

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 10.

The Hereford Brand, Hereford, Texas, Thursday, March 16, 1933.

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BANKS OPERATING ON NORMAL BASIS

Committee Receives Word \$1800 Given By R. F. C. For Local Distribution

The Federal Reconstruction Finance Corporation has sent word to the Deaf Smith County Welfare Association that looks after distribution of the funds to needy unemployed that \$1,800 will be given here for that purpose in March.

Mason King, ambassador of good will from the Amarillo News-Globe who spoke at the annual chamber of commerce banquet Friday evening, told of a like amount to be given for distribution here in April, but local authorities have as yet received no such word.

Under New Plan.
The money for March use has not been received by the welfare organization, but it is expected daily. Federal authorities sent with the word of its coming, a new plan of distribution that will change the method of procedure heretofore practised in Deaf Smith County, and which will be explained to those for whom it is intended when it is available for use.

Work Resumed.
Work will be again taken up on public enterprises when the money comes, but this time under strict government orders to administer the funds most carefully. Many who have obtained work to be paid by the R. F. C. funds heretofore are apt to find themselves disqualified under the new plan, according to those who have learned it. The money is to be used "to fill empty stomachs," say the new rules.

Deputy Sheriff Cites New Facts In Tax Situation

Jowell Murchison, deputy sheriff and tax collector, gives The Brand the following:

The deadline for car and truck registration has been moved up to March 31, mid-night. From 1,000 to 1,200 cars have yet to be registered in Deaf Smith County. The Legislature has recently repealed the law requiring farmers to have a chauffeur's license, though the law is still in effect as concerns truck operators hauling for compensation between towns or cities.

Occupation license is past due by most of the cigarette dealers in Hereford and should be paid at once.

The last half of Hereford Independent school district taxes will be delinquent after March 31, and a per cent penalty will accrue on such taxes unpaid after that date. June 30 is the last day for payment of last half of state and county taxes.

The Amarillo Globe of March 15 states that a recent law makes it unnecessary to obtain head light certificates. The sheriff's office is not able to confirm the above, as they have not been notified of any change in the law regulating head light testing.

Due to the delay caused by the banking holidays, the dead line for payment of federal income taxes, March 15, has been moved up to March 31.

Ernest E. Robinson, Jr., returned this week from points in California where he has been visiting for the past several months.

HEREFORD GROCERY STORES CONTINUE TO CLOSE AT 6:30 P. M.

Now that the afternoons are getting longer, shopping is being delayed until later in the day, and the grocers of the city this week announced an agreement to continue the closing hours of 6:30. Patrons do not mean to be inconsiderate, and a little forethought in planning their time of shopping will save the shop keepers much inconvenience.

EDITORIAL

LOCAL COOPERATION

Now that we have a real banking system. Now that that bally budget bids fair to be balanced. Now that we have real leadership for the Nation—

How about turning our attention to local leadership and local cooperation, so that Hereford will not lack the organization and equipment necessary to take advantage of the New Deal that is being given this country?

It was cooperation on the part of Congress and of the Nation at large that has enabled President Roosevelt to make such a wonderful showing in a remarkably short space of time. A like spirit of cooperation right here at home will enable Hereford's Chamber of Commerce to round out its economic program for 1933, and to balance a modest budget that should be evenly and justly distributed among all worthy citizens of the community.

The President and Congress constitute the "business office" of the United States; the Governor and Legislature handle the business affairs of each State. The county judge and commissioners' court look after the business of each county. And every city and town that aspires to bigger and better things handles its community problems through its Chamber of Commerce. Those towns that do not conduct their community business in a cooperative way may be easily detected. They are invariably found in the rear, inefficient and muddling about, wondering why watching the dust clouds stirred up by the aggressive Army of Progress participated in by their neighbors.

The Hereford Chamber of Commerce has an economic program that means great things for this section—if the citizens cooperate—as they undoubtedly will. The Hereford people have always loyally supported their Chamber of Commerce; and the fact that in excess of 200 turned out to the annual banquet attests their continued interest.

This is written merely as a reminder. Let us forget, it requires a little money to maintain the organization, and a whole lot of cooperation. There has been a tendency of late to withhold membership dues, pending a few rays of light in the financial situation. That uncertainty is now removed. If there ever was a time when the people should stick tightly together and develop team-work it is NOW. If you don't like the color of the hair of some officer of the Chamber of Commerce; if you don't agree altogether with some of its policies—do like those Congressmen are doing: Lay aside your personal prejudices and convictions for the time being, in the interest of the common good, and help put over the program as a whole.

Membership dues are light. If you can't possibly spare one dollar every month, then make it fifty cents—anything to help a little financially, and more important still—to identify yourself as a progressive member of your community, and to add your weight and influence to the councils of your neighbor.

There's a wonderful feeling of satisfaction in that—if you have not tried it we challenge you to give it a whirl!

L. N. George and Mr. and Mrs. Lester Galley, of Dawn.

The delectable three-course luncheon was served by the Federated Club women, with the assistance of associated civic organizations. The well appointed tables were ably superintended by young ladies of the Junior Bay View club who acted as hostesses at each table, and the serving of food

(Continued on Page Four)

Vocational Agriculture Boys Learn How and Why of Killing Hogs



The above picture illustrates one phase of the practical instruction given Hereford vocational agriculture students. It shows one group of boys as they, under strict supervision, performed full details of farm butchering, which included the killing, dressing and curing of meat, with rendering lard, making sausage, etc.

Boys in the class were divided into five groups, and each group took turns at being responsible and doing all work incidental to a complete butchering. While one group worked, other class members watched and studied the operations and compared notes in preparation for or correction of their own work when it came time.

A number of Hereford citizens

were able to enjoy the benefits of home killed meats this winter because of the butchering class in vocational agriculture, the citizen being required only to buy a suitable hog and deliver it alive to the class at the time specified, and the meat was delivered later to his home, all ready for curing, with assistance given afterwards in curing, sausage making, etc.

Boys in the class are Jim Allred, Roger Brumley, Troys Carmichael, Jack Dean, James Garrett, Hugh Harmon, G. C. Hartman, Joe Huckert, Coleman Jones, Harvey Lindsey, Carl Moutz, Gaylord Nowell, Allen Plummer, Clifton Rutherford, George Smith, Dean Story, T. L. Sparkman, Bill Vaughn, Louie Wedel and Chas. Wilson.

Rural Schools To Hold Rally Day March 25

Rally Day for the Deaf Smith County Rural Schools, to be held in Hereford high school building and on the athletic grounds Saturday of next week, March 25, is attracting wide-spread attention, and will bring patrons and students together for a general meeting considered one of the most important of their school year.

Almost without exception, the schools have entered into the spirit of the day of contests, and nearly every one will have students entered in all events for which they are eligible. The lists are already large, and continued to grow up until the time of final entries yesterday.

Rivalry will be keen in all phases of the day's activities, whether in literary work, track or field events, or team contests. Students are divided into boys' and girls' junior and senior classifications.

Literary events will include declamation, spelling and one-act plays. Field events will consist of broad jumping, high jumping, chinning the bar, and baseball throwing. Track events include races and relays for distances, varying from 50 yards to a quarter mile. Team events will consist of playground ball and tennis.

Tommy McColium, Hereford coach will be in charge of athletics, judges in other contests are still to be announced.

The day's activities begin with a general assembly in the high school auditorium at 10:00 o'clock that morning, at which time announcements and directions for conducting the several features of the program will be made.

The final events of the day will be presentation of one-act plays in the auditorium that evening at 8:00 o'clock.

"A More Beautiful Hereford" Named Slogan by Workers

Last minute work in getting entrance blanks to those taking part in the beautification plans for Hereford, and the beginning of the preliminary judging, marks the progress made this week.

The judges, R. J. Richardson and Mmes. C. H. Dillohan and J. Walter Spradley, give close inspection of the premises of each entrant before planting work begins, and keep that record for comparison with the same place when the contest closes between the 10th and 15th of next September.

Adopt Slogan.

Under the direction of H. K. Fox, a slogan of inspiration, "A More Beautiful Hereford," has been formed to guide the beautification plans and individual effort during the time of the contest. The slogan committee hopes to see its words as automobile signs, and a general advertising catch-word used by all citizens.

May Still Enter.

Several have reported as not having received entrance blanks, and wishing to take part, and to them, Mrs. Nettie Price Slaton sends word there is still time to enter, and it is the very earnest desire of those in charge that they do so. Blanks may be secured from the chairman of each division, or phone calls to Mrs. Slaton or The Brand will have the blanks delivered.

Much Enthusiasm.

From all parts of the city come

Customers Flock In and Greatly Increase Deposits

Hoarders Unpopular

Lest you forget and begin to feel in your mind that a bit of gold or a few gold certificates stored around the house or in your place of business might help you out of a tight place in the future, the following official communication to Hereford banks from B. A. McKinney, Governor of the Federal Reserve Bank of Dallas, might be of help to you to keep out of that same tight place. This, in addition to the statement of President Roosevelt to the effect that "The hoarding of gold or money in any form is going to be a highly unpopular pastime," should be sufficient.

Governor McKinney's letter:

To the Bank Addressed:

"It is requested that you prepare and forward to us as soon as possible after March 17, 1933, as complete a list as can be made from information you are able to obtain of the names and addresses of all persons who have withdrawn gold certificates or gold coin from your bank since February 1, 1933, and who have not redeposited it in a bank on or before March 17, 1933."

G. W. Brumley In Los Angeles During 'Quake

G. W. Brumley, who was in California with a shipment of hogs at the time of the destructive earthquakes Friday and Saturday, returned home Monday noon, and has many interesting experiences to relate.

He says he though he had a dizzy spell when the shock struck, but when table equipment began sliding from the cafe counter where he was eating, he knew he was not at fault, and someone's cry of "Earthquake!" sent him scrambling out into the streets of Los Angeles along with all others of the ten-story hotel where he was staying.

Mr. Brumley says the sensation was more like that of the rocking of a heavily loaded street car than anything he can recall, but can best be described by saying "the earth was walking around, and moving about."

The first shock lasted for 16 seconds, he says, although the time seemed much longer. Looking down the street between tall buildings, Mr. Brumley says they appeared to be waving like trees in the wind. When decorative ornaments began falling from the buildings, someone called "Everybody inside," and the rush back was just as sudden and complete as it had been coming out. At that time he did not think it possible for anyone to escape alive.

That the destruction was not greater in Los Angeles, Mr. Brumley attributes to the skill with which its tall buildings are made, due allowance for earthquake vibrations being part of their construction.

LEGIONNAIRES VISIT NATIONAL COMMANDER IN AMARILLO FRIDAY

Members of the Hereford Post of the American Legion are looking forward to hearing their national commander, Lewis E. Johnson, in Amarillo tomorrow. Legionnaires will parade there at noon, and various entertaining features will take up the remainder of the day and evening.

State Commander Nesbett will also be in attendance, both he and Mr. Johnson speaking over the Amarillo radios tomorrow night.

Hereford's 12-day bank holiday ended at 10:30 o'clock Wednesday morning when the First National and First State Banks opened for business, on authority from National and State officials.

Lobbies of both institutions were crowded all morning long with smiling, cheerful citizens, eager to do business. While actual figures were not obtainable, it is safe to say that deposits exceeded withdrawals by a wide margin. Officials of both banks, naturally under a terrible strain during the holiday, were relaxed and smiling broadly.

"What a wonderful spirit—and what fine sportsmanship!" exclaimed one banker. "Never before have I seen anything to equal it. Our people took all the inconvenience and all the uncertainty with a smile. They lined up unanimously behind us, as they did during the Great War. Their attitude toward us has been inspiring, and, with the new banking deal the new administration is giving us, we are facing the future in a bigger, and better and more serviceable condition than ever before."

Wednesday's openings ended the most remarkable banking situation in history. "An unreasoning and unjustified fear" had caused the closing of two banks in one state. Others followed, and the governor ordered all banks closed. This spread to other States. And on the very eve of his inauguration the new president faced a country without banking facilities.

Mr. Roosevelt's handling of the situation has electrified the country, destroyed partisan lines for the present, and started an entire nation on an upward and forward drive against depression and stagnation.

It was a huge task to check every bank in the country, but the job is nearly finished, and the great bulk of the Nation's banks are now open. New legislation designed to protect depositors, bank investments, and to prevent future bank failures, has been passed and more is to come. Bankers declare the great bank holiday may prove to have been the greatest financial blessing this country could have received.

Local conditions will be practically normal before the week is out. Legitimate business may be carried on as usual, although unusually large withdrawals will be carefully scrutinized before allowed, and regulations issued by the secretary of the treasury safeguard banks against unwarranted demands.

It was a grateful bunch of bankers who shook the hands of their friends and customers Wednesday. The crisis was successfully passed, and optimism was rampant, not only in Hereford but in the entire country as well.

Demonstration Parade.

Hereford citizens and business people showed their loyalty in a general expressions of good feeling and confidence brought about by the opening of the city's banks Wednesday morning. In seeking an outlet for the exuberance of everyone, thoughts turned to a public demonstration, and under the guidance of several leading spirits, this in a few hours shaped into a parade.

Led by the two school bands, the fire department, American Legion, scores of business people and citizens marched down Main Street and back with the children of the high school and central school. A mass formation at Main and Third Streets was addressed by Judge John P. Slaton, president of the Chamber of Commerce, in a few words of cheer and good feeling that expressed gratitude at the end of the banking holiday, paid tribute to the understanding loyalty of citizens in meeting the past situation, told of the rigid inspection the local banks and their had undergone before

Annual Banquet Brings Usual Good Will Crowd To Help City Celebrate

The annual banquet of the Hereford Chamber of Commerce in the First Christian church last Friday evening served 226 people, nearly all of whom were local citizens. Visitors from a distance included Mason King, W. L. Day, W. J. Beechler, Garford Wilkinson and Don Hunsaker of Amarillo; D. A. Shirk, Fred Wortham, S. H. Condon, Dr. Albert Barnett and Earl Ellistoh, of Canyon; Mr. and Mrs.

(Continued on Page Four)

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

SETH B. HOLMAN,
Editor and Owner.
R. E. KESSIE, Manager.



TELEPHONE 30-NIGHT 406-W

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.

Tips on Taxes
LEGISLATIVE NEWS SERVICE OF THE TEXAS PRESS ASSOCIATION, AUSTIN

Austin.—There is a very noticeable lessening of talk about the need for new taxes in order to balance the State budget within the last few days. Economy moves gained correspondingly in momentum, following the declaration of a bank holiday. This is true, although it was apparent that perhaps a majority of the legislators were sincerely endeavoring to redeem the pledge to reduce the cost of State government 25 per cent.

Chances of a sales tax are generally regarded as having disappeared. There is less talk of an income tax. Automobile license fees are almost certain to be reduced. The Senate is yet to act on a bill adopted by the House providing for a third lower license fees on automobiles and light trucks. The House has voted to reduce the State poll tax to the constitutional minimum of \$1.00. A Senate bill is pending to fix the limit of the State ad valorem tax to 57 cents for this year.

Another new tax measure made its appearance in a bill which would levy a tax of two cents per 1000 cubic feet of natural gas. An exemption clause relieving the first 150 million cubic feet for each producer for each three months, it is claimed, will have the practical effect of relieving Texas consumers of any additional tax burden. The obvious purpose of the bill is to realize revenue from gas exported to Northern and Eastern States.

Natural gas at present pays a gross production tax of two cents. The proposed bill would heavily increase the tax on exported gas. Backers of the bill claim 81 per cent of gas marketed from the Panhandle goes to the North and East. They also claim that the proposed two-cent tax would yield, based on 1932 consumption, more than \$1,700,000 annually, compared with about \$120,000 paid in gross receipts last year.

A State budget of less than \$30,000,000, as compared with an eight year average of \$45,000,000 and last year's figure of \$42,000,000, is in prospect, if reductions recommended by the House appropriations committee is finally approved. Judiciary, eleemosynary and departmental appropriations have been finished in committee. College heads have been instructed to bring in recommendations for 35 per cent reductions in their budgets. Educational appropriations are incomplete.

Efforts to abolish eight State colleges are apparently defeated. The Senate killed a bill to that effect. Institutions to close by the bill were teachers colleges at Denton, San Marcos, Alpine and Nacogdoches, John Tarleton at Stephenville, Junior A. & M. at Arlington, C. A. I. at Kingsville and College of Mines at El Paso.

There were 10,443 beneficiaries of Confederate pensions on the 1932 rolls. Although there have been 12,243 deaths among pensioners since 1924, the number has dropped only from 12,897 to the figure for 1932.

Payments of the Confederate pensions have more than doubled since 1924, figures being \$1,704,000 for 1924, compared to \$3,502,000 in 1932. The increase has come by liberalizing pension requirements and increases in payments to individual claimants. In nine number of claimants deceased, the number of payments in fact, Wells conjures up a

THE FIRST DAY OF SPRING



A LONG TIME AGO IN HEREFORD

(From The Hereford Brand, March 21, 1902.)

With the issue of March 14, the Hereford Reporter ceased to exist, and was replaced by The Hereford Brand, which had been started a few weeks before as a monthly publication devoted to the interest of the Panhandle-Plains area as a whole. The Brand was to retain features of both papers and care for each of the subscription lists.

F. L. Vanderburgh, publisher of the Brand, and some 25 prominent cattlemen of the Hereford territory had attended the Texas Cattle Raisers' Convention in Fort Worth.

Berne Smith of Hereford and a Mr. Reed of Quanah had opened a new meat market here.

P. W. Nudd, proprietor of the Hereford Bakery, had added a new \$250 oven to his equipment.

Robert Brazil, the well driller, was having an addition built to his home.

Hereford baseball player had licked a Canyon team, 14 to 8, in a five-inning game.

Hereford's best orchestra, was composed of W. E. Rush, instructor, W. F. West, C. F. Turk, B. H. Bounds, Frank Tucker, Homer Inman, S. C. Wilson and John Boyd.

In the red at the close of the last fiscal year.

The Comptroller's annual report, just issued, contains some very interesting figures. Tax rolls show horses and mules had an average value of \$18; cattle, \$12; jacks and jennets, \$17; sheep, \$1.79; goats, 94 cents, and dogs \$14. Average value of land was \$9.61 per acre. Since only 5,500 dogs were rendered for taxation, tax assessors might hasten a solution of the tax problem by getting more dogs on the rolls.

The fact that local taxes comprise the greater portion of the tax bill of the average Texan is emphasized by the Comptroller's report. County tax rates average 90 cents for the entire State. The range is from 29 cents to \$2.70. Reeves County has the lowest rate and Duval County the highest. City taxes are also additional. The Comptroller has no record of these purely local taxes.

WELLS WILL TOUR HIAWATHA COUNTRY

Interesting word pictures of present day vacation settings, as well as historical scenes in Michigan and Wisconsin will be offered radio fans Wednesday night, March 22, by Carveth Wells, well-known world traveler, in his regular broadcast for Continental Oil Co. The names of old French-Canadian explorers, such as Pere Marquette and Louis Joliet, find an important place in the descriptions. In fact, Wells conjures up a

Cattle shipments were expected to be heavy, and 214 cars had already been ordered by the several shippers.

The Hereford broom factory had shipped 105 dozen brooms to Tyler.

The Santa Fe was then running the world's largest locomotives on this division, the weight of engine and tender being 394,700 pounds, 70 feet from end to end, including tender, and on a level track this machine could haul a freight train 1 1/2 miles in length.

(From The Hereford Brand, March 15, 1912.)

Three big irrigation engines and pumping equipment had arrived, and were to be installed soon.

In Summit Breezes, it was mentioned that D. C. Laird was at the OYO ranch looking after sheep and to receive a recently-purchased bunch of steers.

Sam Dunn, for 21 years cattle inspector for this section of Texas, had departed for Port Aransas to make his home.

W. T. Womble had been in town, and stated his cattle had come through the winter in fine shape.

John J. Zinser and family had arrived from Michigan, and was planning to farm an 800-acre tract under irrigation methods.

ghostly voice, said to resemble that of Joliet, to tell about the adventures of his exploring party in 1673. The Conoco program may be heard by local listeners who tune in on stations WFAA, Dallas, KOA, Denver, or WOAL, San Antonio, Wednesday night at 9:30 o'clock.

It Is So, Very Often.

"Our teacher talks to himself. Does yours?"
"Yes, but he doesn't realize it—he thinks we're listening."

Doug Fox had returned to Mangum, Oklahoma, where he was holding a responsible position.

Frank Barber had brought over two loads of fine hogs from his home at Dimmitt.

Jeff Gilbreath of Cleo visited in Dimmitt Saturday. He had 200 acres of wheat which he said was looking good.

Rev. Purcer of the Baptist church was unable to conduct services because of illness.

Miss Bessie Sisk, a teacher in Quanah, spent Sunday with her folks in Hereford.

Attorney John P. Staton had been in Amarillo, as had Attorney W. M. Knight.

H. G. Hayes was at work on a complete map of Deaf Smith county.

W. Elmer Dameron was advising voters of the county that he would not be a candidate for County Judge.

C. P. Galley had been in from Castro county.

W. S. Higgins had been severely injured when he fell from the top of a ten-foot ladder.

Captain John H. Boyd had died at Clovis, and the body was shipped to Hereford for interment.

Worth His Hire.

A man visiting an English country town went to the local barber for a shave. The barber made several slips with his razor, and pasted a small piece of paper over the cut to stop the bleeding. When the operation was over the victim handed the man half a crown.

"Keep the change, barber," he said, "it's worth half-a-crown to be shaved by so versatile an artist. Why, you're a barber, butcher and paperhanger, all in one."

Fairview-Palo Duro Items

BY MRS. JOHN BOLING

We had an attendance of 83 at Sunday school Sunday, and more than 100 for church services. Rev. J. M. Dyar preached a good sermon.

Mr. and Mrs. Jess Ford visited in the Jim LeGrand home near Amarillo Sunday.

Mr. and Mrs. L. Shugart of Hereford visited with Mr. and Mrs. Joe Thurmond and family of Dandel and attended church at Palo Duro.

Mr. and Mrs. Bill Floyd announce the arrival of a baby boy born March 11.

Mr. and Mrs. Homer Gyan and family and the John Boling family and T. H. Boling enjoyed a picnic in the breaks Saturday.

Rev. J. M. Dyar visited in the P. A. Brown home the latter part of the week.

Mrs. H. Carter returned Thursday from a visit with her sister near Foss, Oklahoma, where she had been called because of her sister's illness.

Mr. and Mrs. Louis Lee, who formerly lived here are the proud parents of a baby girl, born on March 5.

Burl Oglesby was very ill last week but is better now.

Rev. Dyar was a Sunday dinner guest in the John Boling home.

Strong electrical winds Monday did more damage to wheat.

Mr. and Mrs. John Jordan and Miss Billy visited relatives in Hereford Sunday.

Ward News Notes

BY MRS. W. P. CARAWAY

Geo. Rogers and Frank Stivers returned Tuesday from Chickasha, Oklahoma, accompanied by his mother and Mrs. Peely, his mother-in-law.

Mrs. Sherm Garrett of Ford visited Mrs. E. Selgner Thursday.

Mr. and Mrs. Jap Bray spent Friday night with Mrs. W. O. Miles. Mrs. Bill Hutson visited her sister, Mrs. Jimmie Gardner at Amarillo Wednesday.

Jim and Bob Higgins were in Amarillo Wednesday on business.

Wade Shaw and Hartland Caraway of Dean spent Friday night in the W. P. Caraway home.

Wiley Roberson and family were called to the bedside of his father,

I'm Telling You!

Our roads are still 4 times more crowded than the roads of Europe.



U.S.—8.6 CARS PER MILE OF ROAD
EUROPE—1.6 CARS PER MILE OF ROAD



How will the roads in OUR state be kept in good condition if the road fund (gas tax) is grabbed for other uses?

Every dollar diverted from the Gas Tax means 90¢ LESS for LABOR.

Jess Roberson of Hereford, last Friday.

Mrs. Frank Stivers and son and Mrs. Bill Cole were in Amarillo Wednesday.

Berry Miles and Mr. and Mrs. W. O. Miles visited Mrs. Jim Blagg of Hereford Sunday.

Misses Hughes and Garrett spent the week end with Miss Lucy Fae Brunson of Conway.

Mr. and Mrs. Frank Matthews of Canyon took supper in the W. P. Caraway home Saturday night.

W. T. Robison and family and Geo. Rogers and family were in Amarillo Wednesday.

Mr. Fincher and family and Lucretia Wilson of Hereford were guests of Mrs. Cecil Lady Sunday.

Francis Hutson spent the week end with home folks.

The club meeting, which was to have met with Mrs. Glen Rutter, has been postponed until March 22.

Dorris Lady spent the week end with home folks.

Let everybody be on time for

Sunday school next Sunday at 10 o'clock. Come early and take an active part in the services.

We are to have a Sunday school rally, and Rev. Bennie Harrison of Hollene, and Mr. Hockenbuhl of Clovis and other helpers are expected. All neighboring communities are invited. Let everyone come and spend the day, bringing dinner as we expect to have and old-fashioned basket dinner on the ground.

Great Deed.

In the smokeroom of the big hotel the Scot had been boring everyone with tales of the great deeds he had done.

"Well, now," said an Englishman at last, "suppose you tell us something you can't do, and, by jove, I'll undertake to do it myself."

"Thank ye," replied the Scot. "I canna pay ma bill here."

FOR JOB WORK, TRY THE BRAND

SMART SHOES
In Tune with Spring

—Footwear whose different detail sets it apart from previous modes—whose up-to-the-minute chic is perfect complement for new spring costumes. . . .

—Our recent enormous shipment of shoes offers a selection for every member of the average family in a number of leathers, lasts, styles, colors, and other details.

Ladies' Dress Shoes
An exceptional offering in sandals at prices ranging up from—
\$1.48

Come In and Let Us Show You.

FOX MERCANTILE CO.

Field Demonstration of Pneumatic TRACTOR TIRES

See a Farmall Tractor, equipped with the new Firestone Tractor Tires, demonstrate their superiority over another Farmall equipped with steel tires, each in turn drawing the same implement.

Tuesday, March 21
S. O. WILSON FARM
One Mile Southeast of Hereford, at 2:30 p. m.

Buchanan & Rosson
McCormick-Deering Dealers In Hereford and Eriona.

PHONE 100

PHONE US YOUR DRUG NEEDS 100

Day Or, Night We Are Ready to Serve You!

—We carry all nationally advertised remedies; our druggists are dependable, and we are ready at all times to answer your call.

City Drug Store
The Home of Pangburn Candles.

WOMEN'S PAGE

MRS. SETH B. HOLMAN, EDITOR, PHONE 30.

MR. AND MRS. DICK ROUNTREE ENTERTAIN FRIENDS

Mr. and Mrs. Dick Rountree opened their home on Catalpa Street to a number of friends on Monday night.

Bridge was the popular diversion, Mrs. Velma Dawson winning high score among the ladies, and Geo. Jowell among the men.

Delicious refreshments were served to Messrs. and Meses. Glen Witherspoon, Tom Carroll, John Allen, Onias Carroll, Earl Phillips, Clay Angelo, Ira Connel, Roger Corbett and Willard Witherspoon; Misses Audrey Galbraith and Velma Dawson, Miss Ursulae Fridley, George and Richard Jowell, and W. C. Hromaa.

HOME DEMONSTRATION COUNCIL MEETS SATURDAY

The Home Demonstration Council will meet at the court house Saturday, March 18, at 2:30 p. m. All members are asked to be present.

Mr. and Mrs. Bus Henson visited in Canyon last week with Mrs. Henson's mother.

We Still Have a Good Supply of Texas Grapefruit and Oranges

Wholesale and Retail

Ross Fuller N. C. Vogels

First Door South of Post Office.

DINE OUT ON SUNDAY



—Why fuss with a big dinner and a pile of dishes afterward when we serve Tempting Meals That Are Delicious?

—Come and bring your family—no bother—all you have to do is eat.

THE NEW CLUB CAFE

Try Our Special Steak Dinners.

An Abundance of Electricity

As much electricity as you can use—or as little as you require—at the place you want it and continuous, always-ready, instantly deliverable—no loss of time or energy getting ready, and no inefficient waste when you stop.

Almost limitless—in a flash—and off again just as suddenly, when you wish it.

The cheapest and most versatile assistant at home, in business or for public welfare.

TEXAS UTILITIES COMPANY

BABY CLINIC TO BE HELD MONDAY

Miss Nell Ayers, county health nurse, announces a baby clinic to be held Monday, March 20, from 2:00 to 5:00 o'clock p. m., in her office at the court house.

MISS EDITH SHIELDS ENTERTAINS WITH PARTY SATURDAY

Last Saturday afternoon, March 11, Miss Edith Shields entertained a number of her friends with a White Elephant bridge party at her home on Fourth Street. The white elephant motif was carried out in the table, score pads and table covers. Each guest brought a "white elephant" that was given away after the scores were added, high score for the afternoon receiving the best white elephant, and so on until the last of the gifts were gone. Mrs. Jim Black received high score and Miss Ruth Conkright low.

Dainty refreshments were served to Meses. B. F. Guthrie, Charlie Donald, C. H. Dyer, Jesse Stanford, James Black, Dave McCurdy, J. C. McCracken, B. M. Withshire, B. H. Hopkins, T. E. McCollum, J. M. Posey, Travis Dameron; Misses Dorothy Flanery, Lucille Hicks, Gwendolyn Spradley, Carey Estes, Ruth Conkright, Eunice Gilbreath, Eloyse Pitman, Edna Daugherty, Rachael Shields and Ruby Raley of Vega, and Johnnie Estes.

OTRA VEZ CLUB MEETS WITH MRS. J. M. MURCHISON

Mrs. Jowell Murchison entertained members of the Otra Vez bridge club at her home last Wednesday afternoon. Appointments were carried out in green. High score for the afternoon was awarded to Mrs. Egbert Brady, and low score to Mrs. J. Wallace Robinson. A delicious salad plate luncheon

was served to Meses. J. C. McCracken, Alton Fraser, John Coffee, Roger Corbett, Egbert Brady, A. C. Hales, J. M. Posey, J. C. Parker, Beryl Witherspoon, J. Wallace Robinson, Tom Carter and Emmett Milbrn, who was a guest for the afternoon.

SOCIAL CALENDAR

Meetings of the Week.

Monday.
Intermediate G. A., at Baptist church, 4:00.
Music Study club, next Monday, 2:30 p. m.

Tuesday.
Junior G. A. Baptist church, 3:30.
La Afiliatus Estudio club, with Mrs. G. M. Suggs, 3:00.

Wednesday.
Lottie Moon Circle, at Baptist church, 3:30.
Dorcas Circle, with Mrs. John Schwartz, 2:30.
Methodist Missionary, at church, 2:30.
Auxiliary, Presbyterian church, 2:30.
Presbyterian Missionary, church, 2:30.

Thursday.
Bay View Study club, county court room, 3:00 o'clock.

MR. AND MRS. WINTERROWD CELEBRATE FORTIETH ANNIVERSARY

Mrs. Roy Onstead was hostess Tuesday evening honoring her parents, Mr. and Mrs. J. F. Winterrowd, on their fortieth wedding anniversary. A number of old acquaintances and friends were present to enjoy the happy occasion. Games of forty-two and bridge were played, while some preferred to sing and play old hymns.

Those present were Messrs. and Meses. Ralph Sears, Albert Farris, E. Ramey; Meses. Wells, Edna Sears and A. D. Godwin; M. Higgins, Jess Witterrowd and family, Clarence Winterrowd and family. Lovely refreshments were served, and friends wished many happy returns to the honored couple.

BUSINESS AND PROFESSIONAL WOMEN MEET

The Business and Professional Women met Monday evening in the county court room with Mrs. Reed Williams presiding. Following the roll call, "What makes a good member?" Mrs. Bob Wilson gave a five-minute talk on the "Ten-Year Objective."

Misses Irene Crawford, Frances Fullington and Edith Hosteler gave a very interesting program on Parliamentary Law, Value of Membership and Business, and What the Club Has Done and What It Expects to Do.

Sixteen members and eleven guests were present.

PIONEER STUDY CLUB HAVE ALL-DAY MEETING WITH MRS. P. H. GILLILAND

The Pioneer Study Club met last Tuesday, March 14, in an all-day meeting at the home of Mrs. P. H. Gilliland, with Mrs. J. M. Gilliland and Mrs. P. H. Gilliland acting as joint hostesses.

At noon a lovely covered dish luncheon was served, after which an interesting program was given. The topic under discussion on the afternoon's program was Churches. Roll call was answered by each person present giving a Bible verse. Mrs. P. H. Gilliland gave an interesting talk on "Some Early New England Churches and Customs." "Church News" was ably discussed by Mrs. T. E. Seigler. Mrs. H. G. Conkright gave "The Oldest Church in the United States".

Those present were Meses. R. A. Tynes, O. G. Hill, A. A. Foster, A. G. Bell, H. G. Conkright, T. E. Siegler, F. M. Keester, Carl Gilliland, H. D. Reed, Mack Womble, Bess Turentine, J. B. Jones, Burl France, F. L. Lucas, J. E. Beyer, R. E. Kessle and the hostesses, Meses. P. H. and J. M. Gilliland.

MRS. PATTERSON HOSTESS TO CLUB

The North Hereford Demonstration club met at the home of Mrs. Elmer Patterson Tuesday, March 14, for an all-day session, with eleven members and four visitors present.

The forenoon was spent rehearsing the play, "No Men Admitted," which the club plans to produce in the near future. At the noon hour a delicious covered dish luncheon was served.

After a short business session, Mrs. Effie Brown gave a foundation waist pattern demonstration. The pattern was made for Mrs. Patterson.

The club will hold the next regular meeting at the home of Miss Marguerite Brown on Thursday, March 23, at 2:30.

MR. AND MRS. J. M. POSEY ENTERTAIN TUESDAY

On Tuesday evening, Mr. and Mrs. J. M. Posey entertained the members of the Ace-High bridge club with a delightful party. Seasonal colors of St. Patrick's Day were used in the table, table colors and salad course. Mrs. J. W. Witherspoon won high for the ladies and Frank Mosley for the men.

Those present were Messrs. and Meses. J. W. Witherspoon, and Hubert McEntire; Misses Thalia Parker, Dorothy Flanery, Martha Duncan, Eunice Gilbreath; Messrs. Frank Mosley, Edgar Ireland, Jr., Colby Conkright and Mr. and Mrs. J. M. Posey.

WEST HEREFORD CLUB MEETS WITH MRS. FAIR IN ALL-DAY SESSION

The West Hereford Demonstration club met March 10 in an all-day meeting at the home of the president, Mrs. H. Fair.

The wardrobe demonstrator, Mrs. D. H. Bryant, gave the first points on the foundation pattern. This subject will be continued in the following meeting, which will be held March 24, at the home of Mrs. R. W. Carroll at 107 B Street. All members are urged to be present.

MR. AND MRS. E. RAMEY ATTEND PLAY IN CANYON

Mr. and Mrs. E. Ramey motored to Canyon last Friday night to be present at a play given in the auditorium of the Education building of W. T. S. T. C.

Two of Hereford's ex-graduates were in the cast of players, Oline Ramey and William Hawkins. All the cast presented their parts well and the auditorium was filled to capacity to witness the performance, a three-act play, directed by Miss Esther Root.

Eleven-Mile

BY EUNITA WILLIAMS

Little Don Walker, son of Mr. and Mrs. Buddy Walker, died on Tuesday, March 7, at 10 o'clock. Little Don had been sick the past several weeks with pneumonia. Funeral services were held at the home of his parents Wednesday, March 8. Rev. Lansdowne of Friona conducting the services. Burial was made in West Park Cemetery at Hereford.

Shopping in Hereford Saturday were Bob Finch, Mrs. P. C. Short and daughter, Mr. and Mrs. J. T. Gulna and family, Clayton Stokes, Bill Whitson, Mr. and Mrs. L. M. Turner and children.

Mrs. R. W. Fanning and children left Thursday for Floydada where she will spend a few weeks with her mother.

Mrs. E. M. Green and son, Elwyn, left Thursday for Elk City, Oklahoma, to visit Mr. Green, who is in a hospital.

Don't forget singing will be at the Messenger school house Sunday night, March 19.

Mrs. L. M. Williams and daughters, Mrs. E. M. Jack, Mrs. Chas. Brown and two children, Mrs. Walker, Mrs. Wyly and children attended a program given by the high school boys at Messenger Friday.

Jody Boston spent the week end with his parents at Kross.

E. C. Eubanks of Hereford called at the L. M. Williams home Saturday.

Mrs. L. M. Turner of Valentine community visited the L. M. Williams home first of the week.

Sunday school attendance was light Sunday. Everybody is invited.

—Mrs. Smart announces that both her operators are now graduates, and there will be no more student work.

Permanents

\$2.50 to \$7.50

Oil Shampoos

50c

The Smart Marinello Beauty Shoppe

REPORTER.

to come next Sunday, as a preacher from Hollene will be with us, March 19.

Mr. and Mrs. Bob Finch are staying at the E. M. Green home while they are in Oklahoma.

We regret that Mrs. Dick Myers has pneumonia. She left the first of the week for Oklahoma and is in a hospital at Shamrock.

Little Wanda Walker has been on the sick list the past week.

L. M. Williams and daughter, Estel, were in Hereford Friday.

Mr. and Mrs. F. C. Collett were in Hereford shopping the first of this week.

Dawn Items

BY INEZ MILLER

Messrs. and Meses. Lester Galley and T. N. George attended the chamber of commerce banquet in Hereford Friday night.

Roger George, student in W. T. at Canyon, visited in this community over the week end and assisted in coaching our children for the track meet at Hereford March 25. This school plans to enter all the events in both literary and track.

Miss Mary Chambers spent the week end with friends on a ranch down-state, visiting enroute the J. Frank Norfleet home near Hale Center.

Mr. and Mrs. Jim Hill of Hereford visited the W. J. Stewart home Sunday.

Ray Bowers was an Amarillo visitor Wednesday.

E. M. Rice of Hereford was a guest in the R. W. Botsford home Sunday.

Misses Anna Lee and Laverne Frye and L. Gough of Amarillo were in Friona Sunday.

Loy Smith of Hereford spent the week end in the W. A. Calloway home.

Aubrey Birch of Dimmitt visited the M. H. Bagwell home Monday.

Miss Mary Chambers of Canyon visited the Ira Fleming home Sunday.

Miss Mona Kate Fleming, teacher in the Wyche school, spent the week end with her parents, Mr. and Mrs. Ira Fleming.

Raymond Petzon of Wyche visited in the E. L. Conklin home Saturday.

Freida Geiger spent the week end in the Ray Bowers home.

Mr. and Mrs. M. H. Bagwell and family were guests in the H. E. Miller home Sunday.

Miss Mignon Greer of Hereford visited in the H. E. Miller home Monday.

Mr. and Mrs. W. L. Harris and family visited the O. D. Williams

home at Amarillo Tuesday. Miss Virginia East, visited the Ray Bowers home Sunday.

Mr. and Mrs. W. L. Bagwell and family and Messrs. Coleman and Martin Campbell visited the Ed East home Sunday.

Mr. and Mrs. W. L. Harris and daughter, Jewel, were in Amarillo Tuesday.

Mr. and Mrs. C. L. Conklin visited in the George Conkila home in Hereford Sunday.

Easter Items

BY MISS LOUISE FRYE

Mr. and Mrs. Jay Sanders and nephew visited in Big Square Sunday.

Get highest cream prices at Farmers Creamery Association. 7-11c

Mr. and Mrs. C. W. Frye and family called in the Ray Johnson home at Summerfield Sunday.

Arlice Mobley of Frío spent the week end with Harland Frye.

Misses Martha Medley and Emerald Smith left Thursday for Elida, New Mexico, where they are visiting Miss Smith's brother. He is expected to return with them.

Mr. and Mrs. Harvey Allison returned home last week for a stay in Temple.

Mrs. Harold, son and daughter arrived last week from May to make their home on the Whitfield place.

Mr. and Mrs. Fred Walton went to Portales Sunday to visit her mother.

Tom Jameson and Chas. Montgomery of Amarillo spent the week end in the T. N. Jameson home.

Mr. and Mrs. John Noland and daughter visited in Jumbo Sunday.

Luke Medley returned Wednesday from Abilene where he visited relatives and friends.

Our teacher, Mrs. Bruton has a serious accident when he stuck a spike through the ankle of his right foot.

Mr. and Mrs. W. E. Betts of Clovis were visiting the Carl Frye home Sunday.

How Doctors Treat Colds and Coughs

To break up a cold overnight and relieve the congestion that makes you cough, thousands of physicians are now recommending Calotabs, the nauseous calomel compound tablets that give you the effects of calomel and salts without the unpleasant effects of either.

One or two Calotabs at bedtime with a glass of sweet milk or water. Next morning your cold has vanished, your system is thoroughly purified and you are feeling fine with a hearty appetite for breakfast. Eat what you wish—no danger.

Calotabs are sold in 10c and 35c packages at drug stores. (Adv.)



As a Matter of PRECAUTION!

If you act when the first symptoms put in an appearance, you can usually keep the illness from materializing. Stock up now on cough syrups, cold tablets and liniments.

CORNER DRUG STORE

For Carefully Compounded Prescriptions, PHONE 105

3 DAYS SPECIALS OF NEWEST SPRING ARRIVALS FRIDAY-SATURDAY-MONDAY

New shipments of Ready-to-Wear, just received, that we are going to offer at special prices for three days over the week-end. These garments are brand new merchandise in the latest models . . . snappy new seasonable colors, right up-to-the-minute. They are the best buys we have offered you in years, and we mean just that.

Ladies' and Misses'

Knitted Dresses and Suits

—Stylish new models—just the thing for the coming Spring days—and look at the prices . . .

- DRESSES—
- \$1.95 Values for \$1.69
- And other \$2.95 Values at \$2.49
- SUITS OF SKIRTS AND BLOUSES—
- \$1.50 Values for only \$1.19
- SPRING COATS—
- Late arrivals in pleasing, soft colors
- \$7.95 Models at \$6.45
- \$11.95 Models at \$9.85

Ladies' and Misses Sweaters at Close-Out Prices.

Men's and Young Men's Suits

—Just received, new spring models, all-wool, pleasing new colors and materials, priced as low as—

Young men's models with 22 -inch bottoms at same price. **\$12.50**

In the Famous

Friendly Five Shoes

—We have a full line in all sizes, widths and lasts; also in riding boots.

A Very Complete Line of

WORK CLOTHES

In varying grades, priced as low as— PANTS FOR 98c SHIRTS, 3 FOR \$1.00

D. R. GASS & SON



AROUND the WORLD

IN THE PAST SEVEN DAYS

Thursday, March 16.

Markets generally over the U. S. show marked improvement following re-opening of banks.

Great Britain irate over arrests by Soviet of British subjects.

A peace parley to be held in Rome by invitation of Mussolini, expected to bear fruit and ease tension of various nations.

At Hull, Quebec, six girls were burned to death when a match factory was destroyed by fire.

Reports in Austria that Fascist troops were to be sworn in as emergency police, cause much excitement and dissatisfaction.

Chinese troops reported to have captured town of Hsinfengkuo in Manchuria.

In Tennessee, a tornado killed 34 persons and did untold damage over a large scope of country.

Heavy flood damage reported in various sections of Eastern United States.

Grand jury indictments have been returned against Glen Hunsaker, Ed (Perchmouth) Stanton and an unknown woman, charging them with the murder of Sheriff John C. Moseley on January 23.

Wednesday, March 15.

Treasury order extends income tax deadline to March 31.

France preparing to pay war debt payment, due last December.

Lieut. E. N. Hamilton, army flyer, was killed at Balboa, Canal Zone, when his plane collided with another.

By vote of 316 to 97, the House votes to legalize manufacture and sale of 3.2 per cent beer. The Texas delegation stood: nine for the bill, eleven against.

By a vote of 72 to 54, the Texas House goes on record as favoring local option in Texas.

The Polish Diet ratifies consular convention of a treaty of amity and a commercial treaty signed between Poland and the United States in 1931.

Senator Antonio Garbasso, internationally known physicist and one of the first workers in the utilization of magnetic waves, dies at home in Florence, Italy.

In Guadalajara, Mexico, 41 persons were killed when a high tension electric wire short-circuited and started a fire. Panic-stricken, the audience stampeded to the door, trampling 20 to death, and 20 others came in contact with the charged wire which dropped across a hand rail.

The United States Bureau of Engraving and Printing has started work on \$2,000,000,000 dollars in new money.

Tuesday, March 14.

England lifts embargo on arms shipments to China and Japan.

Giuseppe Zangara, who shot and killed the Mayor of Chicago in an attempt to take the life of President Roosevelt, has been sentenced to die by electrocution at the Florida state prison during the week of March 20.

Following Southern California's destructive earthquakes, authorities take over burden of restoration in the stricken zone, and now have the work well organized.

Monday, March 13.

A motion to dismiss charges against Roy Redd and Leonard Beck, held at Tucuman on the charge of having slain Lee Marshall, has been denied and the prisoners will be held for further investigation.

More than 1,000 Russian fishermen, carried out to sea on an ice flow during a heavy storm, were reported safe, but no details were given.

Two Americans were victims of assaults in Berlin, Germany, Sunday.

Hostilities between Chinese and Japanese troops along border of Jehol appear to be in a lull today.

Miss Kathaleta Hawkins of Amarillo spent the week end with her parents, Mr. and Mrs. D. W. Hawkins.

Want Ads

Wanted

WANTED TO BUY: Cattle, any time, in the country; also trucked-in cattle, at the stock yards every Thursday. T. O. Funderburg, Box 763, Hereford. 10-4p

For Rent

FOR RENT: H. B. Webb home place on West Third Street. Also apartment in duplex. See E. B. Black. 7-2c

FOR RENT: Furnished apartment on pavement, close in. Mrs. W. M. Megert. 9-1c

Lost and Found

STRAYED: Two whiteface calves, weight about 400 pounds, branded 1-horseshoe on left hip. Jim Lipscomb. 10-2c

For Sale or Trade

FOR SALE: Farmall tractor and lister attachment; 4 row cultivator and go-devil, and three-section drag harrow. D. R. Grimes, quarter miles of Westway Store, Hereford. 10-2c

FOR SALE OR TRADE for livestock, a two-row John Deere lister, plow harness, posts and wire. See J. E. Bray, Hereford. 9-2p

BABY CHICKS: Certified A. P. A. chicks; Custom Hatching; Lee's Remedies and Poultry Supplies. Hillside Hatchery, Phone 79. 2-1c

FOR SALE: Fruit trees, grape vines. Just received, at much reduced prices. J. F. Ward, phone 250. 1-0fc

WILL TAKE your old gold for new jewelry at Kester's Jewelry Store. 10-1c

Sunday, March 12.

Senator Robert B. Howell, 68, of Nebraska, died Saturday of a heart attack.

Three Americans and a Spaniard arrested in Spain on a charge of exporting Spanish money.

Farm Organization leaders ask President Roosevelt and Congress to give Secretary Wallace emergency powers to reduce production and boost prices of farm products.

Texas House Friday passed bill remitting penalties, interests and costs on delinquent taxes and permitting the payment of delinquent taxes on the installment plan.

The Japanese government at Tokyo announces that the question of whether that nation and China are to have war or peace is strictly up to the Chinese.

Saturday, March 11.

Zangara, under sentence of 88 years for his attempt upon the life of Franklin D. Roosevelt, given death penalty following demise of Mayor Ceriank of Chicago, hit by one of the bullets intended for President Roosevelt.

Chiang Kai-Shek, ranking general in China, assumes full command against invading Japanese armies.

A dozen French soldiers and 150 loyal natives were killed as tribesmen in French Morocco revolt and turn upon the French.

France has quite a bit to say regarding the possibility that Germany may obtain enough arms to again become real menace to peace among European nations.

In spite of all that has been said the past several days regarding financial problems in the United States, historians say it will not likely draw more than four pages in any history.

Friday, March 10.

After taking most of Jehol Province, Japanese troops reported to be active south of Great Wall of China, and scattered engagements are taking place between the invading troops and Chinese skirmishers in China proper.

Disorders in Germany have involved several American citizens, and the government moves to prevent such indignities in future.

Mrs. Janet Allen Walker, wife of former Mayor Jimmy Walker of New York City, files suit for divorce in Miami, Florida.

Mrs. Franklin Roosevelt spends day in House of Representatives and she did not forget her knitting.

FOR SALE: Lumber and kindling. Ralph Barnett. 9-2c

FOR SALE: 1929 DA Dodge sedan, in A-1 condition; good rubber; been well taken care of. Ray Barber. 52-1fc

FOR SALE: Peanuts and sweet potatoes; will trade sack of peanuts for two bushels of wheat, at Lusk's Filling Station, across north of city hall. 1p

FOR SALE OR TRADE: New and used typewriters. J. M. Murchison, court house. 3-1c

FOR SALE: Strawberry plants. A. J. Schneider, Hereford. 1c

FOR SALE OR TRADE: One of the choice home of Hereford; close to high school, six rooms, modern in every respect; beautiful shade trees; priced to sell, or will trade for Hereford cattle or land. Ray Barber. 2-1fc

Baby Chicks

FOR SALE: Four-year-old saddle horse, \$35.00 cash, no trade. C. J. Borden. 10-3c

FOR SALE: Good milk cow, fresh this month, six lots on 25-Mile Avenue, at \$35 each, or will trade for cows. Jovell Murchison, sheriff's office. 10-1fc

WANTED: To trade automobile worth \$400 for \$200 worth of livestock. Phone No. 2. 5-1fc

USED CARS

Some one has just the car you want and would sell it reasonably; another wants the very car someone else has to sell. A want-Ad in the Brand helps each to find the other.

ANNUAL BANQUET

(Continued from Page One)

rapidly and accurately handled by a corps of nicely trained high school girls appropriately costumed.

Incidental music during the dinner hour was furnished by a group of musicians chosen from the high school orchestra under the leadership of Edgar Pickett, and a mixed quartet selection with encore, was given by Lois and Troys Carmichael and Misses Ruth Marie Mount and Mary Lee Curry.

A simple but very effective color scheme made a fitting background for the general song and thought theme of the evening, "The Rainbow." Very appropriately worded was the song of that title composed by Mrs. B. F. Guthrie and sung in unison to the air of "Battle Hymn of the Republic," by the audience.

Alex Thompson, vice-president of the chamber of commerce, acted as the guiding genius for the program following the repeat, introducing Mason King, public relations representative of the Amarillo News-Globe, who gave the principal address of the evening. Mr. King has been associated with chamber of commerce work in Amarillo and the West Texas Chamber of Commerce, his experience giving him a wealth of understanding and information very beneficial to the region he serves.

After paying a fitting tribute to the banquet, its service and the appropriateness of the decorative scheme of the evening, Mr. King brought to his hearers a timely message of philosophy, sound judgment and good cheer.

"Chambers of commerce everywhere are the mouthpieces of their communities," he said, "and that will be even more true in coming years than in the past. We must carry on in all lines of civic endeavor—churches, schools, public welfare and all things for the good. We will make mistakes—all do—but when it is necessary to be done we must apologize and cooperatively go ahead.

"National, state, county and local affairs get mixed up in politics, but there is always a right way out if we have the courage to follow it. We get criticized for things we do not deserve, by those who do not know and do not trouble to find out; yet refuse to take part themselves just as in the churches, schools and all other civic and public affairs."

In mentioning the \$3,000 allotted to Deaf Smith County from Reconstruction Finance Corporation funds to alleviate unemployment during March and April, Mr. King spoke at length on the saving in the distribution of R. F. C. funds by the working organization of the West Texas Chamber of Commerce and its affiliated cities in 132 counties of the Panhandle and adjoining parts of Texas.

At a cost of but one-half of one per cent of its total, the R. F. C.

funds this winter have been administered to the needy of Texas because the chambers of commerce, already established, furnished distributing agencies and the money went almost entirely to those whom it was intended to help. In other states the cost of administration ran up to as much as 13 per cent of the total funds contributed.

In conclusion, Mr. King referred to the recently renewed clamor for a new state to be made from the northwestern part of Texas, and called attention that the various chambers of commerce in the area will be the leaders and directors in organizing such a state when the time comes.

A second speaker from Amarillo, W. L. Day, secretary of the chamber of commerce, gave an excellent talk on personality that impressed his hearers deeply. From his opening statement of "I believe, under our new administration, better times are in store for us," he talked of trade conditions as affected by the personality of business people, and no doubt many of his hearers experienced a kindly feeling of respect for the problems of those they meet either as customers or as merchants.

Alertness in recognizing business opportunities, courtesy in dealing with business prospects, impartial judging in business dealings, and an honorable integrity in all business transactions were ably discussed by Mr. Day, who related actual experiences to make his points clear.

"We are learning today that making a living is not as essential as enjoying the life we live," he said. "People have been governed by fear, imagining criticism to be harmful. Why shouldn't we be criticized? and why should we be afraid? We are all human, all of us err—the only things to worry about are whether what is said is bad, and yet the truth.

"What we need, and people are learning it more today than ever before, is faith, in our home life, our social contacts and civic fellowships. Let us be assured and confident, realizing that prosperity is not measured in dollars and cents, and that better times are in store for all of us."

Judge Jno. P. Slaton, president of the Hereford Chamber of Commerce, followed Mr. Day, and brought a rousing message of present day opportunities. "All we have been thinking of for the past seven or eight years," he said, "is business."

"How's business?" has been heard on every side, and in every instance the question has been foolish and the answer, whether 'good' or 'bad' has been false. Business is only a side-line of living, an incident along the way.

"Life itself is all that matters, from the beginning of our existence till the time we step off into the Great Beyond. Business is only the traveling bag. Too many times we worry and fret about the packages we carry and lose sight of the road we travel and where it leads."

Judge Slaton compared living conditions to a pall of fresh milk, the true substance still in the bucket and foam standing up above the top. The country did not have the prosperity of a few years ago, but only "paper profits" or imaginary resources that compare with the foam on the milk. The adverse winds of the present financial crisis have blown away the froth, but the whole milk, that solid substance necessary to living conditions, is still in the pail.

"Fresh springs of resourcefulness and courage have been found in our present time, to enable us to go forward, using the solid foundation of permanent assets," said Mr. Slaton.

In an appeal for still better support of the Hereford Chamber of Commerce, Mr. Slaton called attention to the work done by its board of directors, elected by the business and representative people of the community served, and working wholly for the best interests of the greater number. "Some have dropped out in their memberships," he said, "Come back in, and give a helping hand to those who are still carrying on."

Visitors from out of town each in turn expressed appreciation of being present, the remarks of D. A. Shirley, registrar of the teachers' college at Canyon and former principal of Hereford high school, being especially entertaining to those present.

Judge W. H. Russell, who has been critically ill of pneumonia, was present at the banquet and spoke briefly of his pleasure in again being able to meet with friends on public occasions.

The closing remarks of Alex Thompson were singularly appropriate. "We are glad so many of you came tonight, and sincerely hope that from the program we will all be better citizens."

Stork Specials.

Born to Mr. and Mrs.— Clarence McBroom, February 6, boy. J. Aubrey Daniels, February 11, boy. Joe C. Greer, February 22, girl. Gordon-Gold, February 26, girl.

Old Custom Gives Purina Mills Its Famous Symbol

Famous trademarks, like famous men, often evolve from humble beginnings. Such is the fascinating story of one of America's most distinguished business symbols—the Checkerboard of Purina Mills—a familiar design that for nearly 40 years has so prominently identified every bag of livestock and poultry feed manufactured by this international concern, and so familiar to those who visit McLean-Pitman Grain Co.

Known from coast to coast, the Checkerboard trademark traces its origin to a small country store in southeast Missouri. Here in this store—his father's store—worked Will Danforth, the lad who was destined later to become founder and president of Purina Mills. Even at an early age young Danforth showed he had the instincts of a business man. He liked to keep store. When a farmer drove up with the family he would see to it that with dispatch and courtesy, they were supplied with all their needs.

In those days, farm women made the clothes for the family. They bought their calico by the bolt instead of by the yard. Each family had a bolt of an individual pattern. Shirts for the boys and dresses for the girls all came from the same bolt, making it easy to identify the members of any one family by the pattern of the cloth that made up their clothes. It was quite like the Highland clans of Scotland and their plaids.

Each spring and fall, new supplies of dry goods would be received at the store, and always the farm women hurried to town, anxious for first choice. Young Danforth observed how favored were the checkerboard patterns. The largest and brightest checkerboards were always first out of stock. He noted, too, how prominent and distinguishable was this pattern, how attractive.

And so it happened that a few years later when Wm. H. Danforth founded Purina Mills, his memory carried him back to boyhood days and his country store, experience, as he sought a trademark to distinguish Purina products. He recalled the checkerboard calico, its vividness, popularity, snap and four-squareness. Even though several years had elapsed, the checkerboard design still stood out so strongly in his mind that, as he says, it seemed only natural to choose that symbol to distinguish the profit producing feeds and supplements made by Purina Mills.

MORE BEAUTIFUL HEREFORD

(Continued from Page One.) reports of excellent cooperation and added zeal as the time for the contest begins. From South Hereford John Olson, captain, tells of 25 homes entered and more to come. West Hereford, under the direction of Earl W. Wilson, has 50 homes represented; North Hereford, led by Edgar S. Ireland, has 17 entrants, and East Hereford that had trouble in its early organization period, is still without a report.

Final plans of the beautification scheme include the holding of a city-wide flower show just after the close of the contest in September, and holds possibilities of being one of the most interesting and entertaining city-wide features of the year. Mrs. C. H. Dillehay has been chosen chairman of the flower show and further plans for its presentation will be given as the contest progresses.

Attention, Old-Timers.

A book is being compiled containing the signatures of all the pioneers who came to the Panhandle in 1900, or before that date. When completed, the book will be presented to the Panhandle Historical Society, where it is to be preserved for all time.

G. A. F. Parker will take all the signatures for Deaf Smith County, and wants all the old-timers who came to the Panhandle on or before 1900 to give him their signatures and the date they came.

CALLED TO ROSWELL BY DEATH OF SISTER-IN-LAW

Mrs. Herman Shultz was called to Roswell last Saturday by the death of her sister-in-law, Mrs. Spaulin Martin, who passed away in St. Mary's Hospital, following an operation. Burial services were held in Kenna, New Mexico. Mrs. Martin is survived by her husband, who is well known in Hereford, and four small children. Two of the children came home with Mrs. Shultz, and will visit with her for a while.

First Baptist Church

REV. V. M. CLOYD, Pastor. Rev. and Mrs. V. M. Cloyd returned Saturday from a trip to Fort Worth, where he attended a session of the State Board, and other points where they visited relatives and friends.

Word has been received this week from the State Sunday School Board that the work of the local Sunday school, had again been recognized for the sixth consecutive year.

Worship hours will be as usual next Sunday: Sunday school at 9:45, morning worship at 11:00, B. T. S. at 7:00 p. m., and evening preaching hour at 8:00 o'clock, to all of which a cordial invitation is extended by the pastor and the congregation.

Mr. and Mrs. Buford Ricketts of Dimmitt spent Sunday in the home of her mother, Mrs. W. M. Megert.

Creamery Pays \$1,600 Cash to Farmers Here

The paying of cash by the Farmers Creamery, Inc., for the cream brought in during the past week cost the organization \$1,600 in the coin of the realm, according to a report given out this morning.

Had the financial moratorium come at a time of the year for high cream production, instead of immediately following the month of least production, the amount would have been much more.

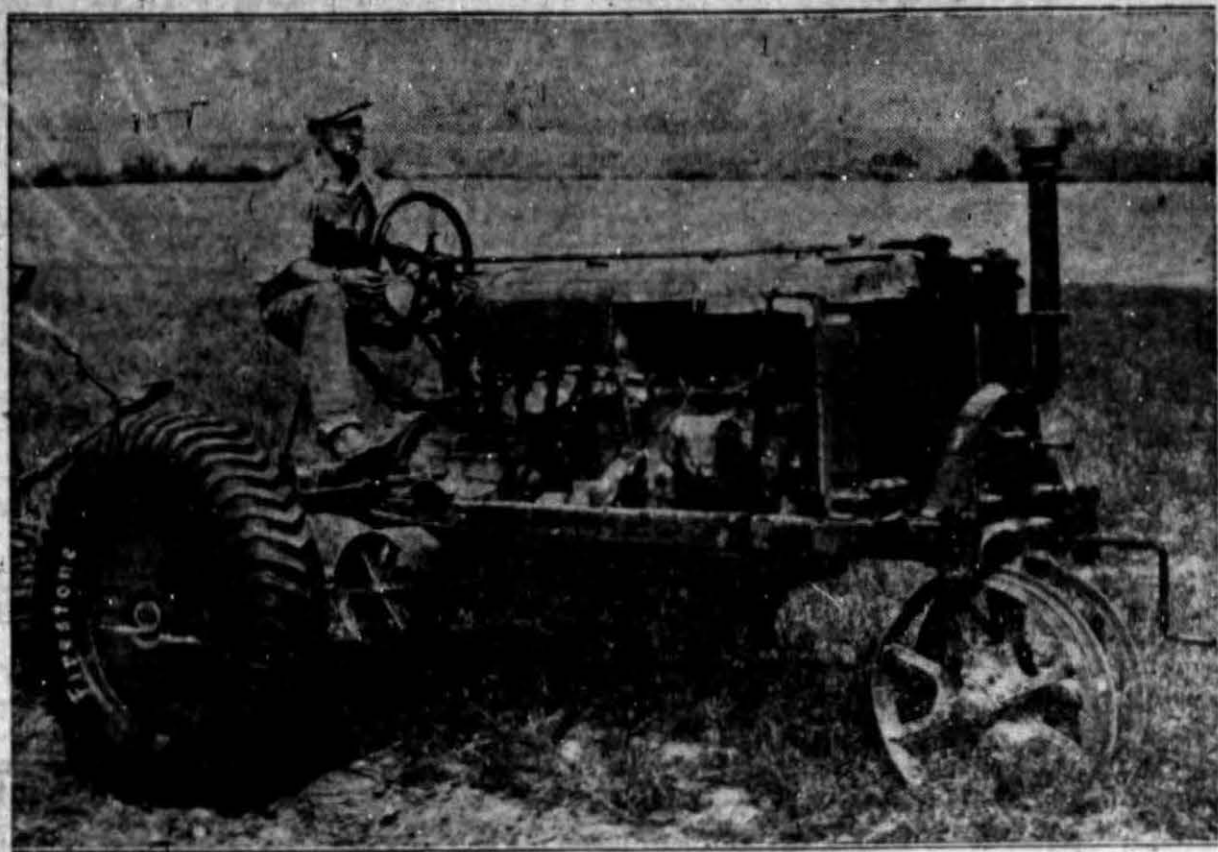
As it was, the \$1,600 paid for 13,500 pounds of butterfat received in seven days, representing 40,000 pounds or 5,000 gallons of cream.

Mr. and Mrs. Frank Daniels of Plainview spent Sunday with their parents, Mr. and Mrs. I. O. Crosthwait.

Texas Market & Grocery. PHONE 353—FREE DELIVERY. SPECIALS FRIDAY AND SATURDAY. SOAP, White Naptha, large bar 3c. Catsup, large bottle 10c. OATS, Crystal Wedding 55 ounces 19c. Green Beans, No. 2, 3 25c. LIMA BEANS, medium size, 4 for 25c. Hominy, med. size 5c. KARO, White Label, quart 19c. SPUDS, 10 lbs 13c. Coffee, Par, 1 lb 23c. MEAT SPECIALS. HAMBURGER MEAT, fresh, lb 5c. Best beef roast, lb 8c. GOOD BEEF STEAK, 4 lbs 25c. Sliced Bacon, nec, lean 14c. Bologna, Minced Ham or Franks, lb 12 1/2c. Pure Hog Lard, lb 5c. PURE PORK SAUSAGE, lb 5c.

THE TIDE HAS TURNED... Better times are near us now, confidence is being restored, and living conditions will become more tolerable. Come in and see the better values we have for you FRIDAY AND SATURDAY. Pumps and Oxfords. Ladies' Pig Skin. New Arrivals, Latest Styles, Per Pair—\$2.98. Black Kid Pumps at \$1.98 and up. EXTRA SPECIAL HOSE AT HALF PRICE—With every pair of shoes we sell Friday or Saturday we will give a pair of hose at HALF PRICE. Men's Shoes. Calf Skin Black Oxfords for only \$1.98. Men's Work Shoes, a Real Buy for only \$1.00. Our Best Grade of Work Shoes at \$1.98. LADIES' SILK HOSE. One lot of Lace-Top, full-fashioned, pure silk hose, in all the new spring shades, pair—69c, or three pairs for \$1.80. One lot of full-fashioned silk hose, per pair 40c, or three pairs for \$1.25. Sprouls-Cronin & Co.

Rubber-Tired Tractor Demonstration Tuesday, March 21



The field demonstration of a McCormick-Deering Farmall tractor equipped with enormous rubber tires, scheduled to be held at the S. O. Wilson home a mile south-east of Hereford Tuesday, had to be called off because of inclement weather, and a new date has been set for Tuesday of next week, March 21, at 2:30 p. m.

School District to Name Board Members April 1

Notices of the coming election of school trustees in Hereford independent district on Saturday, April 1, are being posted this week at the court house and other public places.

Black

BY MRS. J. J. CRAWFORD
The Black Literary Society met Friday evening, with a good crowd present and a fine program.

On Texas Farms

With more than half a million pounds of cured meat and lard in Cottle county smokehouses before the end of the hog butchering season, all records for home pork curing were broken this year, says the county agent.

LOCAL BAPTISTS WILL GO TO LUBBOCK CONVENTION

The First Baptist church of Hereford will be represented at Lubbock on April 3 and 4, when the Baptist Training School and Sunday School Convention for District Nine meets.

Federated Clubs Preparing For District Meet

To make further plans for the coming convention of the Seventh District Federated Clubs to be held here April 19-20-21, a meeting of the local executive board was called Monday afternoon in the county court room.

Public Sale, "Some Day" Next Week

A copy of the Custer City Courier, published in Oklahoma, was brought to this office, so that we might look over the advertising therein. Below is reproduced in part the contents of a "Public Sale" notice:

MANOLOGY COLON IRRIGATION

SPINAL ADJUSTMENTS-VAPOR BATHS

Dr. R. E. Perkins

Office South of High School. Phone 559

OFFICIAL DIRECTORY COUNTY

- Commissioners' Court
G. W. HUMBLE, County Judge and Ex-Officio County Superintendent of Schools
P. J. ROSE, Commissioner Precinct No. 1
W. B. PHILLIPS, Commissioner Precinct No. 2

PUBLIC SALE, "SOME DAY" NEXT WEEK

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INTERIOR OF A NEW VEHICLE OF TRANSPORTATION.



Battle Creek, Mich.—Noise-free and weather-tight is the passenger compartment on board the Autogram. Capable of carrying 42 passengers, it embodies the principles of the airplane, automobile and railroad car.

Mrs. D. F. Bunch Died At Home Here Tuesday

Mrs. Lucy Elizabeth Bunch, wife of the late D. F. Bunch, died at her home in South Hereford Tuesday, March 14, after a period of illness extending from before the time of her husband's death, January 28.

Randall Bailey Counties Fine Drivers, Report

Reports from Randall and Bailey counties tell of fines being imposed upon unsuspecting drivers of motor vehicles that have proved very expensive. Especially in Randall county comes the report of great diligence being exerted to catch motorists, to halt them summarily before court officials, and extract costs that made the culprits gasp.

MATTIE LOUISE LAWHON HAS BIRTHDAY PARTY

Little Miss Mattie Louise Lawhon was the honoree at a lovely birthday party, given at the home of her grandmother, Mrs. George Beams, last Saturday afternoon.

BAPTIST W. M. U. OBSERVES WEEK OF PRAYER

The Baptist W. M. U. observed the Home Mission Week of Prayer each day of last week. Wednesday was spent in an all-day meeting, with a covered dish luncheon.

Notice

The high school band mothers will hold a bake sale Saturday, March 25, at Piggly Wiggly. Everyone is urged to donate in cash or food.

work of the Hereford Fire Department. The property was owned by Mrs. Annie Diebel.

JUNIOR BAND MOTHERS MEET

The Junior Band Mothers met in their regular meeting Monday at the Central school building, and plans were discussed for taking the band to Amarillo for the Music Festival, March 31.

HOSPITAL NOTES

Claude Callen, right leg broken while branding at the Kibbe ranch last Friday. Resting well. Archie Barrett, who was overcome by escaping gas, is doing nicely.

FIRE DESTROYS GARAGE OF BOYD KNOX SUNDAY

Fire, caused by burning trash, destroyed the garage at the Boyd Knox home on East Third Street Sunday afternoon. Nothing else was damaged, due to the excellent

MANOLOGY COLON IRRIGATION SPINAL ADJUSTMENTS-VAPOR BATHS Dr. R. E. Perkins Office South of High School. Phone 559

Come On--- Let's GO! The depression isn't over, but there is a feeling on the part of everyone that we have finally turned the corner, and that a definite up-turn is before us.

It's NEW! BEFORE YOU GET your chicks, come in for we have a real surprise for you. It's a new Poultry Guide that tells you the things you want to know about raising baby chicks into money-making pullets.

Westway Items

BY SUE VAUGHN
Mrs. Katherine Skypola, Mr. and Mrs. Ted Irbeck of Unbarger spent Tuesday in the V. Skypola home.

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

Progressive News

BY OLIVE PERKINS

Arvin Click of White Deer spent the week end with his parents, Mr. and Mrs. J. L. Click. Elizabeth Bowman visited Mary Posey at Hereford Tuesday night. Mr. and Mrs. Cecil Baker entertained a large company of their friends from the Progressive neighborhood and Hereford at a party Friday night. After an enjoyable evening spent in playing various games, refreshments of jello, whipped cream and cookies were served. Mr. and Mrs. W. C. Russell and Edgar spent Sunday with Jasper Cockrell and family at Hereford. Miss Inez Clark of Hereford spent Friday night with Virginia Bowman. Mr. and Mrs. Orpha Click have moved into the first house north of the Clarence Botts home. Literary Society will meet Friday night. Mmes. R. M. Alfred, W. L. Davis and Wm. Kucker called on Mrs. Bowman Monday afternoon. J. E. Blakemore helped his father, who lives at Summerfield, last week. Mr. and Mrs. A. C. Seeton and daughters of Littlefield visited in the Webb home over the week end. Mrs. Seeton is a daughter of Mr. and Mrs. Webb. Miss Olive Perkins called on Mrs. Jake Triefel Friday afternoon. W. C. Russell made a business trip to Amarillo Saturday. Mr. and Mrs. Ira Ricketts both had relatives in the earthquake zone in California. Mr. Ricketts having two sisters, and Mrs. Ricketts two brother, besides other relatives. Mrs. Luther Pevely has a sister living at Santa Anna. Miss Olive Perkins called on Mrs. Fred Oberthier in Hereford Wednesday afternoon. Mr. and Mrs. J. L. Click spent Friday visiting Leonard Click at Hereford. Mrs. Luke McBrayer and daughters spent several days last week with her mother, Mrs. Ira Ricketts. Mrs. Ray Hershey and Mr. and Mrs. Horace Hershey and Sammy Ray visited Mrs. Dudley Buzzard at Mulshoe last week. Forbes Blakemore and his mother, Mrs. Blakemore, of Summerfield visited in the J. E. Blakemore home Sunday. Arnold Hershey and Jim Ricketts went to Amarillo Saturday. Rev. McWilliams filled his regular appointment Sunday. Messrs. A. Gentry of Hereford were also visitors at Sunday school and church services. Mmes. Clyde Russell and Ira Ricketts called on Grandma McBrayer Tuesday afternoon. Mrs. McBrayer is staying with her daughter, Mrs. Tom Baker, in the Westway community, and has been very sick but is greatly improved. Mrs. Opal Hutchinson went to Dallas Sunday to visit her parents and other relatives who live near that city.

Ford Doings

BY LA VERNE MANN

There was an attendance of 47 at Sunday school this week. Dr. Fly of Amarillo was a Ford visitor Sunday. J. J. Gordon of Amarillo visited in the D. S. Larson home Sunday. Dr. O. H. Loyd and Roy were visitors in the E. H. Simpson and Joe Herbert homes Sunday. Mr. and Mrs. Edgar Orr who have been visiting his brother, Bob Orr, left Sunday for Oklahoma City, to visit relatives. Mr. and Mrs. H. H. Hawkins and family of Hereford and the Atchley family of Summerfield visited Mr. and Mrs. H. D. Hill Sunday. Hereford visitors Saturday included Messrs. and Mmes. H. M. Benson and children, George Benson and daughter, F. C. Benson and daughter, Glenn E. Taylor and Mrs. D. B. Mann; Clyde and Geo. Mann. Mr. and Mrs. H. M. Benson and children and Nancy Ann Garrett attended church in Vega Sunday. Mr. and Mrs. J. D. Thompson spent the week end in Mobeetle with relatives. Glen E. Taylor of near Friona

Notice!

TO MARE OWNERS:

"I will stand my stallion, 'Tony' for this season at my farm one and one-half miles south of Hereford. Tony is four years old, dappled gray, good size, and lots of quality. Prices to insure live colts, \$6.00. Mare owners, do not neglect the opportunity to breed your mares—horses are going to be much higher.

J. F. Ward PHONE 250.

Jake De' Cake



Nothing Up His Sleeves But An Omelet



By M.B.

Jumbo News

BY EDNA HALL

spent the latter part of last week in the D. B. Mann home. John J. Rempel of Oklahoma spent Wednesday night on his farm here. Freeman Frazier returned home Wednesday from Oklahoma where he has been visiting. J. E. Hill of Hereford visited the Ford community Monday. Misses Laverne and Euna Mann and Reece Kempsey and Clyde and George Mann visited in the B. G. Shelby home near Friona Sunday. R. W. Stephens, Jr., visited his sister, Mrs. Owen Comingoer, at Fairview Sunday morning. Messrs. and Mmes. Emmett Deavers and Owen Comingoer of Fairview spent Sunday afternoon in the R. W. Stephens home. Dorothy Langley spent the week end with her grandmother near Vega. Mr. and Mrs. H. Climer entertained a large crowd Saturday night. Refreshments of cake, pie, coffee, and cocoa were served. Jack Stephens of Conway spent Saturday night and Sunday in the home of his parents, Mr. and Mrs. R. W. Stephens.

Dean News

By MRS. H. L. HARRELL

Mrs. Arlie Dean was hostess to the Social Study club last Thursday afternoon, with nine members present to whom refreshments were served. Present were Mmes. M. B. Stone, Howard Morrell, Edgar Sowell, T. P. McCollister, Bennie Fulkerson, Clem Friemel; Misses May Mecaskey, Ivy Ragsdale, and the hostess, Mrs. Dean. Mr. and Mrs. Lloyd Harrell and son, Mr. and Mrs. T. P. McCollister spent Sunday with Mr. and Mrs. Clyde Strickland in the Ford community. B. F. and Bennie Fulkerson were in Friona on business Saturday. Mr. and Mrs. M. B. Stone had as guests last week his brother and family. Johnson and Beauford Hutson and J. D. Harrell spent Wednesday and Wednesday night in Berger. Mr. and Mrs. Vanmeter of Vega visited Mr. and Mrs. M. B. Stone a few days last week. The next club meeting will be with Mrs. Clem Friemel Thursday, March 23, and we hope all members will be able to attend.

China. Mrs. Cash gave the devotional, which was very inspirational, followed by an impressive reading by Mary Katherine Sharp. "Ladies Fourth Daughter" was very interesting, and given by Mrs. Sharp, followed by a series of sentence prayers. Two clever games on China, which Mrs. Cash had made were played, and a piano solo was given by Mrs. Ullman Hunter, after which delicious refreshments were served to Mmes. W. A., Sam, Carol and Ullman Hunter, Frank Axe, M. L. Simpson, J. J. Wilder, Albert Schofield, L. E. Beck, Harvey Cash, J. R. Sharp, Miss Mary Catherine Sharp and the hostess, Mrs. H. C. Baird. Everyone went away feeling very much inspired and more determined than ever to do more for missions. Mr. and Mrs. J. W. Berry visited in the J. E. Ramsey home near Dimmitt Sunday. Mr. and Mrs. M. L. Simpson entertained the young folks with a St. Patrick's party Saturday, about 23 young people enjoyed the fun. Addison Hunter and Freeman Curtis attended the fat stock show in Amarillo last Wednesday night. Mrs. Beck was agreeably surprised Tuesday when the high school girls went over and spread lunch with her. Those enjoying the delicious repast were Misses Lucille Dyer, Pauline Matthews, Tincy and Pauline Andrews, Helen Wilder, La Rue and Lavelle Beck. Mrs. Buck Woods of Dimmitt visited in the M. L. Hardy and W. L. Hall homes Monday. Mr. and Mrs. L. A. Matthews visited near Umbarger Sunday. Mr. and Mrs. Wayne Carthol were Hereford shoppers Saturday afternoon.

Here and There BY MRS. C. E. TICE Joe Uowak went to Plainview Tuesday after his daughter, Miss Janie, who had the misfortune to break her arm just before her part. Young Girls Takes Iron Gains Ten Pounds Bertie Grove, age 12, was badly underweight. After taking Vinol (iron tonic) she gained ten pounds. It gave her appetite and rosy cheeks. Children like Vinol. City Drug Store. —adv

delivered some hogs to Dimmitt Friday. Mr. and Mrs. Gordon Engle attended a birthday party at the Andy Thomas home in Hereford last Thursday night. Arthur Logan of Petersburg spent a few days last week with his grandparents, Mr. and Mrs. K. F. Campbell, they accompanying him home and will visit relatives at Crosbyton, Levelland and Plainview before returning home. Sidney Oglesby was in Endec, New Mexico, on business Wednesday of last week. Evelyn Hunter has been out of school the past two weeks suffering from an attack of appendicitis. Mr. and Mrs. Melvin Madden of Summerfield spent the week end with Mr. and Mrs. Henry Kendall. Miss Mollie Jo Roberson of Hereford spent Saturday night and Sunday with Kitty Kloe Harlin. Mr. and Mrs. W. A. Springer entertained a number of friends Saturday night with a forty-two party. Among those attending were Messrs. and Mmes. J. E. Andrews, Henry

Allman, Lester Sparkman, C. E. Tice, D. D. Benson; Misses Ruby, Alma Andrew, Maxine Tice, Helen Jones, Koma and Ruby Hyatt and Ione Lisle of Dimmitt; Weldon Lindsey, Geo. Jones, Henry Andrews and L. L. Sparkman, Jr. Gladys and Margaret Benson. J. F. Ward and Jerry Behrens are terracing 200 acres of land on the Donovan section south of town.

Skin Troubles

Skin troubles can be cleared up quickly and permanently. A new discovery, SKIN-LIFE, brings amazing improvement in first 24 hours. To get rid of blackheads, pimples, oily skin, enlarged pores, itching skin, athlete's foot and eczema, just try SKIN-LIFE Ointment today. This scientific ointment penetrates to the seat of the trouble and healing begins at once. No more no trouble will not stain. Your druggist refunds your money if it fails.

Skin-Life

At all drug stores, or sent postpaid upon receipt of 60c. Skin-Life Company, Shreveport, LA.

Give the Job to Phillips 66 Get MORE FOR YOUR MONEY



"HIGHEST TEST" at the price of ordinary gasoline

You see in this cartoon one of the most sensational facts ever presented in any gasoline advertisement.

If you wonder why we sell this super-volatile gasoline at the same price as ordinary motor fuel... just remember that Phillips is able to give this greater value, because Phillips is the world's largest producer of natural high gravity gasoline.

You pay less for it, because we make more of it. Day in and day out, cold weather and warm, you will actually feel the difference it makes in your engine—more power, pep, and pick-up. More miles and sweeter running. On every score, from instant starting to reduced crankcase dilution, this outstanding gasoline always delivers outstanding performance.

Phillips 66 is honest high test; that's why! Right now its gravity ranges from 65.6° to 80.5°. This gives it 78% more volatility than any other leading gasoline.

And every gallon you buy is matched to your weather by CONTROLLED VOLATILITY, the climax of all Phillips achievements.

We ask you to stop for a trial tankful the very next time you see the Orange and Black 66 shield... because we give you facts and figures in place of confusing claims... because seven million experienced drivers have been won to it solely on merit... because you get higher test and anti-knock without paying a penny of higher price. And while you're at the Phillips Service Station, why not drain and refill with instant-flowing Phillips 66 Motor Oil, the perfect partner of instant-starting Phillips 66 Gasoline!



What is CONTROLLED VOLATILITY?

Everyone knows that weather affects ordinary gasoline, that temperature affects engine performance. Obviously the weather cannot be controlled; so Phillips insures perfect performance by CONTROLLING THE VOLATILITY of the gasoline. Phillips pioneered this scientific method of matching gasoline to driving conditions. Always, it makes full allowance for differences caused by climate and geographical location. Whatever any engine in any city needs, to attain maximum efficiency and ideal performance under its climatic conditions, is exactly what Controlled Volatility puts into Phillips 66.



Also Phillips 66 Ethyl at the regular price of Ethyl Gasoline



A gasoline of U.S. Motor grade at a competitive price



BIG NEWS! This oil lubricates perfectly... even at 62° below freezing

TESTED--

by the FIRES of ADVERSITY

An institution that has weathered the difficulties of the past months may take a pardonable pride in its achievement. It cannot but feel that those principles of business practice responsible for its success are sound. Thus this bank, in view of its past performance, solicits your patronage—confident of its ability to serve you.

THE FIRST STATE BANK



International Sunday School

Lesson

March 19

THE EFFECTS OF ALCOHOLIC DRINKS (Quarterly Temperance Lesson)

Proverbs 23:29; Isaiah 28:1-4 Daniel 5:1-4.

Proverbs 23:29. Who hath woe? who hath sorrow? who hath contentions? Who hath complaining? who hath wounds without cause? who hath redness of eyes? Who hath tarry long at the wine; they that go to seek out mixed wine.

Look not when upon the wine when it is red, when it sparkleth in the cup, when it goeth down smoothly:

32. At the last it biteth like a serpent, and stingeth like an adder.

Isaiah 28:1. Woe to the crown of pride of the drunkards of Ephraim, and to the fading flower of his glorious beauty, which is on the head of the fat valley of them that are overcome with wine!

2. Behold, the Lord hath a mighty and strong one; as a tempest of hail, a destroying storm, as a tempest of mighty waters overflowing, will he cast down to the earth with the hand.

The crown of pride of the drunkards of Ephraim shall be trodden under foot.

4. And the fading flower of his glorious beauty, which is on the head of the fat valley, shall be as the first-ripe fig before the sun-

mer; which when he that looketh upon it seeth, while it is yet in his hand he catcheth it up.

Daniel 5:1. Belshazzar the king made a great feast to a thousand of his lords, and drank wine before the thousand.

2. Belshazzar, while he tasted the wine, commanded to bring the golden and silver vessels which Nebuchadnezzar his father had taken out of the temple which was in Jerusalem; that the king and his lords, his wives and his concubines, might drink therefrom.

3. Then they brought the golden vessels that were taken out of the temple of the house of God which was at Jerusalem; and the king and his lords, his wives and his concubines, drank from them.

4. They drank wine, and praised the gods of gold, and of silver, of brass, of iron, of wood, and of stone.

Golden Text: At the last it biteth like a serpent, and stingeth like an adder.—Proverbs 23:32.

Time and Place: Solomon, who wrote most of the Proverbs, became king of Judah B. C. 1022. Belshazzar's feast in Babylon, B. C. 539.

Introduction. Since the coming of national prohibition and the persistent and strenuous fight against that policy made by those whose financial interests lie in the return of the nation, the political aspects of the liquor question have overwhelmed

all others. It is well to get down to an old-fashioned temperance lesson, dealing with the fundamental evil of strong drink, the effects of alcohol on the body, on the mind and soul, and on society. This is the more necessary because the disappearance of the saloon for more than a decade has caused many persons to forget the harm it did in the bad old days, and has made them easy converts to the spurious arguments of the wets. These verses from Proverbs constitute the classic picture of the physical injuries and ruin wrought by drunkenness. Proverbs 23:29-30.

The Burden of the Drink Traffic. The following was printed before the adoption of national prohibition and is a most conservative statement:

"It may be said that the social burden of the drink traffic is as follows: (1) One-half, fifty per cent, of all severe crime, worthy of prison imprisonment, is declared by our most conservative investigators to be due to drink. Other authorities made it from sixty to seventy-five per cent.

(2) By far the largest amount of arrests for minor crimes, disturbing the peace, assaults, etc., are due to drink. The amount is anywhere from one-half to three-fourths, varying with conditions.

(3) The social consequences of drink-degenerate social conditions, ill health, poverty, inherited (tendency toward moral obtuseness and crime—all these have a direct relation to additional crime."

The Drunkards of Ephraim.

"Woe to the crown of pride of the drunkards of Ephraim." Ephraim, the chief of the northern tribes, is often put for the entire Northern Kingdom. "In a single image of great beauty the prophet describes the picturesque situation of the city, the tone of its society, and its ripeness for judgment. Samaria, with its ramparts of whitewashed streets crowning the summit of a low hill, which rises in the middle of a fertile valley (2 Kings 16:24), is compared to the chaplet of flowers that wreathes the flushed temples of a reveller. "And to the fading flower of his glorious beauty." The drunkard's wreath is already drying up and will soon fall to the ground from its tipsy head. Isaiah thinks of drunken carousing as a fight between strong drink and the user of it, in which the drinker gets the worse of it, and is thrown into the ditch, while King Alcohol rides on triumphant.

The Assyrian Invasion.

"As a tempest of hail, a destroying storm, as a tempest of mighty waters overflowing, will he (this "strong one") cast down to the earth with the hand." The fearfully devastating force of an Assyrian invasion is set forth under three distinct images—a hail-storm, a furious tempest of wind, and a violent inundation—as though so only could its full horror be depicted. War is always a horrible scourge; but in ancient times, and with a people so cruel as the Assyrians, it was a calamity exceeding in terribleness the utmost that the modern reader can conceive. It involved the wholesale burning of cities and villages, the wanton destruction of trees and crops, the slaughter of thousands in battles and sieges, the subsequent massacre of hundreds in cold blood, the plunder of

THE CHURCH WORLD

First Presbyterian Church First Methodist Church

REV. E. P. GIESER, Pastor

Thursday, 7:30, midweek service. An informal service of Bible study, prayer and praise.

Sunday, 9:45 church school, music by orchestra begins at 9:40. Don't miss it. Morning worship at 11. Christian Endeavor at 6:30, topic, "What was Jesus' estimate of human life?" Leader, Herbert Boardman. Evening service at 7:30.

Tuesday, 7:30, orchestra rehearsal. Wednesday, meeting of the Auxiliaries.

Special announcement: All the men of the church who possibly can are urged to be of hand Wednesday morning for a general clean up program of the church grounds. Lunch will be served the workers, those who can bring a shovel, rake or saw—and use them.

all classes, and the deportation of tens of thousands of captives who were carried into hopeless servitude in a strange land.—Prof. George Rawlinson.

Drunken Revelry. This scene in ancient Babylon is typical of drunken functions of all time. We are not particularly concerned about the official position of Belshazzar. He is called the king; it is more likely that he was called king because he was the heir to the throne, the son of King Nabonidus. At any rate, he pulled off a big party, having as his guests one thousand of his lords with their wives and concubines; it was indeed a gala affair.

"Wine flowed freely, with the best leading in the revelry. As his sense of decency weakened, his reasoning courage increased, and he ordered that the golden and silver vessels that his grandfather Nebuchadnezzar had taken from the Temple in Jerusalem be brought forward to be used as drinking cups by his guests. Reason has now departed and irresponsible folly reigns. In the midst of the carousal they shout praises to the gods of gold, silver, brass, iron, wood and stone. The vulgarity of the prince, aroused by wine, asserted itself in the public spectacle of indecency, irreverence and blasphemy; booze is running true to form." "In that night was Belshazzar king of the Chaldeans slain."—Dan. 5:30.

Special Lessons.

"Religion and alcohol are absolute foes. There can be no peace between them. Strong drink is the deadly enemy of the church of God. All churches recognize this fact. As wine comes in, holiness goes out. The fruit of the Spirit comes to a climax in temperance, in self-control. Drunkenness is one of the most prolific works of the flesh. If for no other reason, knowing the immense harm done by strong drink, we should abstain from it for the sake of our weaker brothers, even though we foolishly and mistakenly think it can never harm us. All advocates of the saloon in any form are advocates of a miserable and contemptible selfishness."

It was a dark night and the cyclist was lost. Presently he saw a sign on a post. With great difficulty he climbed the post, struck a match and read: "Wet Paint."

Mrs. Denson Hill of Ford. A group of friends from Westway surprised Mr. and Mrs. N. P. Sikes Sunday with a dinner. Each one present brought their dinner and a lovely feast was enjoyed by Messrs. and Mrs. O. W. Hider and family, H. C. Pierce and family, J. E. Holland and family Mrs. Bess Turrentine and family, Al Werner, Mr. and Mrs. F. H. Houser and Marcus of Hereford.

Daniel News

BY MRS. JOE THURMOND

Mr. and Mrs. J. E. Thomas entertained with a party Saturday night, pupils and patrons of Daniel school attending.

Get highest cream prices at Farmers Creamery Association. 7-4c. Miss Mary Thurmond and Mrs. Patsy Blair of Amarillo spent last Tuesday with Mrs. Joe Thurmond. Mrs. M. E. Buren returned Sun-

day from a several months visit with her son in Oklahoma. Mr. and Mrs. Dave Moore and family spent Sunday with Mr. and Mrs. J. E. Thompson. Mr. and Mrs. Riley Carier and Betty of Amarillo called on Mr. and Mrs. Clarence McBroom Sunday afternoon. Mr. and Mrs. O. L. Shugart and Elma of Hereford spent the week end with Mr. and Mrs. Joe Thurmond and attended church at Palo Duro with them Sunday. Mr. and Mrs. Jack Buren and son of Lockney visited his brother, Mart Buren, Sunday. Ervin Shugart spent the week end with his father, W. L. Shugart. Mr. and Mrs. Sam Griggs and son of Wildorado spent Sunday with her brother, Clarence, and family.

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

Summerfield News

BY MRS. GUY WALSER

Jimmy Gandy of Plainview was a guest of his sister, Mrs. J. R. Oglesby, last week.

Mr. and Mrs. Jim Florey and daughters of Amarillo were guests of Mr. and Mrs. C. H. Churchill, J. D. Storey and Andrew Behrens during the week end.

Miss Nell Ayers, health nurse of Deaf Smith county, visited the school here Thursday morning.

Mr. and Mrs. Andrew Behrens and sons were guests of relatives at Kress last week.

Mr. and Mrs. Ben F. Wilhelm of Amarillo have moved to the place formerly owned by Wayne Murdock.

Walter Norton of Los Angeles has been attending to business affairs of the late W. J. Southun in this community.

Misses Betty Joe and Goldine Kendall spent the week end with Mr. and Mrs. S. L. Walser at Hereford.

Thurman Atchley and Olen Greeson attended the fat stock show in Amarillo, the latter having a calf in the show which won a place.

Fred Behrens of Plainview visited his brother, Henry, here one day last week.

Shade Ratcliff is staying with his sister, Mrs. Adam Flowers, for awhile.

Mrs. Pierce and son of Westway were guests of Mrs. N. P. Sikes last Thursday.

Mr. and Mrs. R. A. Baker and Juanita Jean of Clarendon were guests of Mr. and Mrs. Lee Curry the first of this week.

Mrs. Walter Huntley spent part of the week with Mrs. O. G. Hill of Hereford.

W. M. U. met every afternoon last week in their regular week of Prayer services. They also studied a Mission book.

Mrs. Jay Sanders and children of Easter spent last week with her parents, Mr. and Mrs. Louie Huckert.

Mr. and Mrs. Denson Hill and sons of Ford spent Monday with her parents, Mr. and Mrs. B. A. Atchley.

Mr. and Mrs. Carl Frye and children of Easter were guests of Mr. and Mrs. Ray Johnson Sunday.

Mr. and Mrs. Hamilton Still and daughter spent the week end with relatives at Wilson.

Mr. and Mrs. J. R. Oglesby and children were guests of relatives at Black Sunday.

Mr. and Mrs. Marvin Madden have moved to the place formerly occupied by Mr. and Mrs. Lewis Jay.

Mr. and Mrs. Joe Kendall were guests of Mr. and Mrs. Alva Wilson of Hereford Sunday.

Mr. and Mrs. Ray Johnson attended the fat stock show in Amarillo last week.

Mr. and Mrs. Walter Hawkins and sons and B. A. Atchley and Thurman Atchley and Lee Ray Suttles spent Sunday with Mr. and

BUSINESS AND PROFESSIONAL ABSTRACTS

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.

AUDITOR

PAUL S. CORBETT Accountant and Auditor. Income Tax Service. Office County Court House.

CLEANERS

WEST TAILOR SHOP. MRS. O. F. WEST, Proprietor. Clothes Called for and Delivered. Phone 385.

DAIRY

PRAIRIE DAIRE Grade "A" Milk. Sweetmilk, Cream, Buttermilk. We Deliver Daily. Phone 644.

S. O. WILSON DAIRY. Grade "A" Milk, 10c quart. Phone 8027.

FLOWERS

FLOWERS. See or Phone MRS. J. H. PITMAN. When wanting flowers for any occasion. Funeral flowers given special attention. Phone 157.

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BILL SMITH SERVICE STATION. Corner First and Main. PHONE 168. PHILLIPS "66" PRODUCTS. Car washing and greasing, and road service.

PHILLIPS SERVICE NO. 1. Just East of Court House. Phone 69—All Night Service. Specialized Greasing, Tire Repairing and Road Service.

GLENN SNYDER Service Station. Southwest of Court House. Texaco Certified Lubrication.

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

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INSURANCE. JNO. H. PATTON. PHONE 50.

INSURANCE BONDS. HEREFORD INSURANCE AGENCY. John McLean, Manager.

DIRECTORY INSURANCE

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LUNCHES

If it is Meat, Bread or Milk You Want, We Have It at the EVER READY LUNCH. Open Early and Late.

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NEW MEAT MARKET. In Carlyle Grocery. Fresh and Cured Meats. W. M. BELL, Proprietor. Appreciate Your Trade.

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PRACTICAL MALE NURSING. In homes, reasonable charges. Phone 277 or see me at my home. LEONARD KNOX.

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Get Your Plumbing Supplies Here! ROUNTREE PLUMBING AND HEATING. Phone 160.

PHYSICIANS

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

DR. T. L. MORGAN. Physician and Surgeon. Buckner-Lambert Building. Office Phone 462. Residence Phone 463.

SECOND-HAND

D. M. RAYZOR. Second-Hand and Custom-Made Furniture. Try and find anything of wood I can't make or repair. Located in Dunlap Building. THE HEREFORD BRAND. For OFFICE SUPPLIES and JOB PRINTING.

Cook With Gas FOR SPEED SAFETY COMFORT ECONOMY EFFICIENCY. West Texas Gas Co. Symbol of Dealer.

"Central" sends help to a Frantic Mother



Jimmy Ratliff, 12 years old, went fishing with his chum. They took the little .410-gauge shotgun saying, "Gonna kill us a rabbit for bait." There was a report from the gun at the pond, a quarter of a mile from the house. Jimmy was shot... hurt badly. A frantic mother ran to the telephone... "Central! A doctor quick!" Lucy Adams, at the switchboard, called the doctor's office. He wasn't in. She rang the telephone at his home, and he wasn't there. She tried the cafe, and located him. Within five minutes the doctor was speeding toward the Ratliff home. The little boy was weak when the doctor arrived. He dressed the wound... sent Jimmy to the hospital. The boy is out playing again now.

Twenty-four hours of each day the telephone is ready for your calls. Whether it be for the doctor, to get the price for eggs or cream, to order a part for a machine, or to visit a neighbor... the telephone pays its way. You can buy few things which cost so little and are worth so much. A true story. SOUTHWESTERN BELL TELEPHONE CO.

Have Money GET AHEAD. NO matter how much money you make, it is what you SAVE that counts... not what you SPEND. Saving is as important as earning. INCREASE your bank balances. START SAVING REGULARLY NOW. We Welcome YOUR Banking Business. THE FIRST NATIONAL BANK HEREFORD. A Strong Bank Thoughtfully Managed. MEMBER FEDERAL RESERVE SYSTEM.



JUST-RIGHT CHICK STARTER. "WELL BEGUN IS HALF DONE". That old adage is most emphatically true when it comes to baby chicks. The very start they are given in the first few days, and the feeds they receive as they grow have almost everything to do with their strength, vigor and productiveness as adult birds. JUST-RIGHT STARTER is specifically compounded of the necessary materials in exactly the right proportions to give baby chicks proper development. WEST TEXAS FEED and SEED COMPANY. Phone 265.

LOCALS

Mmes. Walter Browne, Ted Neely and Henry Gooch of Amarillo visited Mrs. Seth B. Holman last Friday.

Mr. and Mrs. J. Hoyt Lewis of Ada, Oklahoma, are visiting this week in the home of Mrs. Lewis' parents, Mr. and Mrs. J. H. Wilson.

STAR THEATRE

Hereford, Texas

Last Time Tonight
THURSDAY, MARCH 16

A thrilling drama of flying, featuring Evalyn Knapp, James Murray and Thelma Todd—

"AIR HOSTESS"

A fine picture at the low price of two admissions for 1 cent more than the price of one.

FRIDAY - SATURDAY
MARCH 17-18
With Matinee Saturday.

A big program, chuck-full of lively entertainment—

"Devil Is Driving"

Starring a Big "Cast!"

Last Chapter of

"Hurricane Express"

and Second Chapter of

"Jungle Mystery"

ALL FOR 10c

SUNDAY MATINEE
ONE DAY ONLY
MARCH 19

Beginning at 1:00 P. M.

A Superb Reproduction with sound effects of

"Birth of a Nation"

See Wallace Reid Again!

ADMISSION 10c and 15c

Monday and Tuesday
MARCH 20-21

Light Opera in the Talking Pictures Production of

"Madame Butterfly"

Featuring Sylvia Sidney Cary Grant and Charlie Ruggles

Wednesday - Thursday
MARCH 22-23

A really big picture we are playing as a 1c Feature

"The Washington Merry-Go-Round"

Ladies Spring Coats, new shipment at low prices—\$7.75 up. Popular Store. 1c

Mr. and Mrs. S. I. Booser and little daughter, Judith Wilson, of Amarillo spent Sunday with Mrs. Booser's parents, Mr. and Mrs. J. H. Wilson. This was little Miss Judith's first visit with her grandparents, and numerous friends of the family called to see her.

5.25-21 Brunswick Sentry tire only \$8.25. At RICE'S. 1c

Mrs. Carrie Cunningham, of the Cunningham Floral House of Amarillo was here Monday attending to business and visiting friends.

Try our Mexican Enchiladas. Ike's Cafe. 1c

Mr. and Mrs. N. C. Vogele spent Sunday in Canyon.

J. Ray of Amarillo was in Hereford Monday on business.

J. L. Rountree of Memphis is visiting his daughter, Mrs. M. A. Henson, this week.

Mrs. B. L. Branson is convalescing in the home of her son, G. F. Branson, in Amarillo after an illness of pneumonia.

Full line of Mens and Boys' clothes, caps, hats, oxfords, etc., all at prices hard to duplicate. Your Dollar Goes Further at the POPULAR STORE. 1c

Mr. and Mrs. J. F. Hickman and son, Robert, who live in the north part of the county, spent Sunday in the home of Mr. and Mrs. W. F. Gillis.

Business is not wonderful at Rice's. Of course not, but it is good. The reason is Brunswick INSURED tires and Rice's Instant Tire Service. 1c

Mr. and Mrs. J. C. Parker visited in Amarillo Sunday.

Merchant's Luncheon, only 25c Ike's Cafe. 1c

Mr. and Mrs. L. A. Ricketts and son, L. A., Jr., of Dimmitt visited Sunday in the homes of their daughter, Mrs. L. L. LeGrand, and mother, Mrs. N. M. Patton.

Mr. and Mrs. Fred Collett who live in the northwest part of the county, were shopping in Hereford Tuesday.

4.40-21 Brunswick Sentry only \$3.75 at RICE'S. 1c

Don't wait for "times" to get better. Start buying and make "times" good. Buy those needed tires now. Our 20 per cent discount on Brunswicks makes them the cheapest ever, and besides they are INSURED against ACCIDENTS free by RICE. 1c

Mr. and Mrs. C. O. Wilkins and children and Mrs. Homer Henslee visited over the week end in Lawton, Oklahoma, with relatives of Mrs. Wilkins.

Mr. and Mrs. L. F. Dyer visited Mrs. Dyer's daughter in Raydon, Oklahoma, last Sunday.

Our Special Dinners are delicious—only 40c. Ike's Cafe. 1c

Mrs. D. K. Robison is visiting this week in Claude with friends and relatives.

Misses Rachael Shields and Ruby Raley of Vega were guests of Miss Edith Shields last week end.

Mr. and Mrs. N. E. Gass spent Sunday in Canyon visiting with relatives.

Mr. and Mrs. J. Wallace Robinson and family were in Panhandle Sunday.

Those Jumbo Ready-Cut tube repair kits at RICE'S won't last long at our special price of 35c. 1c

Mr. and Mrs. Carl Gilliam and Mrs. Harry Sherrick spent the past week end with Harry Sherrick in Raydon, Oklahoma.

Mrs. Lillian Gabbert, who has been in Hollywood, California, for the past several months, will return to Hereford this week, according to a letter written friends here. Mrs. Gabbert reported the earthquake in Southern California as rather terrifying.

Only \$4.65 for a 4.75-19 Brunswick Sentry tire at RICE'S. 1c

Mr. and Mrs. J. Walter Spradley and son, Charles, left first of the week for Dallas where Mr. Spradley was called on business. They will also visit relatives while there.

NOTICE

My farm, described as North-west 1/4 of section 04, block K-3, has been taken off the market and is not for sale. L. F. Borden. 1c

Mrs. E. Speegle has returned from a several days visit with her mother in Corsicana. Her mother returned home with her for a visit.

Judge Jno. P. Slaton, chamber of commerce president, is moving his law offices this week from the Newell building to the Buckner-Lambert building.

Miss Gladys Siegler returned home this week from Clovis where she has been conducting a dramatic class.

Home Owners Would Prevent Unjust Action

The organization meetings being held over the whole country to form associations seeking to prevent unwarranted foreclosures of property, has effected a Deaf Smith county organization with a number of supporting community groups. The working plan and purposes of the ideas has been published for the benefit of those who may wish exact information or to save a copy of them.

"Expensive, wasteful and unconstitutional methods of exchange, domination and fixing of prices of agricultural products are a constant menace to the farming and other interests of the Nation.

"To eliminate these conditions and restore to the farmers and other home owners their constitutional rights as American citizens, we have organized the Farmers and Home Owners Protective League.

"Purposes: To establish justice, get a fair price for agricultural products, and make the farmers' dollar equal in purchasing power to any other dollar.

"To discourage the foreclosure of mortgages under present conditions and use all lawful means to prevent further confiscation of homes and other property.

"To bring farming up to the standard of other industries and business enterprises.

"Not to evade the payment of any honest and just debt, but to prevent confiscation and unjust price-making so debtors can meet their obligations.

"Membership: Any citizen of the United States, who believes in a Supreme Being of industries habits, of good moral character and subscribe to the purposes of this organization and agree to aid in carrying out its principles may become a member by paying the dues provided in this constitution.

"By-Laws: State, county and precinct leagues may adopt by-laws and rules to govern their affairs, not in conflict with this constitution.

"Annual Dues: The annual dues shall be one dollar and divided as follows: Fifty cents to the Farmers and Home Owners Protective League and fifty cents to the Farmers Protective League of America to be used in testing the constitutionality of exchange domination of prices of farm products."

DR. AND MRS. T. L. MORGAN AT HOME IN DEVINEY HOUSE

Dr. and Mrs. T. L. Morgan have moved from their apartment in the Buckner-Lambert building to the former Roy Deviney home, located at 205 Gough Avenue.

If your car jack or pump won't work don't fuss. Call on us and buy a good one. At RICE'S. 1c

STREU HARDWARE HAS BLUEBONNETS IN WINDOW

An unusual sight for Panhandle citizens is that of Bluebonnets, the state flower of Texas, growing, yet Streu Hardware has a pot of them blooming in a display window. Bluebonnets are not hard to grow, according to Mr. Streu, who has a bed of them at his home each summer. The plants are annuals, coming from seed, but he says he believes they will reseed themselves from year to year with but little attention.

Judge Renner Compliments Cheese Makers

At the cheese show held Saturday afternoon at the Skelton Variety Store, much interest was shown when Prof. Renner judged the cheese, butter and milk.

"The outstanding feature of the cheese show was the butter," said Prof. Kenneth M. Renner, of the Texas Technological College, "and the quality was the best of any farm cheese I have ever tasted."

"In respect to the American cheese one sample, made by Mrs. Cannon, was above the average, it being the best farm cheese I have ever judged, and I have judged over 500 farm cheese. Four of the cheese entered were of very good quality. The percentage of poor cheese is very small. All of which shows the demonstration club work in the county was and is being carried on a plane above the average."

Cheese, perfect score 100. Ripe Cheese, Mrs. L. L. Cannon, 91; Mrs. John B. Davis, 88.5; Mrs. J. H. Landers, 88.5; Mrs. G. C. Hartman, 87.5.

Green Cheese: Mrs. J. E. Holland, 87; Mrs. G. C. Hartman, 86; Mrs. Jerry Behrens, 85.5; Mrs. B. E. Roberson, 83.

Sandwich Cheese, no score; Mrs.

H. M. Mobley, Mrs. Mack Dixon. Cottage Cheese: Mrs. Bea Turrentine, 92; Mrs. J. B. Harlin, 90; Mrs. Geo. Bippus, 89; Mrs. C. E. Tice, 88.

Butter, perfect score 30 points: Mrs. Lee Curry, 92; Mrs. W. A. Springer, 92; Mrs. Jack Roberson, 90.

Milk, perfect score 30: Mrs. W. A. Springer, 27.5; Mrs. Leo Williams, 27.5.

The county home demonstration wants to thank Mrs. Landers and all club members who helped to make this cheese show a success, and especially do we thank Mr. C. A. Skelton for his generosity in letting us meet at his store. The beautiful music was appreciated also. We hope to have a bigger and better cheese show next year. All who are entering the Panhandle-Plains show to be held at Plainview April 11-12-13 can send their cheese to the demonstrator, Miss Julia Kelly.

Rev. M. J. Johnson and family of Tucuman, New Mexico, were visiting friends here this week, while enroute to Erick, Oklahoma, where Rev. Johnson will be pastor of the First Christian Church.

Mmes. H. Lomas, B. R. Dixon and William Bell spent Wednesday in Amarillo.

The Lillian Hundley Circle will meet next Wednesday with Mrs. J. G. Evans, at 2:30.

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

Music Festival Date Fixed As March 30 and 31

The annual music festival contest to have been held in Amarillo this week has been postponed for two weeks and will be held March 30 and 31, and April 1.

Both the high school and junior bands of Hereford will take part, as will also the orchestra, and a number of individuals and groups in instrumental and vocal numbers.

SUMMERFIELD ORGANIZES TO PLAY BASEBALL

Summerfield baseball fans gathered at the mercantile store Monday night for a talk fest and lay plans for a baseball team this summer. Alton Lookingbill was chosen manager again for this year, and Joe Story elected playing captain, and the first practice set for 2:30 p. m. today.

Plans are also being laid to organize a six or eight team league to be composed of teams from Adrian, Vega, Wildorado, Canyon, Summerfield, and other towns in this section of the country.

The Loyal Workers Club will meet Friday afternoon at the F. O. O. F. Hall.

FOR JOB WORK, TRY THE BRAND

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Ambulance Service—Day or Night
Hereford, Texas

PIGGLY WIGGLY

Specials Friday & Saturday

CELERY Jumbo size 10c	CRACKERS 2 pounds Saltine 22c
ORANGES Sweet and juicy, dozen 12 1/2c	GRAHAM CRACKERS Or Ginger Snaps (Jig-saw puzzle free) 15c
PEACHES Or Apricots, Mariposa, No. 2 1/2 12 1/2c	BAKING POWDER Clabber Girl, 2 lbs 22c
 RAPIDO Biscuit Flour, pkg. 30c (With bread Pan Free)	KRAUT, No. 1 size HOMINY, No. 1 size CORN, No. 1 size PORK-BEANS, No. 1 size PEAS, black-eyed, No. 1 EACH \$1.44
PINEAPPLE No. 1, sliced or crushed, 3 for 23c	TOILET SOAP Creme Oil, 10c size 5c
WHITE KING Washing powder (kite free) large 29c	COMPOUND Swift's Jewel, 8-lb carton 44c
RAISINS 4-pound package 25c	SOAP P. G., 5 bars for 13c
 Firm, Crisp Head 5c	CLEANSER Lighthouse, 3 for 10c
	COFFEE Lady Alice, package 17 1/2c
	RICE Full head, 5 lbs 18c
	CATSUP 14-Ounce bottle 10c
	Nice Dozen 22c
STRING BEANS Three No. 2 cans for 25c	PEACHES Dried, 2-lb package 15c
SYRUP Pancake, gallon 52c	TOMATO JUICE Monarch, per can 8c
PRUNES Dried, 2-lb package 15c	PEP Kollogg's, 3 packages for 25c
POST TOASTIES Regular Size 10c	WhiteSwan Coffee 1-lb glass jar 31c 2-lb glass jar 60c
ASPARAGUS No. 1 size, picnic 14c	PALMOLIVE BEADS Per package 5c
SPINACH No. 2 can 9c	CORN MEAL 10-pound sack 16c



HAMBURGER MEAT, fresh, pound 8c
SAUSAGE, pure pork, country style, lb 8c
GOOD STEAK, four pounds for 25c
BEST BEEF ROAST, lb 8c
MINCED HAM, BOLOGNA or FRANKS, lb 12 1/2c
PORK ROAST, lb 10c
CHILL, fresh, home-made, lb 12 1/2c
PINKNEY'S SLICED BACON, pound 14c

We Are Open For Business

And take this opportunity to heartily thank our patrons for the splendid spirit of cooperation given us during the National Banking Holidays.

Hereford's business men and citizens so unselfishly shared the unprecedented conditions that the essential business of the city was carried on with commendable smoothness.

We have joined the great army of OPTIMISTS, headed by the greatest National Leader since Woodrow Wilson. We are depending on your continued confidence, and together, we will keep the AMERICAN DOLLAR in its rightful place of leadership.

The First State Bank

The First National Bank