May 11, by WFAA at eight o'clock.

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We don't sell Germ-Processed Oil on claims...we just show you the test results, figured out in fractions...

IT'S comfortable to know that the oil you are using will result in gasoline and oil economy. A prominent southwestern bus line (name on request) wanted to know. They put Germ-Processed Motor Oil to the test in a 25-passenger bus. Competent engineers checked every detail of operating cost and maintenance during 7,488 miles of regular passenger service, comparing the results with an equal test of the competing oil.

When the test ended it was found that Conoco Germ-Processed Motor Oil had reduced oil consumption by 13% and had lowered gasoline consumption by 14.5%.

Such economies are also possible in your car. And these are other advantages which soon become evident to the user of Conoco Germ-Processed Motor Oil, each proved by authoritative tests. Your own test-through-use will be most convincing. Have your crankcase filled today with Conoco Germ-Processed Motor Oil at the nearest sign of the Conoco Red Triangle. All grades 55¢ per quart.



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Travel with a Conoco Passport... Send an outline of your proposed motor trip or let us help plan your trip. Get a Conoco passport, individually marked maps and other travel helps... all FREE! More than thirty thousand motorists used this service in the season just passed. CONOCO TRAVEL BUREAU - Denver, Colorado.

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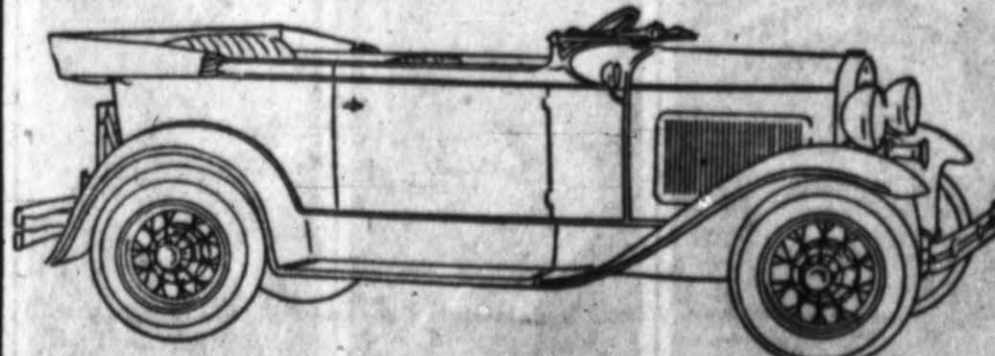
Reliability and safety due to simple design and careful construction

ONE OF the first things you will notice when you drive the Ford is the quick, effective action of its four-wheel brakes.

They are unusually safe and reliable because they are mechanical, internal expanding, with all braking surfaces fully enclosed. This prevents mud, water, sand, etc., from getting between the band and drum and interfering with brake action.

Other outstanding features of the Ford are the Triplex shatter-proof glass windshield, four Houdaille double-acting hydraulic shock absorbers, aluminum pistons, torque-tube drive, more than twenty ball and roller bearings, Rustless Steel, reliability, economy, and long life.

You save when you buy the Ford and you save every mile you drive.



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Only the advice of a dependable memorial craftsman can aid you in selecting a family memorial. For 25 years we have offered just such service, and during that time we have designed, built and erected most of the best memorials in the Panhandle.

Write or phone at our expense and our representative will call on you. Our valuable illustrated folder, "How to Select a Memorial," sent free upon request.

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25 YEARS IN AMARILLO  
806 1/2 St. Phone 2-0614  
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—Our wagon is making daily rounds now and will be glad to deliver you ice to your door.

### Ice Is Cash!

—Ice is STRICTLY on a CASH basis this year—please do not ask our drivers for credit, they can't grant it.

—Get an ice-book. It will save you money and the time usually spent in hunting for and making change.

## Texas Utilities Company



# THE WHITEFACE ROUNDUP

NEWS OF HEREFORD HIGH SCHOOL



## The Whiteface Roundup

Pauline Smart, Editor-in-Chief

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

### SHOULD I GO TO COLLEGE?

By C. H. DILLEHAY.

Many high school graduates will face this problem during the next few months, as they have never faced it before. Certainly it would have the most careful consideration of those involved. This is especially true in the case of those who would be able to attend only through the sacrifice of parents. Students who do not have financial matters to worry over may not be so concerned about the correct answer to the question of college attendance and the soundness of such an investment.

Before attempting to answer the question it should be clearly understood that four years in college is not in itself a guarantee of success, financially or otherwise. Too many parents are disappointed when they find that their boy does not climb very fast after four years of indifferent, or even careful work in college. It is customary to blame the college regardless of the type of boy sent or the kind of work done by him.

The student should certainly have a definite aim in going to college. If he has ability and a sufficient amount of preparation, knows what he wants to get at college, and then works at the job, he is likely to profit by the time spent at college. If he merely follows the path of least resistance in going to college and continues to follow that path after his arrival, he will probably not get very far. The person who simply drifts may accidentally drift into something worth while, but the chances are decidedly against him.

The student's school career should indicate his probable success in college. Investigations have shown that those who do well in high school usually do well in college. In fact, many colleges do not care to admit high school graduates who stand near the bottom of their class. Last year at the University of Texas, 90 per cent of the freshmen in the first quarter of their high school graduating classes met the minimum scholastic standards, while only 27 per cent of those in the fourth quarter satisfied these standards. "It is quite evident that it pays students to do their work well in high school. We believe that the weaker high school graduates are wasting their time and money in going to college," writes the Registrar of the University.

There are exceptions to all rules and the student who has plenty of intelligence may loaf through high school with poor grades to his credit. He may wake up and do creditable work at college, though it is highly probable that he will continue to loaf at college. A student may make low grades in high school because of physical or other handicaps and then do fairly good work in college after he has overcome such difficulties. However, we should naturally expect the students who ranked within five or six places of the bottom of a large graduating class to have trouble at college.

If they go to college in spite of these warnings, should the high school be held responsible for their poor record at college? That is exactly what happens in many cases when the report goes to the accrediting agencies. If two-thirds of the graduates who went to college from the Hereford high school in a recent year ranked below the average of their class, should the high school be blamed for their troubles at college? These figures are not imaginary but are real, in fact, too real for comfort. It is not the purpose of this article to discourage graduates from attending college. It is simply meant to let them know what they are facing. If they have loafed through high school, they may expect to have to work harder in college than if they had spent their time well. Doubtless there are some who should not go at all, but each will have to determine that for himself.

It is hoped that those below the graduating class may keep the relation between high school and college grades in mind as they finish their high school. In fact, the article was suggested by a recent graduate who said, "I do not believe that high school students realize how much it means to do

## WhiteFace Band Plans Camp At Ruidoso May 23

The Whiteface band, under direction of Ralph Smith, will start for Ruidoso, New Mexico, May 23, where they will stay in an encampment for about a week. Arrangements have been made for the band to play concerts at Artesia, Roswell and Carlsbad, and possibly at other places, as they pass through.

One interesting feature of the tour is a trip through Carlsbad cavern.

The chamber of commerce and band mothers are sponsoring this tour for about fifty members of the band and orchestra.

Under direction of Mr. Smith the band has been a great success and they are sure to receive favor at Ruidoso.

Some members of the band who have played several years are graduating this spring, but there are new band members who will continue and improve the standing of the Whiteface Band.—Della Weeden, Senior '31.

### Ambitions of Seniors.

Margaret Blood: Poetess.  
Homer Brumley: Doctor.  
Virginia Bowman: Nurse.  
Candell Sikes: To be as large as George Jones.

Albert Shultz: Novelist.  
Billie Hawkins: Explorer.

Eileen Cochell: Beauty specialist.  
Marvin Knox: Barber.

E. W. Curtsinger: Public speaker.  
Mary E. Parker: Pianist.

Lois Clayton: Beauty operator.  
Geo. Mitchell: "Knight of the twin rails".

Ellen Marnell: Stenographer.  
Alberta Davis: "Woman in the shoe".

Travis Counts: Electrician.  
Mildred Pennington: Actress.

Maurine Spradley: Teacher.  
G. T. Higgins: Lawyer.

Reavis Kerr: Detective.  
Della Weeden: Aviator.

Roger Orr: Tramp.  
Gladys Jones: House wife.

Pauline Smart: Dancer.  
Henry Kuper: Druggist.

Clyde McMahon: Rail engineer.  
Marie Sees: Mrs. Ireland.

Glenn Curry: Housewife.  
Myra Hartman: Lawyer.

Pauline Fincher: Half interest in coupe.  
Robert Bell: Business man.

Jesse Ray: Plumber in Vega.  
Lois Sowell: Half ownership in general merchandise camp ground.

Addie Hastings: Mrs. Gilliland.  
Woodrow Ireland: Mayor.

Billie Hill: Music teacher.  
Mack Noland: Preacher.

Opal McMahon: Journalist.  
By Opal McMahon, Senior '31.

### WE WONDER:

If Mr. Dillehay has entered his second childhood. We saw him jumping a rope last Sunday.

Why Polly Smart gets in with the milkman every time she goes out.

If Miss Crawford has ever said "ain't."

Whether the girls pep squad will ever get their suits paid for.

Why Sherman doesn't get five merits for rescuing a girl with a broken arm.

What Miss Bigler says when she comes up to you and starts speaking Spanish.

Why Roavis Kerr doesn't write comic strips.

Why we never see anything written on the sidewalks anymore.—Opal McMahon, Senior '31.

Miss Crawford: Do you ever hear anyone say "somewheres"?

Jesse Ray: I heard someone say it somewheres the other day.

Mr. Wilson: We don't have an inheritance tax in Texas, do we?

Marvin Knox: I've never paid one.

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## Out SMART-ing 'Em

At last we have reached the long-desired goal—Seniors of '31, but now we begin to realize that our high school life has passed away far too quickly. We never again shall all be together and have the good times we are now enjoying. We are glad that we can look back to the happy days spent in dear old H. H. S. Yet we would not always stay in high school. We are anxious to take our places in the world and show to the world what we are made of. It is a great pleasure to see in the distant future our desires and dreams coming true, that we have planned for such a long time.

Our class is not the largest that has ever graduated from Hereford high school, but we are proud of it, and we hope that others will surpass our class, because "to surpass is to progress", and it is the ambition of all that H. H. S. may grow to such fame that a student will be proud that he can say he is a graduate of it; therefore, we leave it to the future graduates to surpass us and bring greater glory on our dear old high school.—Senior '31.

### The Seniors.

We are now on the great journey of life.

About to leave the things we love so well.

About to leave our playmates, and to tell our friends farewell.

We are leaving all that we love. For this love has kindled a love of fame.

For now we have ambition for higher things.

To seek in this great world a name. Now those that did their best in school.

From the world of fame will not be barred.

But those that failed—Alas! Will the rest of their life work hard.

To the pupils just starting in high school.

May they feel their duty in life.

## Annual Contests In Oratory to be Held May 12

The annual oratorical contest given by the public speaking students will be held at eight o'clock, Tuesday, May 12, in the high school auditorium.

This is the third annual contest that has been held and the public, as well as the students themselves, is looking forward with keen interest to the ultimate decisions which will be made next Friday.

It has not been decided the exact number of students who will take part, but Miss Irene Crawford, head of the English department and teacher of public speaking, states that there will be perhaps eight or ten entries.

Another thing that adds interest to this event is the fact that the orations were written and will be delivered by the students themselves. They have worked a great deal on these papers and we think that they should be rewarded by a good support from the remainder of the school and the public.

Another reason why they should be supported is that this is the final event of the year and someone has said in one of the preceding papers, we have never really shown any interest in our speech contests and therefore we should try to be on hand May 12. Maurine Spradley, Senior '31.

G. T.: Why was Burn's life a tragedy?

Reavis: He died.

Kernit Wilson: Who made this salt map, Miss Carlisle?

Miss C.: Robble did.

Kernit: What's it made of?

Miss Crawford: What is the significance of a rainbow?

Reavis Kerr: There is a pot of gold at the end of it.

Mr. Brumley: Does your son burn the midnight oil?

Mr. McMahon: Yes, he certainly does, and a lot of gasoline along with it.

And make good all their chances, and fight through the high school strife.—Seniors '31.

### STAFF IS GRATEFUL.

The staff of the Whiteface Roundup wishes to thank the teachers and students for their splendid cooperation in helping us with the high school paper this year. Especially would we mention Miss Irene Crawford and Mr. Dillehay, superintendent, for their advisory assistance in preparation of the news items for this department.

## Grad Predicts Biggest Game, Easy Victory

The greatest football game of the year is to be played Wednesday, May 13. A high spirit has been reached between the seniors and the rest of the high school, but this is all unnecessary as the seniors have a clinch to win. The only thing that is bothering us now is whether or not we will have any competition. Of course, we want the rest of the high school to feel good over the game, so we will try not to run the score up too high on them, but just high enough to show them that they can't play football. The seniors have not had the month's training that the rest of the school has had, and this will help make a little competition.

The last training the seniors had was last fall during football season. Only a small amount is asked for the tickets for this game between the Seniors of '31 and the rest of the school, and it will be worth your time and money to see it.—Opal McMahon, Senior '31.

Lois Sowell (after having been to the office for news): They did not have anything for the paper, Miss Crawford.

Miss C.: Well, write as much as you can on the story.

Betty Jones: Wilma told me to entertain you until she came down.

Robert Bell: Oh, she did, did she?

Betty: Yes, and I'm not to answer too many questions.

By Opal McMahon, Senior '31.

FOR JOB WORK. TRY THE BRAND.

Barbara Buckner: Mr. Dillehay, will you draw a picture of a walking cat on the board?

Mr. D.: I can't draw moving pictures.

Miss Crawford: I have went. Is that wrong, Homer?

Homer Brumley: Yes'm.

Miss C.: Why?

Homer: Because you ain't went yet.

Mr. Wilson: Five demerits for chewing gum for the second time.

Jack Russell: Half off for pleading guilty.

Mrs. Hudson (with newspaper): This article says that a person speaks on an average of about 12,000 words a day.

Mr. Hudson: I've always said you were above the average.

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

## Getting Up Nights

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 rid you of these conditions, improve restful sleep and energy, or money back. Only 50c at

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I Will Teach a Six-Weeks  
**Summer School**  
MAY 25th-JULY 3rd  
AT HIGH SCHOOL BUILDING  
This is for failed subjects. Each student limited to two subjects. Rural pupils may check credits for high school use. One subject \$10, two \$15, in advance.  
See Me or Call 548 for Details.  
G. M. HUDSON

## NOTICE!

SALE OF IMPOUNDED STOCK

2:00 P. M. Saturday, May 9, at Hereford City Pound

- 1—Horse colt.
- 1—Gray mare, weight 1,000 pounds.
- 1—Brown mare, weight 1,100 pounds.
- 1—Yellow Jersey cow with horns and TB tag in ear.

**C. R. BOYD**  
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**ANCHOR DENTURE PLATE**  
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Tru-Byte Teeth, Carved Gums, Featherweight False Teeth, Strong Perfect Fit ..... \$25.00

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As low as Other false teeth—\$17.50.  
False extractions—50 cts. to \$1.  
Silver fillings—\$1.00.  
Gold Crown and Bridge-work—\$5.00.  
Sleeping Gas given.  
Nerves blocked.

**Drs. Green**  
SPECIALISTS—DENTISTS  
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It costs little, but gives much.

It blesses him who gives and him who receives.

It is certain there are none so rich but they need it; none so poor but it enriches them.

It helps us in the hour of sadness, and increases the moment of joy.

It makes for friendship and is a never failing dividend payer.

It is the most helpful asset in business life.

It makes every home brighter and happier.

It is the joy of youth and the benediction of old age.

It is our wish to make our service smile on every one of you.

## West Texas Gas Company

# Seeds

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State Department of  
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DWARF MILO, DOUBLE DWARF MILO,  
KAFIR (Santa Fe Dwarf) CANE (Red Top),  
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## Yellow Dent Corn, Sweet Clover

Good seeds are scarce this year. In selecting your seeds be sure they are tested to assure getting a good stand.

BETTER THE SEEDS, BETTER THE CROP

## McLean & Pitman

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### Renew Your Health By Purification

Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs—once or twice a week for several weeks—and see how Nature rewards you with health.

Calotabs purify the blood by activating the liver, kidneys, stomach and bowels. In 10 cts. and 25 cts. Packages. All dealers. (Adv.)



### Home Demonstration News

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

Ford girls 4-H club had their regular meeting at the school house Friday morning. After singing the club songs the five teams gave their team demonstrations on the well equipped sewing box. LaVerne Mann and Marine Norton won in the tryouts. These girls will study on a demonstration and work for the county tryouts and if successful will go to the district meeting. Next meeting of the club the girls will have their food lesson on yeast breads.

Most of the club women have planned their canning according to a budget for 1931, and those that have not will do so in the near future. According to this budget for each member of the family there should be canned: 25 containers leafy vegetables, as green snap beans, peas, both English and snap; kraut, greens, such as spinach and mustard, asparagus and numerous others; 25 containers other vegetables, as okra, beets, squash, soup mixtures, carrots, etc.; 25 containers tomatoes; 30 containers fruits, as berries, plums, cherries, pears, apples; 25 containers starchy vegetables, as corn, hominy, parsnips, sweet potatoes, pumpkin, etc.; 52 containers for the year for meats, as chicken, beef, pork and mutton; 52 containers of jellies, jam and preserves, and the same of pickles and relishes for the year.

The second annual one day short course for home demonstration club women was held in Canyon April 28, with over 300 club women attending from counties in districts 1 and 2. The program consisted of, first, tea served in the home economics department,

## IN THE WORLD OF SPORTS

IF BOXING'S FLOUNDERING, SAYS CAREY, NO ONE'S MORE TO BLAME THAN THE FIGHTERS THEMSELVES—HERE'S AN INSTANCE OR TWO

BY PHILIP MARTIN

BOXING may be flat on its back and choking for breath and you may have your own ideas about what floored it, but did you ever have William F. Carey, chief of the Madison Square Garden Corporation, tell you what is causing the poor fellow to bleed to death? The good Dr. Carey, reading the temperatures and counting the pulse beats of hundreds of fighters in and around New York City, doubtless is qualified to make a competent diagnosis.

Three causes, according to Carey, are responsible for putting the patient flat on his back. One is that the big drawing cards like John L. Sullivan, Bob Fitzsimmons, Jim Jeffries, Jack Dempsey and a few others ceased their ring activities some time ago. Another is that the fans who support boxing are shy on money during this general business depression. The third and main cause lies with the fighters themselves in that they refuse to fight selected opponents unless THEY DO THEIR OWN SELECTING.

Under the glass on top of Dr. Carey's desk there lies a piece of paper. This paper is similar to a patient's chart; its records are confidential except on rare occasions.

"On this paper I have a confidential report on more than 15 attractive fights, together with various reasons why the fighters never were brought together," says the doctor. "Topping the list is an engagement between welterweight opponents, which looks like a great little fight on paper. However, one of the principals happens to be a colored man, and the other draws a strict color line."

"I proposed two other contests involving contenders in a certain class. One of the fighters obstinate-



William F. Carey, president of the Madison Square Garden Corporation . . . tells what's wrong with boxing, and why.

ly refused to prove his right to be considered the outstanding challenger. Consequently, this forced me to make this notation: 'Won't fight any but the champion.'"

Carey pointed out another instance of the difficulty in arranging bouts. He said he proposed two elimination contests to decide which of several contenders was to meet the champion of a certain class. However, one of the contenders balked, feeling he alone was an-

titled to meet the champ. "Consequently," said Carey, "this forced me to make this notation: 'Won't fight any but the champion.'"

"Another bout," continued Carey, "that would bring a reigning champion into the ring with a threatening opponent was discarded because the titleholder felt that he couldn't beat the challenger and that if he risked the title his foe must put \$5000 to assure him of a return bout within two months."

IT'S true that Mr. Carey's troubles are caused mainly by the fighters, but within recent months he has been embarrassed no little by the stubborn decisions of the Three Dumb Dukes, otherwise known as the New York State Boxing Commission. He could have put on a heavyweight title fight in a New York baseball park next summer between the champion, Max Schmeling, and W. L. (Young) Stribling. He could have—but not with the commission blocking his moves.

As yet, a spot for that title jamboree has not been named. Chicago, Cleveland, Detroit, Philadelphia and Newark have been mentioned as favorable locations but nothing has been officially decided. Anyhow, Mr. Carey has washed his hands of it, for the commission forbids the Madison Square Garden Corporation to mingle with the suspended Schmeling or the talkative Stribling, father and son.

After staging two boxing shows in Miami the past two years, Carey laid off this winter, primarily because of the low condition of the fight game and the fan. The Mickey Walker-Johnny Risko and Primo Carna-Jimmy Maloney fights were staged in the Miami arena of the Garden Corporation, but both were promoted by other interests.

### Observe Senior Day.

May 5 was Senior Day in high school when the 30-minute activity period was given them for a short program to bid farewell to other classmen and the faculty. After Ralph Smith had led the band in some football airs, the seniors, with ribbons of orchid and green around their left arms, rushed down the aisles to the front and gave yells for the other classmen.

C. H. Dillehay made a short talk, and the school voted to allow the senior flag to be hoisted. Virginia Bowman, salutatorian, read a poem, "Gratitude to Teachers and Other Classmen", and Alberta Davis, valedictorian, gave the last will and testament of the 1931 class. Words of farewell were spoken by Robert Bell, president.

Senior day was ended with a parade at 6:15 o'clock when they went to Mrs. Hastings' home for a final celebration.

It's a grand and glorious feeling to be a senior, but one cannot help having regrets.—Alberta Davis, Seniors '31.

### Ford Doings

BY MISS EDITH MANN

Between one and a fourth and two inches of rain fell here last week, helping wheat and other crop prospects.

Rev. Thompson preached here last Sunday.

The C. W. club met with Mrs. H. W. Wilson Friday in an all day session with 15 members present. Visitors were Mmes. Syms, Knox and Hughes. Miss Gunter had charge of the program and gave a demonstration on how to fit dress patterns, also measured and blocked out a foundation pattern for Mrs. H. Cline. A covered dish luncheon at noon was enjoyed. The next meeting will be at the school house May 15.

Mrs. Jenkins has about recovered from a three weeks illness.

Mmes. Height, Wilson and Benson visited school Monday.

Miss Bunson spent Monday night in the F. W. Brunson home.

Misses Ruby Rempel and Vineta Simpson spent Sunday and Sunday night with Miss Mildred Stewart.

Mr. and Mrs. Ray Mann, Adrian, spent Sunday in the parental Mann home.

Miss Oleta Reeves entertained with a birthday party Saturday evening, honoring Miss Marine Norton and Irwin Reeves. Daniel and Progressive friends were present. Games were played and cake and punch served.

Miss Dorothy Norton spent the week end with Oleta Reeves.

O. W. Frazier and family spent Sunday in the Brunson home.

J. D. Jenkins spent the week end with Wildorado relatives.

Miss Tiny Brunson spent Wednesday night with Euna Mann.

W. M. Stewart spent Wednesday in the Brunson home.

Misses Mildred Casey and Oleta Reeves spent Saturday night with Miss Angie Jacobs, Daniel.

Floyd Simpson spent Saturday night with Clyde Mann.

Fred Brunson was in marital Friday.

Mrs. H. Rempel called in the J. Rempel home Monday. Miss Gunter met with the 4-H club girls Friday. Trains gave demonstrations on A-well filled sewing box. Misses LaVerne Mann and Marine Norton won, and will compete in the district club meet.

F. W. Brunson made a business trip to Hereford Monday. Horace L. Schloss, genial court reporter for the district, is at the session of court in Dalhart, which opened Monday. He furnished the Brand with some valuable court information this week.

## Carl's Cash and Grocery

FRIDAY AND SATURDAY SPECIALS

### Swift's Jewel

8 lb. Bucket

96c



- BEANS, green, fresh, tender, two lbs ..... 17c
  - GRAPE FRUIT, medium, three for ..... 10c
  - FLOUR, Family Circle, 24 pounds ..... 51c
  - JELLO, all flavors, two for ..... 15c
  - RAISINS, four-pound package ..... 34c
  - PEACHES, gallon, sliced ..... 51c
  - TOILET PAPER, Ft. Howard, three for ..... 23c
  - MEAT, potted, six cans ..... 21c
  - SUGAR, 3 1/4 pounds ..... 1c
- (With each 3-lb can Sam Houston Coffee)

## BRUNK'S Comedians

TENT THEATRE

Thursday FEATURE PLAY

"Cheating Husbands"

—Should a husband be modern? Should a girl be modern? Should they both be modern? A modern play for modern people.

Friday

SUPER FEATURE

"The Gorilla"

—It's Chilling!  
—It's Thrilling!  
—It's Killing!  
—It's Mysterious as well as marvelous!

Saturday

2:30 P. M.

Merchants 5c Matinee—see merchants who advertise with us for FREE ticket.

Saturday

NIGHT

Our Farewell Show

"Out West"

By Robert T. Sherman  
—Companion stage play of "The Big Trail"

Admission 10c and 30c Show Starts 8:20.

—In case of cold weather the tent will be well heated.

then through the buildings until 11 a. m., then to the auditorium for talks by President Hill and Mrs. Maggie W. Berry, of the A. & M. extension department. Lunch was served in the cafeteria, then the afternoon program was held in the new education building, with Prof. Wallace Clark, head of music, talking on "Music Appreciation in the Home." The college band gave three numbers and the Panhandle players of the dramatic department gave a one act play, "The Home Beautiful." The following women from Deaf Smith county spent the day there:

Dawn, Mmes. A. Frye, B. Bowers, J. Greer, L. Galley, C. Luke, H. H. Miller and A. Mayes; Westway, Mmes. J. P. Slaton and G. Ridgeway; Summerfield, Mmes. W. Huntley, L. Lookingbill, Brit Clark, Geo. Story; Dean, Mmes. A. Dean, S. A. Miller, W. H. Hubbard, Mr. and Mrs. T. P. McCollister; Wyche, Mr. and Mrs. H. E. Smith, Mmes. N. Elliston, R. W. Elliston, C. C. Cook, I. Ott, B. Walker and C. D. Spencer; Hereford, Mrs. Bob Wilson, Miss Neil Hall, Miss Emma Gunter.

Swisher county had the largest number present this year and last year; counties that came close in number were Carson and Deaf Smith. Plans for 1932 will be made in the near future and a larger delegation will go another year if the weather is good.

North Hereford club sent eight people, the newest club in the county. Mmes. John Kropp, Garet Smith, J. Kropp, O. L. Rutherford, Allen Hughes, John Huntzinger, R. J. Kibbe and W. Long.

### Summerfield

BY MRS. L. JOHNSON

The young peoples Sunday school class plan a picnic to the canyons, date to be announced later. Our vicinity has had several good rains the past week, which will result in lots of good to pastures and wheat.

Mr. and Mrs. L. L. Cannon motored to Bellview, N. M., Tuesday to look after land interests.

J. B. Davis received work last Tuesday that a brother living at Weatherford was critically ill. He left at once by automobile to be with him. Lee Curry accompanied him and will visit his parents at that place.

The young married folks Sunday school class enjoyed a social in the Obe Roberson home Friday night.

Mr. and Mrs. A. M. Walker went to Canyon Saturday. Girls of the grammar grades at school enjoyed a slumber party at the school home Friday night, sponsored by the teacher, Miss Thelma Humphries.

Mrs. W. L. Huntley and Mrs. Alton Lookingbill went to Canyon last Tuesday to attend a district home demonstration meeting at the College building.

Mrs. J. A. Noland and sons, and Mrs. Lee Curry attended the senior play at Hereford Friday night.

### Box Supper.

A box supper will be held at the Bippus school house Friday night. Proceeds derived will go into a benefit fund for the school.

### Fairview-Palo Duro Items

By MRS. JOHN BOLING

Mrs. Carl Bowen and Grace Morris of Gorman, Okla., visited Mrs. L. L. Womble last week. Mrs. Bowen is enroute to Gallup, N. M., to join her husband.

School children enjoyed a health talk by Miss Hall last week. Parents are giving thought to the diet of school children now.

Cecil Allred and wife visited Plainview relatives last week.

Billie Price was out of school with tonsillitis last week.

Lloyd and Claude Heaton returned from a visit with relatives in Oklahoma.

Mr. and Mrs. Frank Young are moving to Wildorado, but Earl remains here until school is out.

There will be a program by the school children Friday night, May 15; Everybody is invited.

Mr. and Mrs. E. L. Campbell visited the Grandpa McClain home Sunday afternoon.

Mr. and Mrs. W. O. Comings visited her parents, Mr. and Mrs. W. B. Stevens at Ford Sunday.

Mr. and Mrs. Cecil Allred visited in the Oglesby home Monday night.

Grace Marie Bowen visited Bernadine Phillips last week.

Mr. and Mrs. O. G. Grabbe visited in the John Boling home Friday night.

Mr. and Mrs. E. W. Womble were in Hereford Friday.

Messes. and Mmes. L. L. Womble and C. O. Phillips, Bernadine, Mrs. Carl Bowen, Grace Marie, and W. B. Bowen took supper with Mrs. and Mrs. Tom McClain Tuesday night.

Bill Floyd was taken back to the hospital last week because of pus forming on his lungs.

Mr. and Mrs. Dick Allred and family visited her brother, A. G. Grisham, at Littlefield last week.

Mildred Moore of this community is valedictorian of the seventh grade graduating class.

### School Board Cuts Teachers' Salaries by 10%

The Friona school board has announced a cut in salaries for teachers of that district amounting to ten per cent. Grade teachers who have been receiving \$100 a month will hereafter receive only \$90, and high school teachers who have been receiving \$125 will receive \$112.50. The salary of the superintendent has been reduced \$900 per year.

This reduction is in line with the promises of the new members of the board who were recently elected to office.

### Station Changes Hands.

Burrell Matthews, formerly parts man for Brunley Chevrolet company, has bought the service station of D. D. Lanham, Miles and Second streets, and is now in charge.

### Alva Johnson to Preach Two Weeks in Friona

Rev. Alva Johnson of Turkey arrived in Friona Saturday, May 2, for the purpose of holding a series of meetings at the Church of Christ, across the street east of the new high school building. This series will last for a period of two weeks. Rev. Johnson is well known in Friona, where he has preached before and he has the reputation of being one of the most interesting preachers in Texas.

FOR JOB WORK, TRY THE BRAND.

- Cap Size Letter Folders
- Adding Machine Paper
- Waste Paper Baskets
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- A C O Fasteners
- Hotelkiss Staples
- 3 x 5 A-Z Index
- Adding Machines
- Bull Dog Clips
- Waste Baskets
- Letter Baskets
- Second Sheets
- Record Books
- Rubber Bands
- Invoice Files
- Blank Books
- Sticker Files
- Price Books
- Board Clips
- Steel Boxes
- Brief Cases
- Cleo Paste
- Index Sets
- Bank Ploy
- Ink Well
- Mucilage
- Journals
- Daters

- Desk Pins
- Pen Racks
- Day Book
- Paper Clips
- Cash Book
- Time Book
- Blotter Sets
- Clip Boards
- Order Books
- Eternal Inks
- Stamp Pads
- Postal Scales
- Thumb Tacks
- Carbon Paper
- Cloth Patches
- Receipt Books
- Ledger Leaves
- Wood Cabinets
- Colored Pencils
- Yielder Pencils
- Collection Books
- Indelible Pencils
- 4 x 6 A-Z Index
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- Letter File Index
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- American Poetry Journal
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- Everybody's Poultry Magazine
- The Farm Journal
- Gentleman's Magazine
- Good Stories
- Home Circle
- Home Friend
- Household Magazine
- Illustrated Mechanics
- Pathfinder (Weekly)
- People's Popular Monthly
- Poultry Success
- Standard Poultry Journal
- Successful Farming
- Woman's World



# Book Reviews

## Freshening the Home.

In the spring, wherever some thoughts may turn, the housewife is in mind the freshening of her home, inside and out.

The Deaf Smith county library tries at all times to anticipate the needs of its patrons and "provide something that may be helpful.

The following are some of those put in with the thought of home needs:

Goldstein, Art in everyday life; Post, The personality of a home; Kelly, The expert interior decorator and The household painter.

Among the above, the latest book and one that has attracted a great deal of attention is Emily Post's "The Personality of a Home".

In it the author says "The appealing personality of a house may be quite apart from its size or its value. It may belong to a structure of importance set in an equally important entourage, or it may belong to a house in a row, to a little cottage in a tiny patch or dooryard planting."

In this book she takes a hasty glance at the history of architecture in reference to the home from the early days of Greece and Rome through our own Colonial days to the present time.

She discusses the problems of building now or remodeling old houses, giving practical suggestions both as to the inside and outside point of view. She has helpful suggestions for furnishing and decorations for each room in the house, having many suggestions that may be carried out with a minimum of expense, but providing an artistic setting.

"To read it is hardly like reading a book seriously concerned with an important subject, and very much like sitting tete-a-tete with a gracious woman whose mind and heart are full of knowledge and wisdom and happy experience in the making of beautiful homes while she talks about the means and methods and materials by which the home can be rendered beautiful and livable and welcoming. . . . The zest, the vigor and the individuality with which the author invests each theme and makes it warmly and appealingly expressive give the volume a distinction and an interest unusual in books of this class.—New York Times.

## CAMEL WILL ANNOUNCE \$25,000 WINNER BY MAY 1

Hereford citizens who entered the Camel cigarette contest in a try for the \$25,000 capital prize, received a letter this week from the factory. "It is hoped the judges will be able to reach their decision about May 1st," writes the company, and local expectants will await with bated breath the final announcement. According to report, such good answers were sent from Hereford that several home people are going to be badly disappointed if they fail to come in for some of the money.

Contest judges and staff, who have been reading the approximately 1,000,000 entries, announced Wednesday that they are rapidly nearing completion of their work and that within the next week or ten days they will be able to set the dates on which winners will be announced and prizes awarded. Awards of \$10,000 and \$5,000 will be given to second and third winners.

## Progressive News

BY MISS OLIVE PERKINS

Progressive, May 5.—Eunice Caldwell spent the week end with Elizabeth Bowman in Hereford.

Trelma Sawyer spent Saturday night with Ruth Park.

Messrs. and Mmes. Albert Higgins and children and Jim Ricketts and children were dinner guests in the Hershey home Sunday.

Mmes. W. C. Russell and Owen Neel called on Mrs. Clyde Russell Friday afternoon.

W. L. Ralston of Brownfield is visiting his sister, Mrs. C. P. Caldwell.

Miss Katherine Hershey entertained the young people Sunday school class Sunday evening for lunch. On account of the muddy roads only 15 members were present.

Miss Lois Park was in Amarillo Friday.

Mr. and Mrs. Jeff Roberson and children visited Mr. and Mrs. Walter aldwell Sunday.

Mr. and Mrs. Jim Park called on the Clicks Thursday afternoon.

Mr. and Mrs. Clyde Russell spent Sunday with Mr. and Mrs. Ricketts.

Misses Lois and Lucille Park visited the Hershey home Thursday afternoon.

About 12 of the young people were entertained by Mrs. Blakemore Saturday evening. After a social time, refreshments of cocoa, sandwiches and cake were served.

Mrs. Ira Ricketts visited Mrs. Clyde Russell Tuesday.

This community had good rains over the week end. Some places received three or more inches of rain.

April 30.

Mr. and Mrs. Ray Hershey, Katherine and Mr. and Mrs. Horace Hershey and son ate Sunday dinner with Mrs. Arch Conklin and family.

Mr. and Mrs. C. P. Caldwell were called to Brownfield Friday night by the fatal illness of a nephew, Clinton Rambo. Funeral services were held Sunday.

The club will meet with Mrs. Ira Ricketts Wednesday, May 20.

Mr. and Mrs. Arch Conklin and children of Grady, N. M., spent the week end with her parents, Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. Clyde Russell visited Mr. and Mrs. Clarence Botts Sunday.

Mrs. Tom Baker entertained the young people of the community Wednesday night. Games were enjoyed until a late hour when refreshments of ice cream and cake were served.

Mr. and Mrs. Tom Baker and Georgia Sue, and Mrs. Dora McBray and children were in Amarillo Tuesday.

Messrs. and Mmes. Jim Ricketts and Luke McBrayer and families visited the Ricketts home Sunday.

Mr. and Mrs. Henry Wedel and Miss Clara and Mrs. Oberthier and Mrs. C. C. Ferguson called on Mr. Perkins and Miss Olive Sunday.

Misses Lois and Lucille Park and Louise Hunter visited the Hershey home Sunday afternoon and evening.

Mr. and Mrs. J. E. Henry and children called on her parents Sunday afternoon.

Mrs. Earl Dyer of Vega called on Mrs. Jim Park Thursday.

Messrs. and Mmes. Ray Hershey and Owen Neel and sons, Misses Lucille and Lois Park, Katherine Hershey and Mrs. Boyd surprised Mmes. Donovan and Blakemore Saturday evening at the Blakemore home. After spending the evening playing 42, refreshments of hot chocolate and cake were served.

Ruth Park spent the week end with Winona Blagg.

Mr. and Mrs. Jim Ricketts and son called in the Hershey home Sunday.

Mrs. Ira Ricketts attended a quilting at the home of Mrs. Geo. Cloyd last Wednesday.

## Jumbo News

BY EDNA HALL

Mr. and Mrs. Albert (Penrod) Schofield and son took dinner with

Mr. and Mrs. Clem Gilliam Sunday.

Mrs. M. L. Hardy visited with Mrs. Casin and Mrs. S. Hunter Tuesday.

Mrs. Clem Maples of Dimmitt visited her mother, Mrs. Andrew, Friday.

Mr. and Mrs. Clem Gilliam visited her father Saturday.

Miss Eddie Lee Allen is visiting Mrs. Sam Hunter.

M. L. Hardy and family and Pat Hardy and wife spent Sunday with Mr. and Mrs. John Hall.

Jas. Beck and M. L. Simpson spent Sunday with J. H. Woods.

George Phillips and wife, who have been visiting Mr. and Mrs. W. A. Hunter, returned to their home in Oklahoma Friday.

W. A. Hunter was in Amarillo Saturday.

Mrs. Andrews and Tincy entertained the seventh grade graduates with a dinner Sunday.

Mrs. Lowell Baggett and Betty Jo left for Wellington this week to attend the wedding of her sister next Sunday.

Mr. and Mrs. Ovid Pinkert and children and Mrs. Hacker visited the F. L. Pinkert home Sunday.

Mr. Baggett spent Sunday with Bill Hacker.

M. L. Hardy and family visited J. W. Berry Saturday.

Lena Johnson took supper with Mr. and Mrs. Sanders Friday.

Mr. and Mrs. Lovell spent the latter part of the week with Mr. and Mrs. Ullman Hunter.

Miss Nell Freeman, Louise Jacobsen, Mabel Pinkert, Edna Hall and Messrs. Marion Powers, Stanley Littleton, Weston Butts and Addison Hunter took dinner with Mr. and Mrs. W. A. Hunter Sunday.

## Government to Send Nurse to Parmer County

The United States government has appointed a public health nurse to work for a period of eight months in four West Texas counties, one of which is Parmer county. This program is sponsored by the government in connection with the drouth relief work and the eligible counties were by May 1 to receive nurses, sanitary in-


spectors and medical supplies to help serve the people of the stricken districts under the control of the state health department. A central committee will have charge of the work in Parmer county and the committee has been announced.

Mr. and Mrs. Paul V. Calet and son, Paul A., of Indianapolis, Ind., are visiting in the home of Mrs. Calet's parents, Mr. and Mrs. M. R. Corbett, and other relatives. Mrs. Calet was formerly Miss Elizabeth Corbett.

TRY A WANT AD IN THE BRAND

Announcing the Opening of  
**Ye Novelty Shoppe**  
910 25-Mile Avenue—In Home of W. M. Stovall  
All kinds of attractive gifts at attractive prices.  
THE PLACE TO BUY UNUSUALITIES  
See Us Before Your Next Party.

There Can Be No Substitute for  
**BUTTER**  
Not only has science found it impossible to imitate the delicious flavor of pure, sweet butter, but what is of much greater importance to mankind is the fact that it is impossible to manufacture a substitute for the food value of butter, with its easily digested oils and high content of essential vitamins.  
Use Plenty of Cream O' Plains Butter  
Every Day for Health.  
**Farmers Creamery Ass'n, Inc.**  
Hereford Phone 3

**Lowe Bros. Paints**  
  
It's time to be brightening up the premises, folks, and we're here to tell you it doesn't pay to buy anything but the best paints.  
We recommend and sell LOWE BROS. PAINTS because its long service has satisfied us of its merits, and we know its lasting qualities will more than please our customers.  
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**CLUB CAFE**  
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**Wheat Plus Rain Makes Dough  
Wheat Plus Rain Plus Hail--NO Dough  
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Your Investment Protected by HAIL INSURANCE IS SOUND JUDGMENT.**  
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**THE NEW AVERY CAPACITY COMBINE**  
*"It's Built for You the Way You Want It."*  
  
**THE COMBINE YOU ASKED FOR!**  
You Asked Us To Solve These Combine Troubles: We Solved Them by Designing These Improved Features:  
1. You said you wanted a simpler, less complicated machine. The Avery is the simplest combine built—with less chains and sprockets, shafts and bearings—no crankshafts—no return augers of elevators.  
2. You said you wanted some way to keep the cylinder from choking down on account of overloads. The New Avery has a "Canvas Cone Clutch" by which the operator can instantly stop the canvas in case of an overload, preventing cylinder slugging or choking.  
3. You said you wanted something to keep slats in feeder chain from breaking. The New Avery has an "Accelerating Feed Roller" between feeder chains and cylinder which prevents the back feeding that breaks the feeder slats.  
4. You said you wanted the grain fed more evenly across the full width of the cylinder so it would not be overfed at one end and underfed at the other. The New Avery has a Spiral Feeding Beat-er that feeds the straw evenly over the entire cylinder width, increasing the capacity and improving the shelling and saving.  
**STOP IN AND LOOK OVER THE NEW MODEL B, 20-FOOT AVERY COMBINE**  
**H. R. Seed Implement Co.**  
HEREFORD

**Vitamins Builds Sturdy Bodies**  
**Merit GROWING MASH**  
  
MERIT GROWING MASH furnishes the materials or ash for building a large frame. It supplies the exact variety of proteins necessary for blood, bones, nerves, feathers and muscles. It contains an abundance of growth vitamins—the element required most in the growing pullet. It accomplishes the desired object—not over-stimulating—nor stunting; just a regular uniform development. Growing stock supplied with this good feed are sure to be winners.  
**Merit Is More Than A Feed - Its A Formula!**  
**West Texas Feed and Seed Company**  
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**MERIT STARTING GROWING MASHES**

**Before You Buy any Watch... Weigh these points of GRUEN Value . . .**  
  
1 **INNER QUALITY.** The beauty of true gold—not the flashy hardware metal that masquerades as gold. Find Guild craftsmanship.  
2 **UNCANNY ACCURACY** as proved by official observatory tests, and actual timekeeping service. Fitted with 15, 17, 19 or 21 ruby jewels—never less.  
3 **MODERN BEAUTY** in styles for men and women.  
4 **HONESTLY PRICED** to give you the greatest watch value your money can buy.  
5 **OUR REPUTATION . . .** as jewelers . . . has won us membership in the Gruen Watch Makers Guild, which is your assurance of satisfaction. We are proud to display the Gruen Service emblem shown below.  
**PRECISION**  
A mark placed only on watches of higher accuracy, finer quality—none less than \$45. For the finest of watches look for the Gruen mark PRECISION on the dial.  
**VIRGIN DIAMONDS**  
Blue Bonnet Wedding Rings  
**F. M. KESTER & SON**  
"The Quality Store"



# Locals

W. G. Hromas, local contractor, who is temporarily in Dimmitt, visited here the first of the week.

Say it with Candy Mother's Day. Corner Drug Store. 1c

Mrs. W. M. Megert is spending the week in Canyon with her daughter, Mrs. Eddie Smith.

IKES CAFE is the place where you buy hamburgers for 5c. 1c

Mr. and Mrs. John Coffee have moved to their new home at 406 Miles avenue in the Ward duplex.

Your neighbor bought Brunswick tires at RICE'S because of the quality, price and last, but not least, they are insured. 1c

# STAR THEATRE

HEREFORD, TEXAS

Last Time Tonight  
Thursday, May 7

## Family Night

Any entire family will be admitted for one general admission of 50c. Bring them all—don't leave any at home.



Who wouldn't thirst for revenge?

JOAN Crawford  
in  
**PAID**

Monday and  
Tuesday

MAY 11 AND 12

CONSTANCE BENNETT



**Sin Takes a Holiday**

with  
Kenneth MacKenna - Basil Rathbone  
Rita LaRoy - Louis Bortels  
Directed by  
PAUL STEIN  
Produced by  
E. S. DERR  
A PATHE FEATURE



Wednesday Only  
MAY 13

Free Picture Show

Sponsored by the Odd Fellows Lodge, with the cooperation of the Star Theatre. In addition we will also run our usual comedies and short features.

FREE TO ALL!

Friday and  
Saturday

MAY 8-9

with Matinee Saturday

## Children Free!

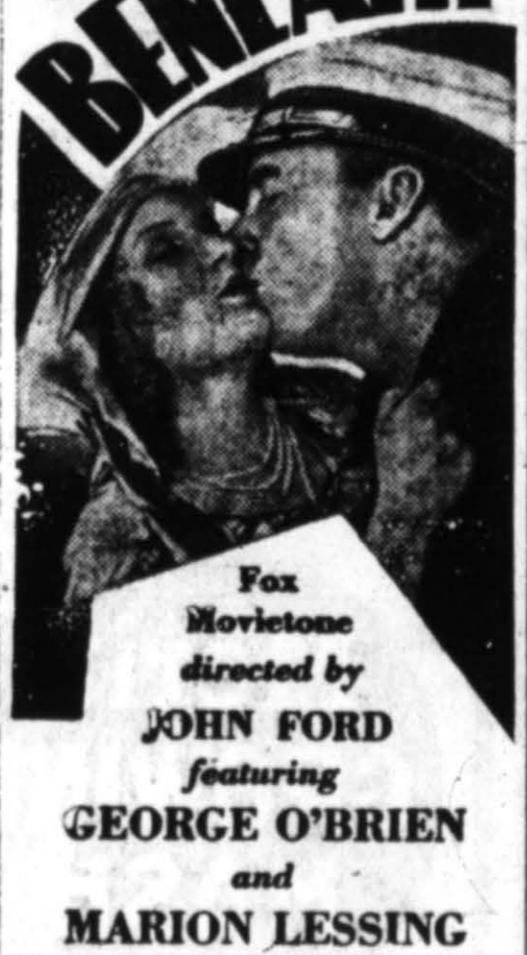
All children under 12 admitted free when accompanied by either parent with one paid adult ticket.



SEALED ORDERS

— and sealed lips. Story of sailors who love the sea — and women!

THE SEAS BENEATH



Thursday Only  
Of Next Week  
MAY 14



Wednesday Only  
MAY 13

Free Picture Show

Greta Garbo  
IN  
"Inspiration"

FREE TO ALL!

## Have Collected

(Continued from Page 1)

ing to Judge Wilson, who said it would require 140 horses to do the work of power machines now used on the roads. It would take 40 horses to supply the power furnished by one caterpillar-type tractor, he said, and it would be impossible to turn such a tandem around when reaching the end of a road.

### Facts On Library.

Miss Hostetler was introduced as probably the most efficient librarian in Texas. There has been issued 40,575 volumes during the 15 months of operation, she said, which is equivalent to seven books to each person. Up to May 1, \$6,904 had been expended on the library, out of which 4,000 books have been bought. The average cost of circulating each volume has been only 17 cents. An appeal for more gifts of books was made, and a definite relationship between amount of reading done by a pupil and his school grades was pointed out.

### Hospital Increases Service.

Mrs. Bruner gave financial figures on the hospital, and stated that the number of patients was increasing each year and that the type of work done by medical attendants was better from year to year, having the support of five physicians in this district.

### Other Departments.

A review of what the organized clubs were doing was given by Miss Gunter. She has actively working 250 women and 50 girls, following out plans of the extension service.

Miss Hall said her main work was to teach people how to keep from getting sick, and she would like to see a regular health program established as part of the curriculum in the schools next year.

## No Decline

(Continued On Last Page)

an increase of 11 per cent. In the Hereford independent district there were 919, only two per cent over the 900 of 1930. The county as a whole has a 5 2-3 per cent growth in its schools.

### More Boys Than Girls.

Eligible pupils of the rural schools for the coming term by ages and gender are given below. Boys outnumber girls by 57:

Age	Male	Female
6	38	29
7	33	30
8	24	40
9	41	24
10	30	28
11	21	32
12	29	25
13	24	26
14	29	19
15	31	24
16	28	15
17	33	13
Totals	362	305

### Card of Thanks.

We wish to express our appreciation to our kind and thoughtful friends who so graciously gave their services and beautiful flowers during the illness of Mrs. Gilbert Hopper and the death of her infant son. May God's richest blessings be upon you.

Gilbert Hooper and Mother.  
Mr. and Mrs. W. I. Valentine.  
Mrs. R. L. Lloyd.  
Mrs. Roy Thompson.  
Mrs. Alton T. Fraser. 17-1c

### Ships 1,104 Hogs.

An unusually big shipment of hogs was billed out over the Santa Fe April 25 by G. W. Brumley, hog buyer, and another large lot will probably go out Saturday. Mr. Brumley said the previous shipment included 1,104 head of hogs, requiring seven cars, double-decked, to carry the porkers to the California market.

### BIPPUS WILL BE HOST TO SINGERS NEXT SUNDAY

Bippus community is getting ready to be host to the Deaf Smith county singing convention when its semi-annual session is held there next Sunday in the community building. It will be an all-day session, with noted singers present, and a lunch will be served at noon. J. S. Garrett is president of the county singers.

Mrs. David Weeden and small son left Tuesday for Stratford for a visit with relatives.

Your county agent recommends treating all planting seed to prevent smut. We have the proper dope. Corner Drug Store. 1c

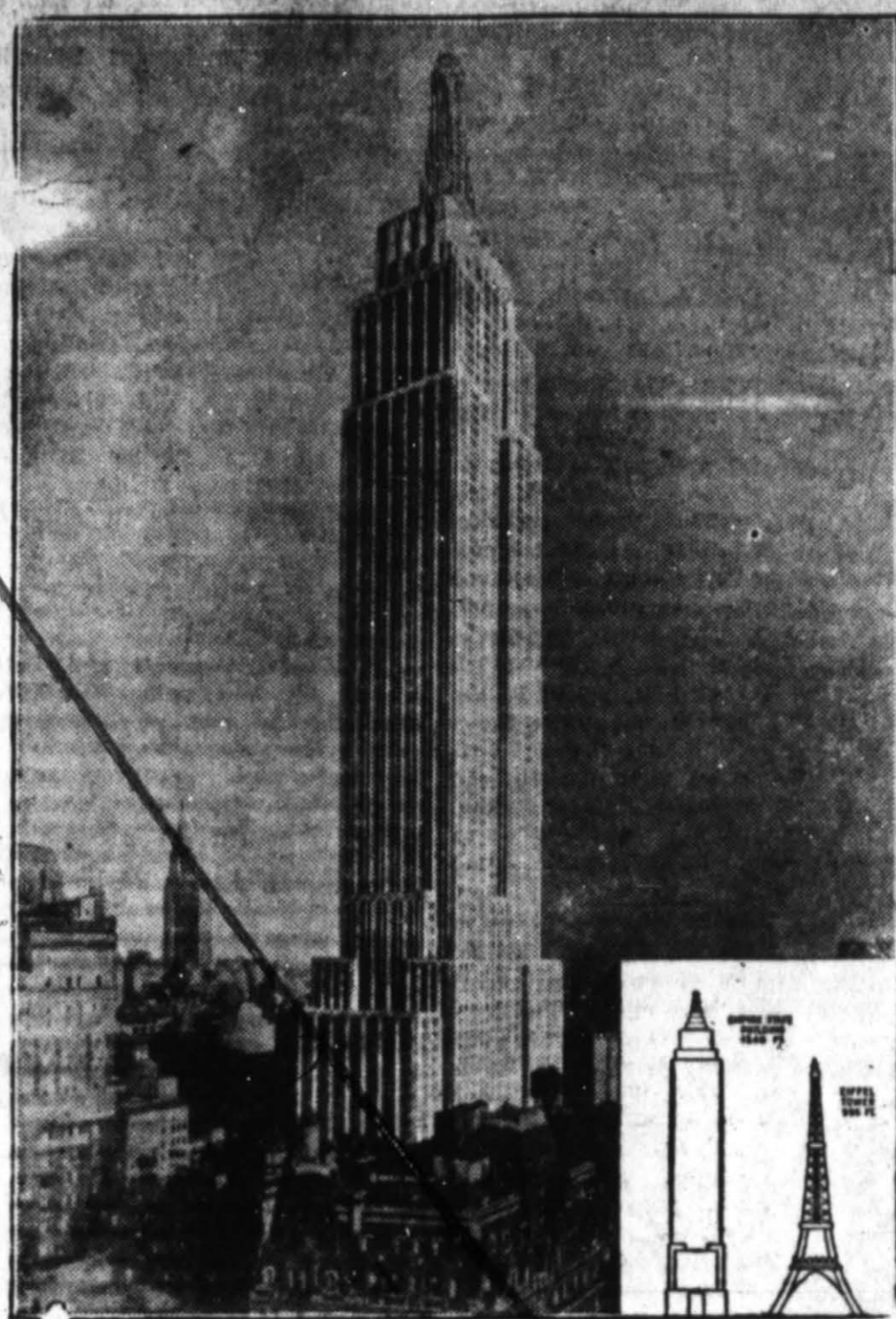
Owen P. Smith, Glendale, California, formerly a citizen of Hereford, is visiting in the L. F. Borden home this week.

Luggage carriers for that vacation trip, at RICE'S. 17-1c

Mr. and Mrs. Jack Mounts and children of Dallas arrived Sunday night for a visit with relatives and friends.

Magazines at the Corner Drug Store.

## World's Tallest



The modernity and efficiency of the equipment and furnishings of the new Empire State building are as impressive as its 1280 feet of height, or its cloud-piercing dirigible mooring mast.

Elevators will travel at 1200 feet a minute and which a passenger from the ground to the uppermost observation level—equivalent to 102 stories—in less time than it takes to tell about it.

Electricity will play a major role in this superstructure. When fully tenanted, 375,000 kilowatts of current will be consumed every hour. Drinking water will be cooled by electricity.

Advanced electric refrigeration equipment will serve to protect food in the exclusive Empire State club, an organization of prominent business men, which will occupy the entire 23rd floor.

## C. W. Hollums Leaves Soon To Prove Up Claim

C. W. Hollums has filed on a section of land near Quemada, New Mexico, and will leave within a few weeks to prove up his claim. Mr. Hollums is an ex-service man and will be required by the government to live on the tract for only seven months.

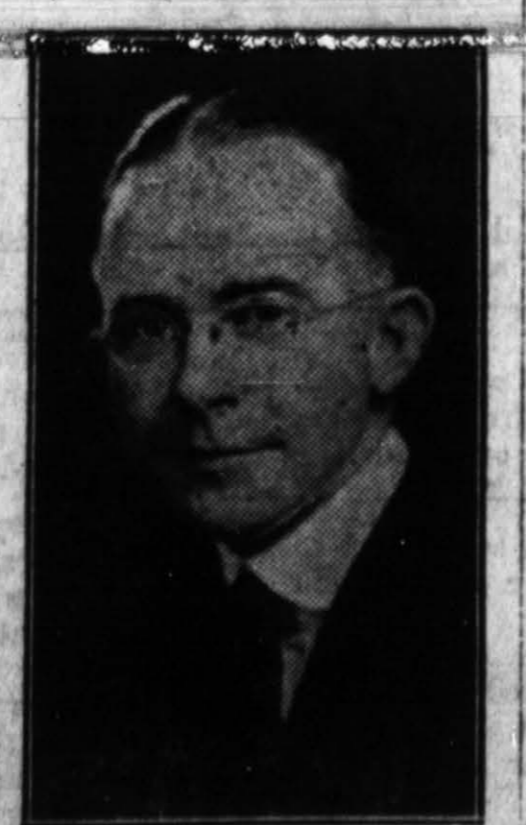
The 640 acres filed on is near the Arizona line, in the mountains, but he said he had ample farm land and plenty of water from a spring. The tract is covered at present with pine trees large enough to be merchantable. This body of land was recently opened for homesteading, having been cut from a forest reserve, and it is being snapped up by the veterans. Mr. Hollums said.

### Bill Stanford Injured.

William Stanford, son of Mr. and Mrs. W. Jesse Stanford, received a painful bruise on his head Wednesday afternoon when he fell from a car near Phillips station No. 2. He was rushed to the hospital by J. E. Speagle, who operates the station, but it was found the boy was not seriously injured.

That big wheat crop will call for good tires. 30 x 5. 588.89. 92. 17.50. AT RICE'S. 17-1c

Mrs. H. J. Line, in Panhandle until the close of school, visited her husband here Sunday. Mr. Line is the new distributor for Magnolia products.



Mayor Ernest O. Thompson of Amarillo who will formally present the invitation to President Ortiz Rubio. Mayor Thompson was the youngest colonel in the American expeditionary forces during the World War.

## Commerce Club Has Been Aid To Producers

"Yes, the chamber of commerce gave itself unreservedly and without cost to the producers on Deaf Smith county farms in assisting them to secure federal funds for the purchase of seed, fuel and feed as an aid to preparation of their lands, seeding and cultivating in connection with their 1931 crops," said President Jno. P. Slaton.

"We realize," he continued, "that our organization has ability to be of much service not only to Hereford, but to the entire rich, fertile area by which it is surrounded. We have not solicited support of the chamber of commerce from those engaged in the great business of producing crops on the farms. We have felt that a considerable part of our time and some of our funds should be spent for the benefit of these friends. So when loans from the federal government were made available to our people we undertook the tasks incident thereto.

"It is very gratifying to us to know that our efforts in that work have resulted in bringing many thousands of dollars into Deaf Smith county for use in connection with farming operations during the present year. We thought when the work was undertaken that we had the fullest warrant to assume this responsibility. Results evidenced in benefits derived by those on the farms, are our complete reward in this connection. It is our judgment that many worthy friends have through this enterprise been enabled to make the climb from a rather low ebb up the hill to a far better state of affairs."

Attention is called by Judge Slaton to the fact that J. E. Speagle, county agent; G. A. F. Parker, E. B. Black and J. F. Ward, county community committee, and numerous other citizens, joined wholeheartedly in this movement to make more secure the "come back" process of the fellow citizens on the farms, following the drought and failures during the year 1930.

Busy times are just ahead. When you have tire trouble think of RICE'S Instant Tire Service. 1c

Mr. and Mrs. C. W. Murray returned Sunday from Phoenix, Arizona, where they spent the winter. They were accompanied home by Mrs. Murray's brother and family for a visit.

Wanted: 100 families to buy hamburgers for 5 cents at IKE'S CAFE. 1c

Mrs. Karl Hard of Puyallup, Washington, is visiting her mother, Mrs. A. B. Schulz. Mrs. Hard was formerly Miss Edna Schulz.

Special dinner every Sunday at IKE'S CAFE. 1c

## Brunk's Giving Good Plays In Tent This Week

The Brunk boys, Henry and Charlie, are in Hereford for the week, their boyhood home, at the head of Brunk's Comedians. This city is always on their annual tour and they said they were ever glad to spend the six or seven days where they grew up. Sam Brunk, now with Paramount picture corporation in Oklahoma City, graduated here in 1910, the only boy in the senior class for the year.

Brunk's opened Monday night on the vacant lot across the street from the southeast corner of the square, with a rich comedy, "Johnny Get Your Gun". The stage plays, which have been and will be presented, are of the highest type, clean and entertaining. The show has a corps of excellent comedians and some of the best actors and actresses on the road. The feature play, "Cheating Husbands", is announced for Thursday night, a modern play for modern people. On Friday night the super-feature, "The Gorilla", will be presented. This is said to be mysterious as well as marvelous. Merchant's five-cent matinee is billed for Saturday afternoon at 2:30, and a family show, "Out West", will be given Saturday night. In case of cold weather the tent will be heated.

## Seen On the Screen at the Star

All children from five to 12 years old will be admitted free when accompanied by either of the parents with paid admission Friday or Saturday at the Star when "Sens Beneath" is shown, a wartime submarine mystery picture. "Sin Takes a Holiday" is here Monday and Tuesday. There will be a free show Wednesday, sponsored by the Odd Fellows lodge, in connection with the theatre. Program includes regular comedies and short reels.

Thursday of next week Greta Garbo is starred in "Inspiration". Free tickets will be given to each lady's paid admission.

## Churches Will Give Mother's Day Programs

Mother's Day will be observed in most of the local churches Sunday with appropriate sermons or programs. Some of the features are in the following church announcements:

### Christian Church.

Rev. M. J. Johnson, Pastor. At the Sunday morning hour a Mother's Day sermon will be preached, using as subject, "The Hand that Rocks the Cradle". Miss Carey Estes will direct a Mother's Day special program at the evening hour, in which children of several of the churches will appear. A cordial invitation is extended to everyone to attend these services.

### Baptist Church.

Rev. V. M. Cloyd, Pastor. The morning preaching hour will be devoted to tithing. Members of the intermediates will give a playlet, "Tithing", and in the absence of the pastor, Judge Earl W. Wilson will have charge for the remainder of the hour, dealing with tithing. Regular services will be held at the church for the evening hour.

### Church of Christ.

East Sixth street, Earle H. Smith, pastor.

Bible classes Sunday morning at 10. Preaching at 11. Communion 11:45. Young people's meeting and children's drill at 7:15.

Regular preaching services at eight o'clock. Bible study Wednesday evening at eight.

Ladies' Bible class meets Thursday afternoon at three o'clock, with Mrs. Burt France, 511 Schley street.

The public is cordially invited to all these services.

Mrs. R. L. Lloyd, Amarillo, was in Hereford over the week end. Mrs. Lloyd is a daughter of Mr. and Mrs. W. I. Valentine.

Don't take chances on a flat tire and no jack. All sizes from the \$1.40 kind up to a 4-ton, ball-bearing one at \$8.50, at RICE'S. 17-1c

Gwynne Guthrie was down from Garden City, Kansas, to spend the week-end with his mother, Mrs. Grace F. Guthrie, and former Hereford friends of boyhood days.

1901 1930

WE HAVE SERVED YOU FOR 30 YEARS!

# E. B. Black Co.

Furniture :: Undertaking

Ambulance Service—Day or Night

Hereford, Texas

## CASH SPECIALS FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to ALL

PICKLES	Gallon Tin	63c
PRESERVES	Armour's Very Best 3 lb jar	63c
JAM	Sunkist 4 lb tin	67c
CLEANSER	Light House three cans	9c
COFFEE	Bright & Early, extra good, 1b package	23c
BUTTER	Cream O' Plains, none better, per lb	28c
SALMON	Selected pink Three cans	35c
New Spuds	No. 1 large per pound	5 1/2c
PEACHES	Libby's De Luxe, No. 2 1/2 size, two cans	42c
BEANS	Fresh and crisp, three pounds	24c
Strawberries	Louisiana Klondike Per box	19c

## Bakers Cash Grocery

MONT E. BAKER