

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

33rd Year—Number 16.

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Five Cents Per Copy.

ONLY HIGHEST TYPE OF GIN TO BE BUILT Federation Convention Most Successful In District History

Amarillo Host Next Year; Mrs. Tynes Vice-President

The annual convention of the Seventh District Federation of Women's Clubs brought to the close of its three-day session in Hereford last Friday, climaxed a year of preparation with a program and its presentation that surpassed any attempt ever made by a hostess city in the 12 years since the origin of the district. This was the report repeatedly heard on all sides from the hundreds of delegates, officials and visitors present.

The federated women's clubs of the Seventh Texas District will meet next year in Amarillo, the invitation being extended by representatives of that city at the Friday session. Mrs. W. P. Avriest of Lamesa was elected president for the ensuing term, which has been changed from two to three years length; Mrs. S. E. Fish of Amarillo was elected first vice president, and Mrs. E. A. Tynes of Hereford elected second vice president.

Three hundred forty registered with the secretary and credentials committees for attendance and work. More than 200 of them came from beyond Deaf Smith County, some as far as the farthest confines of the state.

So quiet and orderly was the program of work arranged and so closely did the convention adhere to its plans that many Hereford people were not aware so many distinguished guests were here. Work was the order of things, and the federation groups were rushed to finish that which was before them in order to have time for what followed.

The degree of perfection attained in holding the convention can only be accounted for by the extraordinary cooperation given by every interest affiliated in any way with the preparation for and presentation of the program. So many phases of necessary work were needed that responsibilities lay heavily upon committees and individuals, and if any of them had failed it would have taken greatly from the successful heights reached by the convention. Community clubs of the county rendered phenomenal service by taking active parts of leadership, bringing supplies and assistance without which the perfection attained could never have been achieved. If ever the city and county were united by groups and individuals for intensive cooperative effort to accomplish definite results, it was during the federation meeting.

Entertainment time was limited. Except for the tea given at the home of Mayor and Mrs. E. B. Black, no strictly social functions were had. The two night programs in the high school auditorium were parts of the regularly planned order of all seventh district federation conventions. They were open to the public and brought to the city talented artists and speakers, any of whom would ordinarily have been of sufficient interest to attract a large audience. Beside local talent, there appeared on the two evening programs Dr. J. A. Hill, president of West Texas State Teachers College; Dr. Bradford Knapp, president of Texas Technological College; Wm. Russell Clark, poet, of Memphis, and competitive singing between choruses of ladies voices from Pampa, Hereford and Ferris, which won in the order named.

Special mention is due Edgar Pickett, local musician who appeared on both evening programs. Wednesday his selections were played on a vibra-harp, a wonderful instrument with bell-like tones vibrated from electrical pulsations to add charm to the beautiful music he played. Thursday he appeared as a pianist, his preferred and natural role, and he again

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CLUB OFFICIALS EXPRESS THANKS FOR LOCAL COOPERATION

We wish to express our sincere appreciation of all those who so liberally contributed to the entertainment of the city's guests during the convention of the Seventh District Women's Clubs last week.

Our thanks go wholeheartedly in praise of the work of our general chairman, Mrs. Bob Wilson, and of all committees with their particular responsibilities who have worked so faithfully to make our program the success it proved to be.

Especially do we voice our appreciation of the assistance given by all who so graciously entertained our visitors in their homes; also the various organizations and individuals who helped in any way to make the stay of our guests pleasant and the convention so profitable.

No one could have asked for better cooperation than we received—we are thrilled with the loyalty of those about us who responded in every helpful way they were called upon.

The words are simple, but we want them to mean so much when we say: "We Thank You!"

The Officers of the County Federation of Women's Clubs.

Furr Food Store To Move to New Location Soon

Furr Food Stores announce the removal of the Hereford store to new and larger quarters, in the building formerly occupied by the Fox Mercantile Co., located at 214-216 North Main Street. Reason given for this change is that the large increase in business which has been experienced by this popular grocery store, plus desire to render customers every possible facility and convenience, has made

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Flower Planting Season Said To Be At Its Best

Little was done last week on the promotion of flower planting and beautification plans because of the turning of all attention to the entertainment of the federation convention.

Intensive efforts are revived this week to encourage the setting out of flowering plants and decorative shrubbery to improve the appearance of the city during the coming summer and fall.

A list of flowers and plants most hardy in this territory, with their time of flowering and color of blossoms will appear in next week's Brand arranged in tabular form in order that citizens may clip out the information and paste it on cardboard for future reference.

The dahlias and gladioli enthusiasts are putting out their plants this week in anticipation of gorgeous beauty for the later summer and fall months.

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Graduates Honor Wilma Jo Jones, Paul Coneway

Miss Wilma Jo Jones and Paul Coneway will be class representatives of Hereford high school seniors this year.

They, as valedictorian and salutatorian of the class of 1933, were selected by the class Wednesday of this week. In keeping with the plan adopted last year, the class selected the two from the five ranking highest on a point system that is based on class grades and participation in the various student activities, such as speaking contests, library work, office work, athletics, band, etc. The points given are not the final record, but the award of medals will be based on complete records for the year. The selection of these representatives by the class does not affect the selection of honor graduates which is based solely on grades made during the senior year.

The points made by the five whose names were submitted to the class were Wilma Jo Jones, 210; Billy Ross Phillips, 195; Homer Mendice, 182; Katherine Miller, 164, and Paul Coneway, 157. Honorable mention also might be made of Peggy Mitchell, 149, and Sherman Morgan, 146.

The student of the high school who makes the highest number of points during the year, in addition to receiving a bronze medal, is designated as "Highest Honor Student," and the name placed on the "Hereford School Honor Shield."

Senior Play to Be Given Friday Evening, April 28

The annual play of the high school graduating class, "No Trespassing," will be given tomorrow evening, Friday, April 28, at 8:15 o'clock. It is a three-act comedy-drama, strictly for entertainment purposes, designed to bring pleasure and laughter to its hearers.

Ten persons are going to get free passes to "No Trespassing" if they catch the packets released from an airplane over Hereford this afternoon, there will be a pass in each one of the envelopes dropped, according to plans announced Tuesday.

The parts are played by members of the senior class who have taken the course in public speaking, coached by Miss Irene Crawford, instructor in English and public speaking.

Mrs. Palmer (Betty Ruth Pickett) is a good natured scold and

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Last Week To Render Homesteads

County Tax Assessor Mack Beach is issuing warning that this is the last week renditions for state taxes may be accepted in which the provision for exemption for homesteads is permitted. The homestead exemption law was made part of the Texas constitution by a vote of its citizens last year, but April 30 was set as the final date on which rendition of property for state taxes could be made and claim the exemption. It applies to homes and may under certain conditions save citizens from paying state taxes on \$3,000 valuation on their homes.

Art Exhibit Here Gets Attention of Many Visitors

An interesting and beautiful part of the federation convention last week was an exhibit of paintings, crayon work and etchings by artists of the Panhandle placed in a room adjoining the Baptist church auditorium, and presided over by Mrs. C. E. Palmer of Amarillo.

It is to be regretted that more Deaf Smith County people did not know such an exhibit was being made in connection with the convention. The crowds in attendance were constantly increasing toward the close, but lack of knowledge of the placing of the exhibit kept many away who would have enjoyed visiting it.

From one to five works, nearly all of them original subjects and many of them startlingly beautiful, were shown from the following artists:

Mrs. John Allen, Lubbock; Lucille Baker, Lubbock; Ben Mead, Amarillo; Ruth Dozier, Hereford; Sister Maria del Socorro, Amarillo; Amy Jackson, Amarillo; Ethel Hinsley, Lubbock; Mrs. C. E. Palmer, Amarillo; Isabel Robinson, Canyon; Mrs. E. L. Reed, Lubbock; Mrs. E. M. Girard, Lubbock; Margaret Seewald, Amarillo; Louise McIlhenny, Lubbock; Geo. Autrey, Amarillo; Ethel Edwards, Lubbock; Irene Neyses, Lubbock; Lloyd Albright, Dalhart; Sarah Hill, Canyon; Mrs. H. G. Hendrick, Amarillo; Regina Tatum Cook, Dalhart; Vernon Hunter, Farwell; Mrs. Wm. H. Lynn, Wellington.

Plainview Gets Next Session of Presbyterial

The Amarillo Presbyterial, made up of the women's organizations of Presbyterian churches throughout the Panhandle, met in Amarillo at the Central Presbyterian Church Tuesday and Wednesday of this week.

Hereford, boasts of having furnished two officers in this organization in the persons of Mrs. Chas. Donald, president, and Mrs. D. K. Robison, corresponding secretary. Mrs. Reba Graham, representative of the board of foreign missions of the Presbyterian Church, U. S. A., was guest speaker.

The meeting opened with lunch at 12 o'clock in Fellowship Hall of the Central Presbyterian Church, Tuesday afternoon. The afternoon program was begun at 1:30 o'clock in the church auditorium. Dinner was served at 6:30 to all guests and others who made reservations. The evening services were held at 8:00 o'clock, with Mrs. Graham as speaker, followed by a communion service to which the public was invited.

Wednesday morning's program began at 8:30 o'clock, when reports of the different committee chairmen were heard. The Presbyterial closed with lunch at noon.

Among those who attended, going from the Presbyterian church of Hereford were Mrs. Chas. Donald, Mrs. D. K. Robison, Rev. and Mrs. E. P. Gelsner, Mmes. Rigler, Chas. Ferguson, A. D. Godwin.

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April 30 Final Date for Feed and Seed Loans

The final date for making application for a feed and seed loan for 1933 under the present law and its administration as set up in Deaf Smith County, will be the last of this week, April 30, and the local committee cannot give any consideration to applications received after that date.

As the 30th comes on Sunday there is a possibility the office may accept applications next Monday, but it is far from safe to assume such a condition, and the committee advises all citizens who contemplate making application for a feed and seed loan to do so before then. A ruling on the exact time of closing is expected some time during the week.

A number of local applications are reported still under consideration, some 50 or 60 having received the government money to buy seed for planting their crops, while nearly 200 applications have been made.

Most Efficient Machinery Made Will Be Installed

MRS. J. A. HILL IN APPRECIATION OF HOSPITALITY

April 24, 1933.

Dear Hereford:

Everybody in your city surely had a part in our most successful convention of last week, and I want to express my personal appreciation for every courtesy shown us.

May I mention just a few particularly interesting features? The lovely flowers, the most efficient serving of economical yet delicious meals, the junior band with its soloists, the many other talented musicians, the excellent press reports, the polite pages, the fine program books, the unusual cooperation by community clubs, the unending good humor of everyone—all of these contributed toward making this, the twelfth annual convention of our Seventh District Federation of Women's Clubs, one of the very best. Mrs. Fischer, our state president, assured me that ours was the very best convention she had attended in the state.

Hereford has every right to be proud of herself. Again I say, "I Thank You."

Sincerely yours,

MRS. J. A. HILL,
President District, T.F.W.C.

A letter received during the past week by Judge Jno. P. Slaton, president of the chamber of commerce, from H. E. Davidson who has been negotiating with interests here relative to keeping the cotton gin in Hereford, gives accurate information as to Mr. Davidson's intentions for remodeling the present gin, and the type of equipment he expects to use.

"I do not like sorry machinery," he writes. "I want nothing but the best, and will not have anything less than that."

He calls the present gin a wreck and says all he plans to use as it now is, without change, is the building, as he intends to make a real gin for Hereford and Deaf Smith County, one of the best in West Texas, without exception.

Mr. Davidson says he will take out the present boiler and a larger and much better one will be installed; the engine completely overhauled or rather made over to be better than when it was new, more efficient and more powerful.

The old cleaners over the stands will be thrown away, and the stands will be given everything they need to be the very best, entirely new parts from the floor up, if necessary. Two new cleaners of the very latest design and efficiency will be over each gin stand, Mitchell's, which Mr. Davidson says are the best in the world.

Seed scales, not now a part of the equipment, will be installed. The entire press, condenser and tramper, with all their power units will be taken out and be replaced with the most recent ginning machinery.

In addition, Mr. Davidson says that after the reconstruction work on the gin begins if anything the least bit faulty is found, or a way made evident to improve the service or ginning possibilities, the highest type of equipment will be installed then to be a part of the complete gin, second to none in West Texas.

A number of local farmers have responded to the appeal of the chamber of commerce to let it be known how much cotton they will plant, but rumors of many others not reported, give an indication of the largest acreage ever planted around Hereford. Many had already made up their minds to put out cotton crops this year and haul it elsewhere for ginning. They are elated with the prospects of having a gin of the highest type of efficiency to handle the crop here at home.

But with the gin of modern capacity, able to handle the cotton as it is now delivered to market, assured for Hereford, a great many others in the territory have resolved to plant a crop of the fleecy staple, and the acreage will be still more increased.

It has been suggested, and the idea, apparently is a good one based on sound business judgment, that experienced cotton farmers who have been successful in production near here, hold a cotton farming school to which others may come to ask questions relative to soil preparation, seed, cultivation, picking and other points of consideration the less experienced ones will find very valuable in raising their crop.

Cotton produced one of the best money crops of the Plains last year, and a number are looking toward it as a source of cash income for 1933.

A guaranteed fund for buying seed to be planted here has been raised. This seed will be sold at the lowest price possible to get farmers to plant cotton acreages near Hereford this year.

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"The Spirit Of The Plains"

NOTE—Because of the appropriateness of the subject matter of the following article, as it also expressed the general theme of the convention program as the assembled Hereford and Deaf Smith clubs endeavored to present it, The Brand asked for and was granted permission to print the story in full as it was given by Mrs. McLean at the All-Delegates dinner Thursday evening of last week.

(By MRS. JOHN McLEAN)
In thinking of a subject so elusive and conclusive as "The Spirit of the Plains" we might first picture this vast plains land when it was known to the activities of men, only as the great pasture of the buffalo, peopled only on those occasions when parties of horsemen of the various tribes of Plains Indians ventured into it, to make their kill of buffalo for food.

History reveals to us that even the plainscraft of the Indian was not proof against disaster in the form of death from thirst even though the water holes and living water courses were carefully marked and staked and this information exchanged among the tribes.

The first known white man's trail was the great track of the Santa Fe Trail, which turned the trade of Americanization into the Southwest, and endless procession of men and goods, long wagon trains freighted first with the merchandise of the trader going to Santa Fe to trade his wares for Spanish gold. Then followed the adventurer with his high hopes and courage, who sought riches, too, but he was lured more by the strangeness or the invincibility of the West. Then followed the tightly knit pioneer families going to compete with the plow the conquest of the plains desert.

The part of this dangerous journey most feared by the traveler was not the great water shed of

the Missouri river where hostile Indians might be lurking, nor the mountain region north of Santa Fe where the Indian might surprise him. But it was that broad, level expanse between the Cimarron and Canadian rivers where a man's eye might travel for miles and miles to discover any human enemy, but where no long look might guard against an even greater enemy—that dreaded enemy, thirst. This the Spanish called the "Jornado del Muerte," which meant the desert of death. So we can see how this now fertile plains land of ours up until 1890 was considered a land of utter desolation.

The long grass which fed the buffalo gave the lie to the desert theory. The lack of water was because men had not stopped long enough to dig wells. The white buffalo hunter who occasionally made permanent camps and made

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International Sunday School

Lesson

BY DR. J. E. NUNN

April 30.

JESUS SETS NEW STANDARD OF LIVING

Mark 10:13-27

13. And they were bringing unto him little children, that he should touch them: and the disciples rebuked them.

14. But when Jesus saw it, he was moved with indignation, and said unto them, Suffer the little children to come unto me; forbid them not; for to such belongeth the kingdom of God.

15. Verily, I say unto you, Whosoever shall not receive the kingdom of God as a little child, he shall in no wise enter therein.

16. And he took them in his arms, and blessed them, laying his hands upon them.

17. And as he was going forth unto the way, there ran one to him, and kneeled to him, and asked him, Good Teacher, what shall I do that I may inherit eternal life?

18. And Jesus said unto him, Why callest thou me good? none is good save one, even God.

19. Thou knowest the commandments, Do not kill, Do not commit adultery, Do not steal, Do not bear false witness, Do not defraud, Honor thy father and mother.

20. And he said unto him, Teacher, all these things have I observed from my youth.

21. And Jesus looking upon him loved him, and said unto him, One thing thou lackest; go, sell whatsoever thou hast, and give to the poor, and thou shalt have treasure in heaven: and come, follow me.

22. But his countenance fell at the saying, and he went away sorrowful: for he was one that had great possessions.

23. And Jesus looked round about, and saith unto his disciples, How hardly shall they that have riches enter into the kingdom of God!

24. And the disciples were amazed at his words. But Jesus answered again, and said unto them, Children, how hard it is for them that trust in riches to enter into the kingdom of God!

25. It is easier for a camel to go through a needle's eye, than for a rich man to enter into the kingdom of God!

26. And they were astonished exceedingly, saying unto him, Then who can be saved?

27. Jesus looking upon them saith, With men it is impossible, but not with God: for all things are possible with God.

Golden Text: As ye would that men should do to you, do ye also to them likewise.—Luke 6:31

Time: March, A. D. 30, the closing period of Christ's ministry. Place: Peraea, the country east of the Jordan. Parallel Passages: Matt. 19:13-30; Luke 18:15-30.

Introduction.

The time came, five months before Christ's crucifixion, in November of A. D. 29, when the persistent pressure of our Lord's enemies made it necessary for him to leave Galilee, the field which he had tilled so faithfully and lovingly during the greater part of his ministry. He foresaw that the sacrificial death of the Lamb of God should take place at the next passover. Where should he spend the intervening five months? There remained an extensive region of Palestine which our Lord had hardly touched, namely, Peraea, the country "beyond," or east of the Jordan, and within this region, possibly, the concluding ministry of Jesus was conducted.

Christ's Personal Ministry.

Luke gives us our account of this ministry up to the time of our lesson. They included the sending forth of seventy disciples as travelling evangelists; many rich discourses, especially the glorious parables of the good Samaritan, the great supper, the lost sheep, the lost piece of silver, the prodigal son, (the crown of all the parables), the unjust steward, the rich man and Lazarus, the Pharisee and the publican. To this period belong Christ's visit to Jerusalem at the feast of dedication, with the discourses given then; also the chief of our Lord's miracles, the raising of Lazarus, to accomplish which Christ risked his life by returning to Bethany.

Jesus Blessing the Children.

"Having rebuked the disciples for hindering the children who had come to him and given them a most needed lesson, he turned to the children and took them in his arms, that is, 'in the crook of his arm.' The word means here to place a little one's head to rest on the bend of one's arm." Nowhere is there a more beautiful picture of childhood or of Christ. After taking the children tenderly in his arms, Jesus "blessed them," bestowing lovely and individual benedictions upon them which no doubt the fond parents remembered ever afterward.

In the bestowal of his blessings Jesus laid his hands upon each one of them. That was a great moment for the child, and a great moment for the mother and father and friends who witnessed the happy event.

Christ and the Rich Young Ruler.

The rich young ruler addressed Jesus very courteously as "Good Teacher!" The question he asked was a vital one from his point of view. "What shall I do that I may inherit eternal life?" The response of Jesus, instead of defining the duty as desired by the young ruler, first revolved around the question of deity. "Why callest thou me good? None is good save one, even God." "You have called me good," he says. "Good is the title which belongs to God only. You have given it to me. Do you really mean it?"

So we are driven to one of two conclusions. "In that word our Lord either repudiated goodness

or Godhead; or else he claimed goodness and Godhead. . . . Did he mean that he was not good? Then he meant that he was not God. Did he mean that he was good? Then he meant that he was God. There is no escape from the alternative."—Morgan.

Treasure In Heaven.

"And thou shalt have treasure in heaven." Many and many a man, after twenty years of toil, stands on his half-million, and looks proudly at the position he has made for himself. He has given his brain, his muscle, his time and his character, to the acquisition of a fortune; and at last he has won it. But perchance—how often is this the case!—he has forgotten to lay up treasures in heaven. He is not dishonest, not willfully bad; he has simply ignored religion. In one fell, dreadful moment the whole is swept away; and he stands impoverished and alone. At first he is inclined to believe that God has been very unkind; but little by little he creeps up closer and closer to God, until he finds that he has paid just half a million dollars for a strong religious faith, and feels that he has bought it very cheaply indeed."—Rev. George H. Hepworth.

The Great Refusal.

"But his countenance fell at the saying, and he went away sorrowful." "The young man made what Dante called 'The Great Refusal.' He turned away, within sight of the portals of heaven, away from the Lord of the kingdom in his love and gentleness, away from a love that could not indeed lower the terms of salvation (one whit, yet opens the doors of life to the sinful but penitent heart. In his breast there seems to have come at last some consciousness of the awful fact, for as the interview closes, or he goes back to his rich home, the poorest of the poor, Luke says, 'He heaved a deep sigh, the cry of a soul almost saved, but lost.'"—Rev. Neal Anderson, D. D.

The Peril of Riches.

Very solemnly Jesus said to his disciples, "How hardly shall they that have riches enter the kingdom of God!" The doctrine of Jesus as well as his demand of the rich young man struck the disciples dumb, with astonishment. They had been thinking that riches were a sign of divine favor. Now they were told in terms unmistakable that riches are often a hindrance to the spiritual life. To their amazement "Jesus answereth

THE CHURCH WORLD

Church of Christ

Bible study in classes, 10 a. m. Scriptural lesson by Bro. Foster, again and saith unto them, Children, how hard it is for them that trust in riches to enter the kingdom of God." So the essential hindrance in connection with wealth is putting one's trust in it rather than in God.

The Stewardship Application.

Throughout the lesson it has been a series of teachings in Christian stewardship, the use for Christ of all that we have and are, since he has given it to us. That is where the rich young ruler failed; he did not hold his possessions as a sacred trust, which he was to surrender instantly at the call of Him whose they were. "Lord Jesus, blessed Giver, We give of thine to thee; Thy gifts are like a river, Full-flowing, wide and free. So let our love, out-going, Among the sons of men, Thy strength and joy bestowing, Return thy gifts again."—Amos R. Wells.

followed by communion service, at 11 a. m. Young people's program Sunday evening: Wednesday, 8:00 p. m., mid-week Bible study. A cordial welcome awaits you.

First Presbyterian Church

REV. E. P. GIESER, Pastor. Church school hour at 9:45. Let us have a good attendance. Preaching by the pastor at the 11:00 o'clock morning hour and 8:00 o'clock evening hour. Midweek prayer service at 8:00 o'clock on Thursday. A cordial welcome awaits all at every service.

First Methodist Church

REV. E. E. ROBINSON, Pastor. Sunday school at 9:45, W. J. Stanford, superintendent. Let everybody be on time. Preaching hours at 11:00 a. m. and 8:00 p. m., with special music

on each occasion. Junior church at 11:00 a. m. The Young People's Institute will begin Sunday afternoon and lasts until Tuesday afternoon. Missionary Society each Wednesday at 8:00. Come to church Sunday. Let us obey the voice that calls, "Come, for all things are now ready."

First Baptist Church

REV. V. M. CLOYD, Pastor. All Sunday school and church programs as usual next Sunday, except there will be no evening church service. Rev. J. A. Hornbeak, in the absence of Rev. V. M. Cloyd, who is conducting a revival at Portales, will preach at the 11:00 o'clock morning hour.

First Christian Church

REV. E. R. M'WILLIAMS, Pastor. Sunday, April 30, church school at 9:45. Church service at 11:00 including communion and a sermon by the pastor. Evening services at 8:00, to be given by the local H-Y club, under the leadership of their sponsor, G. M. Hudson.

A RICH, MELLOW, SWEET DRINKING BEVERAGE FOR THE WHOLE FAMILY—

Folger's Coffee 31c

ONE-POUND CAN FOR ONLY



- SPINACH 25c Medina, 2 1/2 cans, 2 for
- PICKLES 15c Happyvale, sour or Dill quart jar
- PEANUT BUTTER 21c quart jar
- PEARS, Libby's 19c Fancy Bartlett, 2 1/2 can
- COFFEE 19c Break O' Morn, 1 lb pkg
- SALMON, Select 15c Alaska, tall cans, 2 for

LIBBY'S MILK

Tall Can For ONLY

5c

GINGER ALE

QUART BOTTLE

15 cents

- SUGAR, Powdered 15c Or Brown, 1 lb pkg, 2 for
- SOAP 13c Life Buoy, 2 bars
- PORK and BEANS 5c Van Camp's, medium can
- Tomato Cocktail 19c Van Camp's, tall cans, 2 for
- MACARONI 10c SPAGHETTI, Justice, 3 pkgs for
- HOMINY 5c Van Camp's, medium tin
- MATCHES 10c Three boxes
- CHIPSO 15c Soap Flakes, large package

Lily Salt 10c

3 Boxes for

Tomatoes 20c

Red Ripe, No. 2 Cans THREE FOR

- BLACKBERRIES 19c No. 2 can, 2 for
- CHERRIES 25c No. 2 can, 2 for
- KRAUT 6c Van Camp's, per can
- WHITE KING 32c Granulated Soap, large pkg.
- LYE 23c Three cans for
- RAISINS 25c Thompson's Seedless, 4 lb pkg
- APPLE BUTTER 15c Libby's, No. 2 1/2 can
- HORSE RADISH 11c M. & G., per bottle
- CATSUP 10c Large 14-ounce bottle
- PINEAPPLE 6c Libby's 9-ounce can for
- CORN MEAL 29c 20-pound bag for
- SORGHUM 41c Gallon

BREAD 16-oz. Loaf 2 Loaves 5c

- PRUNES 13c 2-pound bag for
- LIMA BEANS 10c No. 2 can for only
- KARO-SYRUP 54c Red or White, gallon
- SHORTENING 27c Mrs. Tucker's, 4-lb carton only
- DINA-MITE 7c Quick cooking, 2 large pkgs for
- VANILLA 19c Large 8-ounce bottle
- SALAD DRESSING 25c Kraft's, quart jar for
- PEACHES 25c Mariposa Brand, No. 2 1/2 can, 2

Grapefruit 25c

Medium Size, Seedless SIX FOR

ROAST 6c

Ribs or Brisket Baby Beef, lb

- LEMONS 23c 360 Sunkist, dozen
- STRAWBERRIES 14c Fancy Louisiana, pint box
- SQUASH 5c White or yellow, lb
- BEANS 4c Fancy Green, stringless, lb
- NEW POTATOES 4c Nice size, clean stock, lb
- CARROTS 3c Large bunches, per bunch
- BACON 14c Special Sliced, Tall Korn, lb
- LARD 6c Pure Hog, bring your own pail, lb
- STEAK 25c Baby Beef, 3 pounds
- HAMS 14c Half or whole, center cuts 22c
- BUTTER 18c Creamery
- BACON 9 1/2c Dry Salt, nice and lean, lb

FURR FOOD STORE

SPECIALS FOR FRIDAY AND SATURDAY

PHONE 74

TRADE HERE AND SAVE REAL MONEY

FREE DELIVERY

Dependability Is All-Important

When you flick an electric switch you expect the light to come on, the stove to heat, the motor to run, or whatever you use electricity for, you expect to get instant action. You have become so accustomed to having electric service at your command that you seldom give any thought whether it is there or not.

We keep the electricity continually ready for use, without a moment's notice. Service is what we have to offer our patrons—24 hours every day and you know that you will get the very best of it.

USE ELECTRICITY FREELY —IT'S YOUR CHEAPEST SERVANT

TEXAS UTILITIES COMPANY

Want Ads

Wanted

WANTED: Second-hand harness. See Homer Hamilton or Dr. G. W. Heard. 1p

WANTED: Someone to do house work for room and board, and small salary; prefer young country girl. Mrs. T. J. Carter, phone 327-J. 1c

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: Two rooms furnished for light housekeeping. Apply 218 B Street. Dr. Florence Miller. 12-tfc

For Sale or Trade

FOR SALE: Slide go-devil, branding irons, wolf trap, sheep shears (new), 8 10-rod rolls heavy pol-

try wire (not netting) good as new for \$3 a roll, 25 good posts for 10 cents apiece as they run, 2 good farm gates, a good ladder, a Delco washer, used only 8 months, and many useful smaller articles. Mrs. J. B. Phillips. 15-2p

FOR SALE: State certified milo, kafir and hegar seed; high germination test, sold only by grower. Price \$1.25 per hundred. J. P. Robertson, Hereford; O. B. Robertson, Summerfield. 16-4c

FOR SALE: A coming two-year-old Percheron stallion; a fine individual. Price \$150. Also good work mare for sale. K. W. Streun, Route 2, 5 miles southwest and north highway, and one mile south. 1p

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

FOR SALE OR TRADE: Half section unimproved land, 27 miles northwest to trade for smaller improved place near Hereford, James Wilson.

H. Haynes, Miami; Mrs. R. H. Kinsley, Mrs. O. F. Lange, Friona; Mrs. W. A. Davis, Clarendon; Mrs. Ernest H. Morris, Canadian; Mrs. A. W. Sternberg, Canyon; Mrs. S. H. Condron, Canyon; Mrs. Harris M. Cook, Mrs. Tom H. Knighton, Canyon; Mrs. R. G. Alexander, Silverton; Mrs. D. A. Gundy, Memphis; Mrs. F. L. Terrell, Lorenzo; Mrs. Q. A. Griffin, Tulla; Mrs. Shirley C. Scott, Tulla; Mrs. Jack Johnson, Littlefield; Mrs. R. Jas. Goode, Lorenzo; Mrs. R. G. Clennin, Tulla; Mrs. Mattea McClurkin, Amarillo; Mrs. H. A. Jackson, Memphis; Mrs. H. C. Clifton, Estelline; Mrs. Horace Jones, Miss Mary Sliton, Amarillo; Mrs. Ray Sheffy, Mrs. Burn Shipley, Mrs. H. R. Harrel, Mrs. Wade Parks, Mrs. C. G. Miller, Dimmitt; Mrs. T. B. McCarter, Mrs. F. E. Savage, Mrs. C. R. Flesher, Mrs. Hershel Coffee, Canyon; Miss Minnie Mae Grubbs, district home demonstration agent, College Station; Mrs. F. M. Neal, Mrs. S. L. Edwards, Amarillo; Mrs. Lynn Boyd, Mrs. J. M. Dodson, Mrs. Lona Groom, Pampa; Mrs. Jim Richardson, Vega; Mrs. Will Wright, Dimmitt; Mrs. O. T. Smith, Mrs. B. G. Smith, Clarendon; Mrs. J. E. Wagener, Groom; Mrs. S. P. Roach, Mrs. Beuton Moreman, Mrs. W. W. Brunals, Mrs. John Ray, Mrs. P. L. Johnson, Groom; Mrs. J. H. Flanagan, Mrs. B. I. Woodlee, Dimmitt; Mrs. J. R. Noland, Mrs. N. E. McCune, Mrs. R. E. Leonard, Tulla; Mrs. A. D. Moore, Runningwater; Miss Eddie Sue Goree, state librarian, Austin; Mrs. Agnes Smith, Canyon; Katherine Kirby, Adrian; Mrs. Ardelle S. George, Dawn; Mrs. Fred Dennis, Mrs. J. E. Alsop, Clovis, N. M.; Mrs. Chas. Thut, Mrs. A. N. Delley, Mrs. W. A. Bratton, Pampa; Pauline Ponds, Miami; Mrs. Bill O'Laughlin, Mrs. Cecil Fitzgerald, Mrs. N. B. Moore, Mrs. Wesley Davis, Mrs. Vance King, Miami; Miss Mildred True, special correspondent Amarillo Globe-News; Mrs. J. R. Overstreet, Mrs. J. C. Morrison, Adrian; Lois Blue, Helen Skeels, Jewel Murphy, Opal Fogle-song, M. Hicks, Nora Sherman, Ruby Newfelt, Inez Packard, Allice Kuhn, Miss Lepe, Perryton.

SENIOR PLAY

(Concluded from Page 1)

hustling New England housewife. Her two daughters, Peggy (Violet Marr) and Barbara (Myrtle McGowan), promise to be two very lively girls in the play. Peggy is 18 and has very odd notions about housekeeping; Barbara, 12, is full of fun and furnishes much of the laughter for the play. Lisle Irving (Wilma Jo Jones) is a dainty, fair-haired girl of 17 spending her summer vacation with the Palmers, and her adventures with Peggy after Edmond Raynor (Sherman Morgan), a young Englishman, buys an adjoining farm and is visited by his friend, Cleveland Turner (Paul Coneway), furnish the theme of the play. Mr. Irving (Jack Gilliland) is a business man accompanying his daughter, Lisle, on the visit to the Palmer home. Bill Mender (Homer Henslee) and his son (Jim Alfred) are the paupers of the town. His daughter, Almeda (Peggy Mitchell), tries to emphasize pride rather than poverty. The plot thickens when the two young Englishmen get their names mixed. The play is a good laugh from start to finish, and in addition some of the students will furnish specialty vaudeville numbers between acts. The students say the name, "No Trespassing," has nothing to do with those who may come to see it, as trespassing will be easy at the admission price of 15 cents for students and 25 cents for adults.

FURR FOOD STORE

(Continued from Page One)

This change desirable. An expenditure of more than \$2,500 is being made to completely remodel, redecorate, and modernize the new store quarters. All of the work is being done by local labor, which means an enlarged payroll at a time when it is most appreciated. There will be almost three times the floor space of the old location. The finest, most modern grocery and market equipment is being installed; and, in general, the new Furr Food Store is to be a credit to Hereford, and a big improvement over the former store. Furr Food Stores is a Panhandle-Plains institution. C. W. Furr, founder of the business, started his first store in 1907. In a very few years the organization developed into one of the largest retailing concerns in the Panhandle. The business has been built solely on the policy of providing groceries and meats of standard, known high quality at lowest possible prices, and prides itself on the fact that it is entirely a Panhandle-Plains group of stores.

FOR RENT, FOR SALE CARDS

AT BRAND OFFICE. CHEAP.

Flag Tournament for Local Golfers Coming Sunday

Homer Fox, entertainment chairman of the Hereford Golf Club, has announced a flag tournament for local members to be played next Sunday, April 30. Those who do not play on Sundays may play the required 18 holes Saturday.

The purpose of the tournament is to establish medal scores for the respective players, from which they will be given their individual ranking in the club for the beginning of match competition.

Each player will be given a flag with his estimated score for 18 holes of play. He goes as far as he can with that number of strokes and sets his flag at the spot his ball stops. He may choose his own opponent or companion for the round. All are required, in addition, to play the full 18 holes whether or not they reach two rounds within the allotted number of strokes; if they have gone more than 18 holes with that number, the score for the 18 will make that player's qualifications.

Each player's flag and official score card may be secured from Mr. Fox at their store Saturday or on the golf course Sunday afternoon. Prizes will be given for a number of features—the most birdies, the fewest putts, the highest number of strokes for the 18 holes, greatest number of penalties taken whether into the creek or over the fence, the flag taken the farthest in its allotted number of strokes, and the longest drive in the tournament from No. 8 tee.

BARBARA BUCKNER WINS GOLD MEDAL AS SPANISH STUDENT CHAMPION

Misses Elizabeth Spradley, Sallie Gilbreath and Barbara Buckner went to Canyon last Friday as representatives of the local second-year Spanish class to enter the interscholastic league contest in Spanish. Miss Buckner won first place in the contest and was awarded a gold medal; Miss Gilbreath tied for second place with a boy from Canyon and a girl from Amarillo, but was unlucky in the drawing for the second place medal, which went to the Amarillo girl.

Hereford, Canyon, Dumas, Goodnight, Amarillo, and possibly one or two other Panhandle schools were represented, giving rather strong competition so that the local class feels quite honored in having one of its members win first place, with another tying for second. Only the two places were awarded decisions, so nothing is known of the standing of any other contestants.

This is the first year that this contest has been held. It is sponsored by the Llano Estacado Association of Spanish Teachers, who hope to build it up into a very worthwhile event. The contest this year consisted of three divisions: copying from dictation, translation into English of a selection in Spanish, and an original composition in Spanish. The interest shown (this year) in the contest was most pleasing to the Spanish Teachers Association and it is hoped to have an even better contest next year.

WARD NEWS NOTES

BY MRS. W. P. CARAWAY

Rev. J. A. Hornbeak of Hereford gave a very interesting lecture Sunday morning on the state penitentiary. Mr. and Mrs. Sonny Ledbetter and daughter of Vega visited in the parental Hutson home Thursday. Bob Higgins spent several days last week in New Mexico. Doris Lady of Hereford spent the week end with home folks. John and S. A. Edwards and family and Miss Lila Short of Estelline and Progressive were in this community Sunday for church services and to visit old neighbors. Lee Hutson and family who have been visiting in the home of Mr. and Mrs. Jack Hutson, returned home at Berger Tuesday. Misses Lucille Hughes and Grace Garrett were in Flagg Saturday attending a teachers meeting. Miss Lila Short of Estelline visited friends here Sunday. Ward Sunday school is making preparations for a rally the first Sunday in May. Rev. J. A. Hornbeak and Allen Caraway celebrated their birthdays together as they were both born the same day, April 25. They had as guests Mr. and Mrs. Jack Hutson, Wade Shaw and Hartland Caraway. The dinner was served in the W. P. Caraway home. Mr. Goodnight of California visited the John Higgins home. He lived here several years ago.

ILLNESS OF MRS. WYATT PREVENTS MRS. COLE ATTENDING CONVENTION

Mrs. I. D. Cole, of Amarillo, warm personal friend of many of the club women of Hereford, has sent word expressing her regrets at not being able to attend the Federation convention here last week. Her mother, Mrs. Wyatt, was critically injured Sunday, April 10, when struck by an automobile in Amarillo, and although now recuperating, is still a patient in St. Anthony's hospital. Mrs. Wyatt will be remembered in Hereford as the wife of Rev. Geo. S. Wyatt, who was pastor of the Methodist church here a number of years ago.

SHIRLEY JEAN MORRIS CONVALESCING FROM SPINAL MENINGITIS

Shirley Jean, three year old daughter of Mr. and Mrs. C. J. Morris of Vega, is reported recovering nicely from an attack of spinal meningitis, which has confined her in St. Anthony's hospital in Amarillo for the past several weeks. Mrs. Morris will be remembered in Hereford as Miss Olive Wilson, daughter of Mr. and Mrs. John L. Wilson.

H-I-Y BOYS TO GIVE SUNDAY NIGHT PROGRAM AT CHRISTIAN CHURCH

Under the leadership of their sponsor, G. M. Hudson, members of the local H-I-Y club will give a program during the evening hour service of the First Christian church, 8:00 o'clock next Sunday, as follows: 1. Song by club and congregation. 2. Invocation: Marvin Thomas. 3. Song. 4. Scripture reading: Leslie Oulwell. 5. Cornet duet: Arthur Thompson, Palmer Norton. 6. World Peace: Paul Coneway. 7. Flute solo: Homer Henslee. 8. H-I-Y Alms and Methods: Bill Phillips. 9. Piano solo: Wayne Evans. 10. Benediction: Paul Coneway.

High Spots Of Convention Go Out Radio Over

A sparkling note of humor was contributed to the program of the federation convention last week when the amateur radio broadcasting station of Rex Tynes, Jr., was used to tell the assembled luncheon guests and the radio audience of Hereford the high spots of interest occurring during the three-day session. Rex has a national license for amateur broadcasting and enjoys putting over a program of local talent when time and inclination permit. The material used during the Friday convention lunch hour was written by Mrs. D. W. Hawkins and delivered by Rex in fine style. The broadcast featured compliments to the convention's leaders, items of interest suggested by the speakers, and a considerable number of funny "take-offs" on the weather, market, timidity of the Brand manager, and the "Knapp" on the mohair cloth grown and woven at Texas Tech for suits for President Franklin D. Roosevelt and his sons.

Higgins school held their picnic Thursday on the school grounds; Miss Pauline Conner is not returning next year. She has taught the Higgins school two years and the patrons regret that she is not returning. Mrs. Luke McBrayer and daughters came over to see their mother, Mrs. Ira Ricketts, Tuesday. Messrs and Meses, Clyde Russell and W. A. Ricketts of Hereford were in Berger Tuesday to visit Mr. and Mrs. B. R. Anderson. Miss Edith Childre of Amarillo has been ill at the home of her

FATHER SALVATOR VISITS FRIENDS IN HEREFORD

Fr. Salvator, for many years priest of St. Anthony's Church in Hereford, has been visiting friends and former parishioners this week. For the past six months he has been in New York City, and more recently in Amarillo. He is always given a warm welcome by members of his former congregation, and by the citizens of Hereford who learned to value his friendship very highly.

Progressive News

BY OLIVE PERKINS

This community was visited by dust storms Wednesday, Thursday and Friday of last week. The storm Wednesday was so severe during the afternoon that one could not see more than a foot for an hour or more. The ladies club will meet at the school house the first Wednesday in May.

Mmes. Roy Wagner, Ed Botts, W. C. Russell, A. S. Higgins, Clyde Russell, Haskell Benson, Ralph Webb, Misses Eunice Caldwell and Leatrice Benson attended the luncheon at the Baptist church, given by the Federated Clubs, Wednesday noon. They also attended the meeting Wednesday afternoon. The ladies of this community helped with the luncheon Friday. The severe dust storm prevented the ladies from attending many of the meetings.

Mr. and Mrs. Frank Givan of Hereford called in the Perkins home Sunday evening. Archie Dougherty and family of Broadview, N. M., visited her parents, Mr. and Mrs. Ira Ricketts, over the week end. They also called on the new son of Mr. and Mrs. Jim Ricketts Sunday.

J. P. McMahon and son of Lubbock visited Mr. and Mrs. O. Click last week. Mrs. Click and daughter returned with her father for a visit. Miss Lillith Boyd and Lawrence Boyd left for their home Saturday morning. They will return next year. Both intend to attend summer school at Denton.

Miss Lucille Park left Saturday to attend summer school in Canyon. The following pupils were on the honor roll the past month: Noel Higgins, Ruth Park, Howard Higgins, Roy Botts, Ira Jeanne Ricketts, Ray Neel, Glenn Ricketts, Forbes Blakemore, Wilma Higgins, Jimmy Blakemore, Clyde Neel and Rowland Roberson.

Mrs. Clarence King and son of Dalhart, Messrs. and Meses, J. E. Andrew and daughter, Owen Andrew and baby, Elmer Jones, J. N. Benson, D. O. Benson and daughter of Fris were entertained Sunday in the Benson home. Higgins school held their picnic Thursday on the school grounds; Miss Pauline Conner is not returning next year. She has taught the Higgins school two years and the patrons regret that she is not returning.

Mrs. Luke McBrayer and daughters came over to see their mother, Mrs. Ira Ricketts, Tuesday. Messrs and Meses, Clyde Russell and W. A. Ricketts of Hereford were in Berger Tuesday to visit Mr. and Mrs. B. R. Anderson. Miss Edith Childre of Amarillo has been ill at the home of her

parents for the past two weeks. Misses Madge and Agnes Childre of Fort Sumner, N. M., visited home folks last week end. Mr. and Mrs. Raymond Saylor and Jeanette visited his parents in Hereford Sunday. Chas. Green and family spent Sunday with her parents, Mr. and Mrs. Chas. Smith, near Westway. Miss Short of Estelline came in Saturday night to visit her sister, Mrs. Edwards. Mr. and Mrs. D. Barnard of Ford attended singing Sunday night. Mr. and Mrs. Horace Hershey called on Mrs. Jim Ricketts and young son, Horace Lee, last week. Mr. and Mrs. Elwyn Hutchenson entertained the young people last Thursday evening. The time was spent playing games. Refreshments of chocolate, ice cream and cake were served. Ira Ricketts and family spent Sunday in the Luke McBrayer home. The children, teachers and parents of Progressive enjoyed a picnic on the creek Friday. A delicious basket dinner was spread at noon, after which the men played ball while the women visited. A party for the teachers and young people of the neighborhood was held at the home of Mr. and Mrs. Ralph Webb Friday night. Games and contests were enjoyed by all. Ice cream and fancy cakes were served as refreshments. Dave Grimes of Westway brought to The Brand Tuesday an oddity in the way of an egg laid by one of his Buff Orpington hens. The egg is small and very slender, being about three times as long as thick, shaped like and about the size of a date.

MRS. W. S. SMART

I will be at the Marinello Beauty Shop in the Oberthler building, on Thursday, Friday and Saturday of each week, and will be glad to see my customers.

Mrs. W. S. SMART

Mrs. W. S. SMART

Mrs. W. S. SMART

Mrs. W. S. SMART

Mrs. W. S. SMART

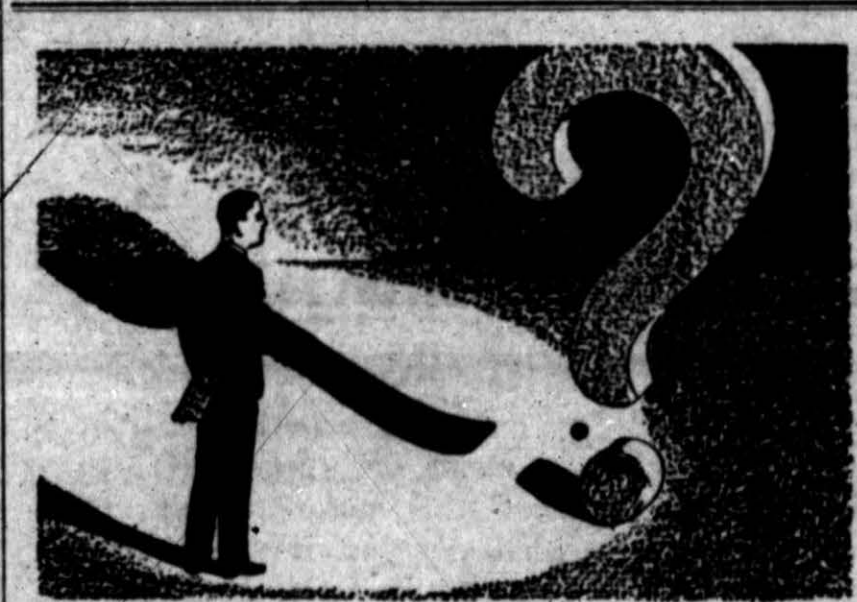
Mrs. W. S. SMART

Mrs. W. S. SMART



Mrs. W. S. SMART

Advertisement for West Texas Gas Co. featuring 'Hot Water' and 'INSTANT' service. Includes logo for 'Great American Gas' and 'Symbol of Dealer'.



Advertisement for 'Provide For The Future Have Money' by First National Bank of Hereford. Includes text about saving regularly and having money for the future.

"No Trespassing"

ANNUAL SENIOR PLAY

OF

HEREFORD HIGH SCHOOL
CLASS OF 1933

DIRECTED BY MISS HEENE CRAWFORD

PROGRAM

CAST OF CHARACTERS

Peggy Palmer Violet Marrs
Mrs. Palmer Betty Ruth Pickett
Barbara Palmer Myrtle McGowan
Almeda Meader Peggy Mitchell
Lisle Irving Wilma Jo Jones
Mr. Palmer Milton Orr
Levelland Tower Paul Coneway
Robert Edmond Raynor Sherman Morgan
Bill Meader Homer Henslee
Jim Meader Jim Allred
Mr. Irving Jack Gilliland

STAGE SETTING

Living Room of New England Farm Home.

PRESBYTERIAL

(Continued from Page One.)

Ezra Norton, Vern Witherspoon, Leo Wolfe, D. H. Alexander, J. W. Alexander, G. M. Hudson, Audrey Carroll, Onias Carroll, Harry Fritz, Carl Mathers and John Allen.

Mrs. Ezra Norton was chosen delegate and Mrs. Vern Witherspoon as alternate from the Missionary Society, and Mrs. Carl Mathers as delegate and Mrs. John Allen as alternate from the Junior Society of the Presbyterian church.

Officers were installed by Rev. E. P. Gieser, pastor of the First Presbyterian Church of Hereford, at the evening session. This duty was thrust unexpectedly upon Rev. Gieser by the absence of the officer under whose direction the ceremonies were to have been. Rev. Gieser completed these ceremonies in a highly commendable manner.

When the convention closed Wednesday morning, a plenary view was chosen as the next meeting place. In the selection of officers, Mrs. Charles Donald of Hereford, former president, was replaced by Mrs. E. H. Snyder of Canadian, and Mrs. D. K. Robison of Hereford was replaced as corresponding secretary by Mrs. A. S. Aldredge of Amarillo.

Mrs. Clem Gilliam of Jumbay community was re-elected secretary of young people.

DELEGATION GOES TO WACO FOR FARMERS HOLIDAY CONVENTION

Troy Womble, as delegate, and County Commissioner Jack Rose as alternate, left early Tuesday morning for Waco to represent Deaf Smith County in the Farmers' National Holiday convention in session Wednesday. They were selected at a called meeting of the local organization held in the court house last Saturday.

Accompanying them were Roy Gough, chairman of Deaf Smith County group; Dr. C. T. Kibbe and a Mr. Alexander, director of the Consumers' Company of Friona.

"Cavalcade" At Star Theatre

April 30, May 1-2



Ursula Jeans is an integral part of the romantic story that runs through "Cavalcade," the Fox Film version of Noel Coward's noteworthy drama.

Celebrated as the greatest of the pictures produced for many years, "Cavalcade" will appear at the Star Theatre for Sunday's matinee, Monday and Tuesday evenings. It is a war picture, carrying spectators through the Boer War and the World War, intertwining two families, servant and friends through two generations. It is the first of four great productions booked for the immediate future by Manager J. C. Parker of the Star.

Today's showing will be the last of "She Done Him Wrong," a typical Mae West presentation in that inimitable actress' best style. Cary Grant plays opposite her.

Friday and Saturday bring "Broadway Bad," strictly a musical comedy, but since their absence has been evident of late, the picture will be more than welcome. Joan Blondell, Ginger Roberts and Ricardo Cortez take the lead in producing songs, music and dancing. The eighth chapter of "Jungle Mystery" is also part of this program.

Wednesday and Thursday of next week will rouse the movie fans to the height of entertainment, with the presentation of Zane Grey's "Mystery Rider," with Kent Taylor in the saddle.

Star Long Symbol The six-pointed star has been used as a symbol from early times. It was a Pythagorean symbol. In Chinese literature it is one of the 64 figures made of six parallel lines, forming the basis of the Yi-Chang or Book of Changes.

"I suppose," queried the flinicky city boarder, "that you hatch all these chickens yourself." "Nope," retorted Farmer Penfield, "we keep hens to look after them details."

GERMAN INVESTIGATION INSTITUTE FOR TEXTILE INDUSTRY



Berlin, Germany.—Were our clothes warm enough? This is the sort of question for which an answer must be found at the German Investigation Institute for the textile industry. The institution has the task of making scientific investigations for the textile industry and all trades connected with it, and to improve and further them. The investigations of the institute are of the greatest importance for the whole industry in Germany. Different fibres for use in connection with the wool being examined through magnifying glasses.

started lying on their backs in the cars, but once started over the edge the cars tipped down until the passengers' bodies were in natural positions. Mrs. McLaughlin describes the Mexican scenery as the Garden of Eden.

She makes comment on international politics by saying the recent appointment of Josephus Daniels and his arrival as ambassador to Mexico is not at all popular in that country because he, as a member of President Wilson's cabinet in 1914, was responsible for the invasion of Mexico at Vera Cruz by the United States, and two Mexican generals were killed.

SCIENTIFIC MARVELS SEEN AT EXPOSITION

A mechanical man 10 feet high and made from a transparent substance called "cello" will be one of the official entertainers at Chicago's Century of Progress Exposition, according to Carveth Wells Continental Oil Company radio star, who will devote his regular broadcasting period Wednesday night, May 10, to his second Exposition program.

"The unusual celion robot in the Hall of Science, says Wells, can eat cucumber salad and half baked pork and digest both while you watch the entire process. You can also watch his blood circulate, and if you push the right button, he will sing soprano, alto, tenor or bass—to order. Other marvels include the "fever machine" which increases your temperature, the Thyatron Organ, and a miniature transparent oil refinery in operation.

The Conoco program may be heard by local listeners who tune in next week on Wednesday night at 9:30 o'clock.

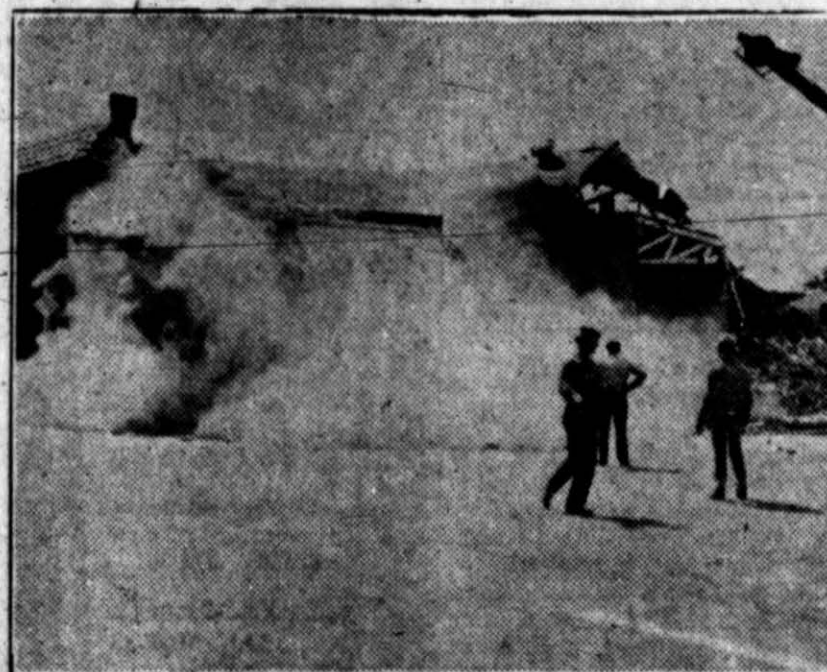
MISS RUBY FAYE SETS RECORD BY CLAIMING KEYS

When Miss Ruby Faye Bennett answered the want-ad in The Brand telling of the finding of a bunch of keys, she established a new record.

A peculiar thing about want-ads is that keys usually do not find their owners or owners their lost keys. Everything else imaginable soon finds its owner when lost, if advertised in want-ads, either by the finder or the one who lost them. Miss Bennett's are the first keys found by want-ads for several years.

FOR JOB WORK, TRY THE BRAND

UNSAFE BUILDING DEMOLISHED IN EARTHQUAKE RECONSTRUCTION PLAN



Compton, Calif.—Buildings judged to be unsafe in the time of earthquakes are meeting a speedy fate in Southern California. Following the disaster which claimed more than 100 lives and destroyed so million dollars worth of property, every building must pass a rigid inspection or be torn down immediately. Compton, small inland city south of Los Angeles, is leading the stricken community in the plan to make the South safe from earthquakes. The complete business district of the little town will probably come down to make way for better construction and future safety. Photo shows the inspection committee tearing down unsafe structure in business district of Compton. The plan is to replace buildings with construction which will stand the pressure of earthquakes.

Hereford Boy Making Good as Trade Artist

A retrospective exhibit of school drawings by now famous alumni of the Chicago Academy of Fine Arts, 18 South Michigan Avenue, Chicago, which opened April 20, in the school's studios and will continue until May 20, includes several pieces of work by Glenn Boardman, formerly of Hereford. Boardman is now recognized as one of the outstanding commercial artists in Hollywood, where he is also known for his fine lettering.

Dalhart Host to Legion-Auxiliary This Week End

Features for the 18th District American Legion and Auxiliary convention in Dalhart Saturday and Sunday, April 29-30, were announced this week by Tom Lane, general committeeman.

A parade, preceded by an aerial bombardment and pyrotechnic display will be held at 2 p. m. Saturday, formally opening the two-day events. Climaxing the convention will be the Legion and Auxiliary joint session to which the public is invited at 2 p. m. Sunday. State Commander Carl Nesbitt, Mineola, will make the principal address.

The men will have golf and a smoker Saturday afternoon and evening, while the ladies will be entertained with a musical program, bridge and forty-two at the Dalhart Country club. A theatre party and dance have been arranged for Saturday night.

Subject to Change
Life is what you make it until somebody comes along and makes it worse.

Crow Is Victor in Battle With Hawk

Shamokin, Pa.—A battle between a crow and a chicken hawk in midair interested road workers engaged in repairing the highway over Cameron mountain near here.

The crow surprisingly won the battle, according to the witnesses.

When they first saw the unusual conflict, the hawk was pursuing the crow. Suddenly the crow circled above the hawk and dropped on its back.

From this vantage point it pecked at the hawk's head. The larger bird shook off its tormentor. The crow maneuvered back to its position on the hawk. Again it pecked steadily until the bird of prey dropped.

The workers found the hawk dead. It measured 2½ feet from wing tip to wing tip. The crow was a medium-sized representative of its kind.



We have just received a new Artistic Permanent Machine, with the latest protectors that will make the wave close to the head.

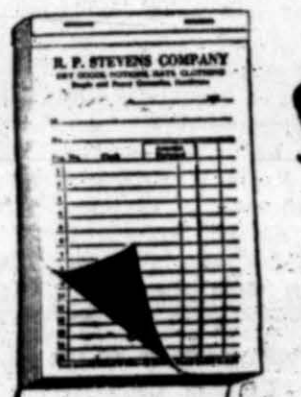
We have also installed a new water softener.

See Us For Permanents and Soft Water Shampoos.

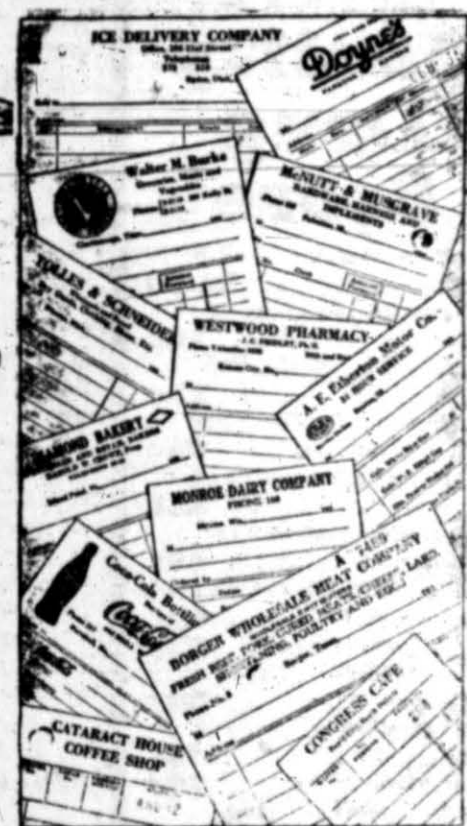
STAR BEAUTY SHOPPE

Mrs. Carl Jennings.

Phone 26.



Ask Us About SALES-BOOKS CAFE CHECKS AND Manifolding Books



Sales Books That Satisfy

Our facilities for handling all kinds of sales-books made to suit individual needs, is unsurpassed—fast service, highest grade of workmanship, printed and ruled to meet our customers' business requirements—Carbon sheets, carboned duplicates, any number of manifold copies arranged in the style and order wished.

This work is done on automatic machinery. We place your order the same as a travelling salesman of printing must do. The only difference is that the margin of profit stays in Hereford to be spent again with the same people who gave it.

There can be no finer, more accurate sales-books, and folded or rolled billing statements for duplicating machines than The Brand can furnish.

Because we have no traveling expense, our prices for the same grade of work are less.

The Hereford Brand

Phone 30

Jumbo News

BY EDNA HALL

L. E. Beck and family visited in the Marlar home at Sunnydale Sunday. There was no preaching here Sunday. Mmes. Clem Gilliam, E. Beck, J. J. Wilder and Miss Maurine Wilder were in Dimmitt Wednesday. Several from this community attended the federated club meeting in Hereford last week. Mr. and Mrs. Bruce Hunter and daughters visited the Norman home near Blue Ridge, and the Simpson home Saturday. P. H. Dyer and family and Mr. and Mrs. Bruce Hunter and family, O. A. Kirkland and family of Canyon, gathered in the C. C. Hunter home Sunday to help C. C. J. and Jimmy Dyer celebrate their birthdays. R. J. Saunders of Portales visited his sons, Bill and Dick here. U. G. Randall and wife have moved to this community from Amarillo. Jim Baggs of Amarillo visited the Kring home Wednesday. Bill Kring and Dutton Layman have returned from Oklahoma. Mr. and Mrs. Lynn Aze visited the Geo. Chambliss home near Saturday. Messrs. and Mmes. Chub and Ovid Pinckert and children visited the Noel Andrew home Saturday night. J. F. Magnus and son of Happy visited the Kring home Saturday. Mrs. Jesse McGinnis was in Dimmitt Saturday. T. B. Garner of Nazareth visited the L. A. Matthew home this week. Dick Saunders and Curtis Adams were in Pietsown, N. M., this week visiting Doyle Adams. Luke Beck participated in the track events at Canyon last week. Jack and Miss Emma Metcalf who have been at Excelsior Springs the past three weeks for their health, returned home Saturday. L. A. Matthew was in Muleshoe several days this week. Miss Norma Hunter spent a few days this week in the Hartley home near Hereford. Visitors in the F. L. Pinckert home Sunday were C. D. and Marvin Spencer, Bill Hacker, Mrs. Ull-

man Hunter, Clem Gilliam, J. W. Berry. Mr. and Mrs. John Noland and daughter of Easter visited the M. L. Hardy home Sunday. Dimmitt and Jumbo played ball here Sunday afternoon. Mrs. F. L. Pinckert was able to be brought home from the hospital last Thursday after undergoing a mastoid operation. Bonnie J. Andrew of Hereford spent Friday with Mr. and Mrs. C. D. Pinckert. C. D. Pinckert and wife were in Hereford Friday, Mabel returning home with them to spend the week end with her parents, Mr. and Mrs. F. L. Pinckert. Misses Wilhelmina Huseman and Helen Litche, and Messrs. Emil Huseman and Leon Vinton of Nazareth visited in the Hall home Sunday evening. Margaret Simpson who fell from the "giant stride" two weeks ago, is improving but is not yet able to walk. M. L. Hardy was in Dimmitt Monday. Mrs. Buck Wood of Dimmitt, Mrs. M. L. and Johnnie Hardy spent Tuesday with the Halls. Charleton Neeley of Amarillo spent Monday night in the M. L. Hardy home.

Westway Items

By SUE VAUGHN

E. F. Joiner and wife spent Sunday in the Henry Hastings home at Hereford. Mrs. H. B. Schulz and son, Clarence, spent Sunday in the Tom Vaughn home. Mrs. Benton Luttrell and children are visiting in the home of Mrs. Buford Luttrell. Dan Smith has returned from a few days stay in Stratford. Miss Evelyn Van Swerlingen of Hereford spent the week end with Miss Sue Vaughn. Mr. and Mrs. B. M. Keese who taught at Westway a few years ago, spent Friday night and Saturday in the G. C. Hartman home. John Ross has been suffering from trouble with his teeth but is improving. Miss Wilma Skypola spent the week end in the A. Skypola home in Hereford. G. C. Hartman and family, Mr. Holland and family spent Sunday in the G. W. Wilson home. Mr. Gunn has been very ill the past week but is improving. Mr. and Mrs. Matt Gilliland of Hereford and Mr. and Mrs. Gase, Mrs. Rose and son, Floyd, spent Sunday in the Pink Gilliland home. C. Williams of Littlefield is spending a few days in the Roe home. Wilbur Smith of Amarillo is spending a few days with Mr. and Mrs. C. P. Grimes. A surprise party was given Monday night in the Dave Grimes home in honor of Mrs. Grimes' birthday. Lovely refreshments were served and a good time reported. Miss Beth Weaver spent Saturday night in the F. A. Weaver home. John and Buford Weaver are in Colorado on business this week. Joe Weaver has returned from a long visit in Colorado.

Adrian-Sims Notes

By Mrs. J. M. Chapman

Our community received a slow rain Saturday night amounting to about one-fourth inch in places, and some report a little less. A singing school was started Monday night at Sims school house under direction of J. W. Dennis of Erick, Oklahoma. Mrs. Wilson and two children of Laketon are here visiting her sister, Mrs. Homer Powell. Mrs. Blasingame and daughter, Fairy, are here from Vega visiting relatives, the Chas. McMurry family. Messrs. Dennis arrived Sunday from Erick, Oklahoma, and visited singing Sunday night, assisting with several special numbers. Sims school will give a program Friday night as a closing exercise of this year's school term. Everyone is invited to attend.

Black

By Miss Noble McLean

Tuesday, April 18, closed the school term at Black. A very interesting program was presented Tuesday evening to a large number. The program consisted of short plays, readings, songs and a drill. The children were happy to be out and on their vacation. Get highest cream prices at Farmers Creamery Association. 7-4c Commencement exercises for the grammar school graduates were held Thursday, April 20, Prof. T. M. Moore of Canyon delivering the address and presented diplomas to Maxine and Margot McLean, Juanita Welch, Doyle and Nadine Vines, Robert Stone and Leslie Hinds. These graduates will be pupils in Friona high school next term. "A Prairie Rose," four act comedy-drama, was presented at the school house Friday evening before a packed house. The cast consisted of Mr. and Mrs. Clyde Hays,

Here and There

By Mrs. C. E. Tice

A large number attended a musical program at Frlo Saturday night. J. B. Harlin, Haskell Robbins, D. H. Allman and families, Koma and Ruby Hyatt attended a program by the orchestra of the Hereford Baptist church at Easter Sunday afternoon. This orchestra will give at program at Easter Sunday at 3 p. m. to which all are invited. Mrs. Chas. King and daughter of Polette are visiting in the home of her parents, Mr. and Mrs. J. E. Andrews. Mr. King will join them here this week. A. T. Jones and wife spent Sunday with their daughter, Mrs. J. Benson, at Happy. A light rain was received here Saturday. Mrs. L. Ramsey has been ill the past week. Mr. and Mrs. Mack Beach of Hereford spent Sunday in the L. Curtsinger home. C. Doss of Pampa spent Friday night with his parents, Mr. and Mrs. John Doss. Rhea Robbins was here from Canyon looking at crops Monday. Edward Robertson and wife, Mrs. M. A. Springer of Amarillo, Mrs. Jennie Buchanan of Plainview and Mr. and Mrs. W. A. Springer spent Sunday in the Earl Springer home. E. T. Brooks and mother spent the week end with Amarillo relatives. Mr. and Mrs. H. M. Mobley spent Sunday in the home of his sister, Mrs. F. Miller, at Bovina. Mrs. Lewis Sager of Crosbyton spent the week end with Mrs. Ace Campbell. Mrs. Henry Allman spent Thursday with Mrs. Jim Bagwell at Bethel. Mr. and Mrs. W. S. Dixon attended the entertainment in Hereford Saturday night. Ollie Dixon, one of the Amarillo group, remained over Sunday with his parents. Messrs. and Mmes. J. E. and Owen Andrews, Elmer Jones, J. W. and D. O. Benson spent Sunday in the H. Benson home at Progressive. John Turner and wife of Hereford spent Sunday in the W. L. Tice home. Messrs. and Mmes. E. Mosley of Hereford and M. D. Welby spent Sunday afternoon at Guy Ham's. Woodrow Welby of Lehman spent last week with his parents here. Miss Dollie accompanied him home for a visit. Mr. and Mrs. Lecklider of Hereford and Mr. and Mrs. Mack Dixon spent Friday evening at J. J. Lindsey's. Mr. and Mrs. L. Sparkman were in Amarillo Saturday. A. T. Jones and H. M. Mobley were in Dimmitt Friday. Harold Smith and family of Hereford were Sunday guests in the D. F. Jones home. J. J. Lindsey and wife spent Sunday in the Fortner home at Arney. Mrs. Luther Wright was honored with a birthday dinner at the Gatlin home Sunday. Present were Messrs. and Mmes. Chas. Paddock, Cogdell, Gorgon Ingle; Mmes. Audrey Carroll, Wm. Bell, Misses Lally and Madeline Bell, Mrs. Beauford and Miss Blanche. Henry Allman and wife were in Dimmitt last Thursday. Attending the federation meeting

Summerfield News

By Mrs. Guy Walsler

D. J. Neill preached here Sunday morning and night. Get highest cream prices at Farmers Creamery Association. 7-4c Will Schulz and family were guests in the W. A. Koch home in Hereford Sunday. Miss Mary E. Cox, who has been in school at Plainview, returned home last week. Miss Ruth Marie Mountz of Hereford spent the week end with Miss Hazel Oglesby. Jeff Robertson and family of Hereford visited the Joe Kendall home Sunday. Woodrow Welby of Lakeview spent the week end with his parents, Mr. and Mrs. M. D. Welby. Most of the club ladies attended the District Federation meeting in Hereford last week. Densil Long of Texico spent Sunday here with friends. Miss Leatrus Walsler and Jim Clark were in Dimmitt Saturday. L. G. Harris of Canyon spent the week end here with friends. Mrs. R. A. Fullwood and family of Hereford were guests in the D. C. Walsler home Sunday. Wayland College students will stage "Volunteer Band" here at the church May 7. Mrs. Claudia Behrends and son of Kress spent the week end here with relatives. Hamilton and Emmett Still of Wilson were here last week, the former moving his things to Wilson to make his home. Martha E. Perkins of Hereford spent the week end with Miss Leatrice Lawrence. J. R. Oglesby and family visited friends in Black Sunday. Miss Lola and W. J. Cox are visiting their sister in Plainview. Mrs. Tom Baker and children of Westway visited in the Obe Robertson home Sunday. Miss Hazel Oglesby spent last week with Miss Ruth M. Mountz in Hereford. Mr. and Mrs. Guy Walsler and Lee Curry were in Dimmitt Saturday. Wilbur Edelman and Mr. and Mrs. Guy Edelman of Plainview visited here last week end. C. M. Nance and family of Plainview visited the J. A. Nofand home over the week end. Mr. and Mrs. George Behrends of Dimmitt spent the week end here with relatives. Rance community organized a Sunday school Sunday, with Dave Stewart superintendent. Mr. and Mrs. Hogg, Mrs. J. B. Saunders and Martin Stewart are teachers in the new school, which meets at 2:30. Miss Betty Joe Kendall will present a musical recital Thursday night, May 4, at the church. Other musical numbers will be given and everybody is invited.

Miss Ida Leatha Anderson of Tulsa, a student in W. T. S. T. C., accompanied Miss Eunice Olline Ramey home for a week end visit, and many of Miss Olline's friends had the pleasure of meeting Miss Anderson while she was in Hereford.

from here were Mmes. J. B. Harlin, Leo Williams, Earl Springer, Mack Dixon, Beouford, W. A. Springer, Misses Gladys and Mignon Greer, Pat Doss and Blanche Beauford.

Daniel News

By Mrs. Joe Thurmond

Take Produce to Carl's Gro. Mr. and Mrs. Edward Thomas, as teachers of Daniel school, closed a very successful term Friday. An interesting program was given Friday night and a picnic was had Saturday. Mr. and Mrs. Clarence McBroom entertained Saturday night with a forty-two party. Mr. and Mrs. J. E. Thomas moved their furniture to Canyon Monday and will go to visit his parents at Paducah for some time. The Leo Stoker family are moving this week to a place near Ford. They gave a farewell party Monday night. Will Bishop is visiting his mother near Dodsonville. Several families surprised the Thomson family with a supper last Wednesday night. Miss Vada Duck, who has kept house for Mrs. Thomson during the school year, went to Stinnett Sunday to visit her sister. Mr. and Mrs. Sam Griggs spent Sunday with Mr. and Mrs. Clarence McBroom.

Dean News

By Mrs. H. L. Harrell

Take Produce to Carl's Gro. T. P. McCollister and Arlie Dean went to Amarillo Tuesday. Among those from this community who attended the Federation

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convention in Hereford last week were Mmes. Arlie Dean, T. P. McCollister, Edgar Sowell, Miss Ivy Ragdale. Roberta Harrell spent the week end with Gladys Lewis at Ward. Ruby Lock of Hereford is spending this week with Mrs. Betnie Fulkerson. Mrs. Lloyd Harrell spent Saturday night and Sunday with Mr. and Mrs. Lee Crawford in the Ward community. Mr. and Mrs. Elmer Mathis of Hereford spent Sunday with Mr. and Mrs. Arlie Dean. Miss Ruby Luck spent Tuesday night with Miss Ivy Ragdale. Pete Conner of Hereford spent a few days last week with J. D. Harrell. Mr. and Mrs. M. B. Stone and Miss May Mecaskey spent Friday night in Vega visiting Mrs. Stone's sister. J. D. Harrell was in Amarillo Wednesday.

Men's Bible Class

The Men's Bible class meets each Sunday morning at 9:30 at the Odd Fellows hall. At the present time the class is studying the book of John, and an interesting lesson is had each time. The interest and attendance is on the increase. Every man is welcome—we want you there. Come dressed just as you are. You will hear a good lesson from the Bible, nothing but the Bible is used, and no collections are taken. We want you there next Sunday.

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