

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

31st YEAR—NUMBER 10.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MARCH 19, 1931.

FIVE CENTS PER COPY.

Southwestern Bell Builds for City of 20,000

New Building and Service In Readiness

Everything is in readiness to place in service the new common battery equipment for Hereford. The many minute details have been worked out, and from every indication Hereford citizens will be using the new type on Sunday, March 22. Exact time for the change has been set at 12 o'clock Saturday night.

Such was the information released today to the Hereford Brand by G. N. Bailey, district manager of the Southwestern Bell Telephone company.

In commenting upon the cut-over from the present to the new common battery or flashlight type telephone, Mr. Bailey said:

"It is the policy of the Southwestern Bell Telephone company to furnish the best possible telephone service at the lowest cost consistent with financial safety. This policy is being carried out at Hereford where we have built a new telephone building, spent thousands of dollars on replacement and extension of outside plant equipment, such as cables, telephone poles, and tuning up transmission of every subscriber's line in the city."

New Building.
The new telephone building, located on the corner of Fourth street and Miles Avenue, is the very latest design for a telephone building. It was said. The building, which is of strictly Spanish architecture, has ornamental terra cotta frieze and tile roof, with a natural stone entrance. The interior is divided into three sections; on the right at the entrance is a public space, while to the left is a comfortable sitting room for the operators to enjoy while not on duty.

To the rear of the office space and waiting room is a large room the width of the building and about two-thirds the length of it. This space is about evenly divided, the right side being the operating room and the left side the terminal room. There will be no partitions between the two in order to give both rooms the maximum amount of light and ventilation.

Eliminate Cranking.
The new switchboard in the operators' room is one of the latest common battery type. The name "common battery" means just what it says, that with the installation of the flashlight type of telephone service, whereby the subscriber simply lifts the receiver to signal the operator, the current which makes the new type telephone operate is furnished by a large battery located in the terminal room of the building. Under the present mode of telephone operation, the subscriber has to crank the receiver to get the current.

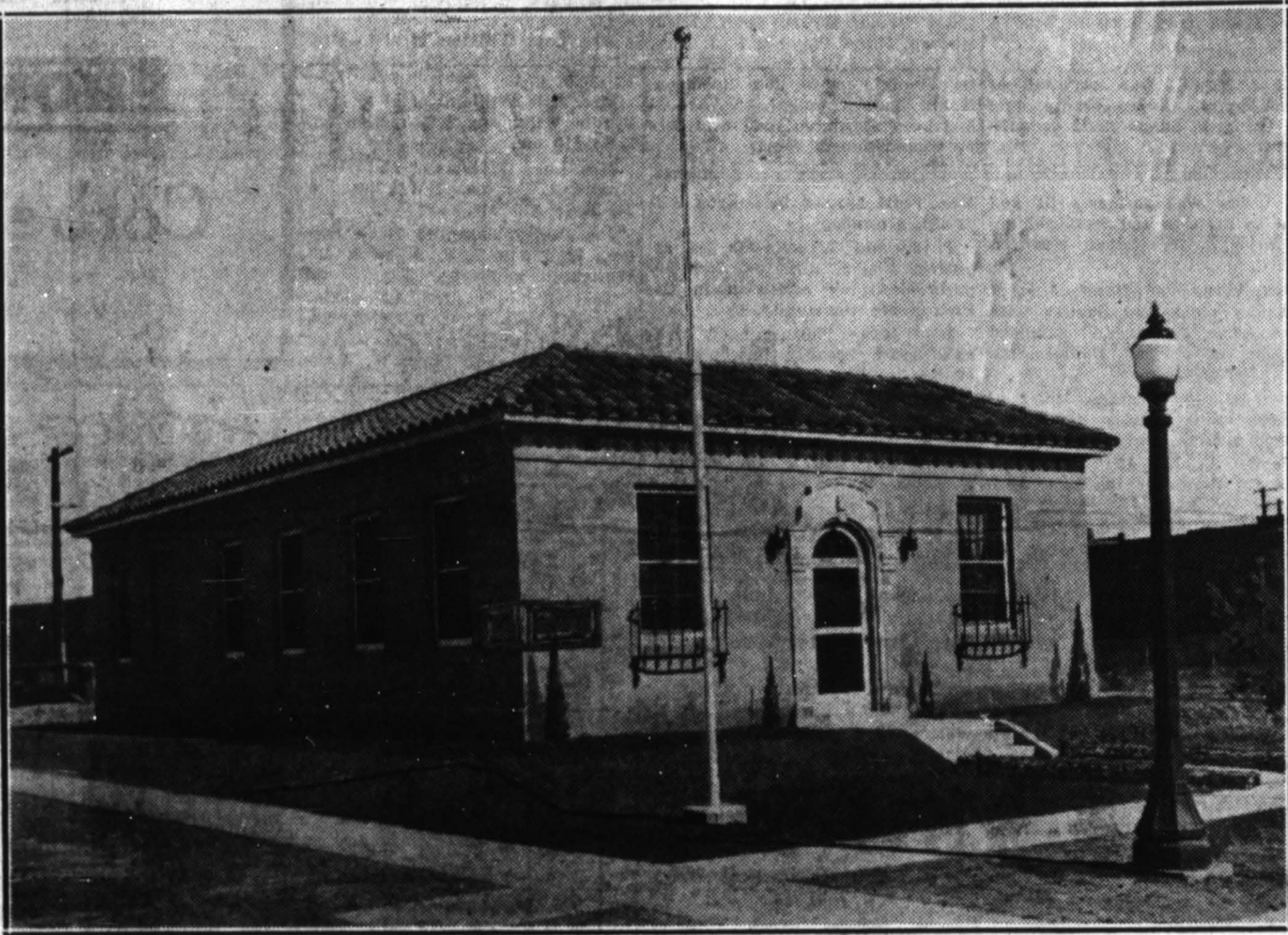
(Continued on Page Seven.)

Business Area Expanded Into North Hereford

Something in the way of innovation for Hereford is the extension of business establishments in the northwest part of the city. R. R. Jackson is building a store, filling station and dwelling on the corner of Lee and Ninth streets. The property has been leased to a relative and will be ready for business within about two weeks, it is said.

The building is of stucco, 26 by 56 feet, providing for a drive-in station. It is on a lot donated by J. L. Fuqua to the First Baptist church, to be disposed of at best advantage. R. R. Jackson acquired the lot and is making the improvements.

Heretofore the only filling stations in the city were on the east, south and west highways and outlets. A greater amount of traffic from the north and northwest, through development of the area, is indicated in the Jackson business outpost, six blocks from the main district, furnishing the only oil and gas depot north of fourth street.



NEW TELEPHONE CENTRAL OFFICE BUILDING

The above photograph shows the new central office building of the Southwestern Bell Telephone company, just completed in Hereford.

on corner of West Fourth and Miles streets. It is a Spanish-type structure, finished in most attractive materials and equipped to the

nth degree, for both beauty and convenient service, including the flag pole for Old Glory's flaunting. After midnight Saturday this

will be headquarters for the telephone staff. Offices and switchboard service are amply provided for in the central building.

To Elect Three Trustees April 4 for District

Notices were posted Saturday calling for an election of three trustees of the Hereford Independent school district on April 4. Retiring members are H. G. Conkright, J. T. Gilbreath and L. W. Carlyle. Mr. Carlyle is vice president of the board. Hold-over members are A. H. Streu, president; E. B. Posey, secretary; C. C. Acker and C. O. Lee.

A printed ballot will be used, and those wishing to seek the place, or friends desiring to nominate candidates, should file with the secretary, Mr. Posey, in time for printing and distribution of tickets.

The three trustees, elected in April will serve for three years, in accordance with a new law lengthening the tenure of school board members one year.

BEN GALLOWAY, MERCHANT OF FRIONA, IS RECOVERING

Ben Galloway, hardware merchant of Friona, suffering with pneumonia in the hospital here, was reported Wednesday to have gained much strength Tuesday night and is recovering rapidly. He was brought to the hospital from Friona Saturday by an ambulance of E. B. Black company, suffering under a severe attack of pneumonia.

Sending the ambulance to Friona was the cause of a rumor, circulating here all week, that a motor car wreck had claimed another victim.

Stork Specials.

Born to Mr. and Mrs.—
Loys Lookingbill, Summerfield, March 9, boy, Loys Bradley.

O. T. Hobson, Friona, March 14, boy, Eunis Eugene.

Jeff Roberson, Progressive, on March 12, boy, Clinton Eugene.

Erwin Robinson, city, March 11, boy.

G. W. Worley, city, March 13, girl, Betty Jean.

R. F. Helvey, Friona, March 6, girl, Wanda Elaine.

Brother Dies.

Mrs. E. F. Connell left Sunday for Bartlett, Texas, where she was called to attend the funeral of her brother, Dee Stockton, who died there Saturday night. Mr. Stockton's death was unexpected.

Cloyd Starts On Fifth Year; to Conduct Revival

A spring revival for the First Baptist church has been announced to begin here April 19, and the congregation has asked the pastor, Rev. V. M. Cloyd, to do the preaching. The music will be in charge of local singers and musicians.

Rev. Cloyd began his fifth year as local pastor here on March 8. The high regard held for the minister by his congregation is further attested by the fact that the April revival will be his fourth conducted for the Hereford Baptist church.

Rail Line from Vega to Forrest Dropped by R.I.

The Rock Island railroad has called off construction of its line to Forrest, according to the Vega Sentinel which states that the information comes from reliable source. The Sentinel is authority that the line will not be built this year and that no reason for the sudden action was advanced by the informant.

It was recently announced by an official of the road that construction contract would be let last Thursday and that building would begin at once. For that purpose bunk cars and other equipment had been placed in Vega. The change in plans came as a surprise to the people of Oldham and Deaf Smith counties, and in the absence of any explanation many are of the opinion that the Rock Island has entirely abandoned the project.

Finishing Witherspoon Residence.

The new stucco residence of Mr. and Mrs. Jas. W. Witherspoon, Fifth and Lawton, is rapidly nearing completion. The dwelling is a five-room structure, modern, and has hardwood floors throughout.

First Swim of Season!

The boys have opened up spring for fishing on Tierra Blanca creek Sunday, and several Tuesday could wait no longer, going in for a short swim, a la nude.

WOMBLE SHOWS SUB-SOILER AT FARM DEMONSTRATION

A successful power farming demonstration was held Wednesday afternoon at two o'clock at the N. C. Vogele place, west side of 25-Mile avenue, by M. D. Womble, Oliver-Hart-Parr farm equipment dealer.

Some new features were introduced, among which was a sub-soiler and a big Oliver one-way plow. The new Oliver-Hart-Parr 28-44 tractor, with four-bottom moldboard plow, was also demonstrated.

Dimmitt Lions Honor Girls.

C. C. Acker and Roy Arnold attended the Lions club luncheon Tuesday at Dimmitt. The Dimmitt club was host to the girls' basketball team, new state champions, and a lively program was given in honor of the state-wide achievement of the players.

Aged Mother of W. D. Keliehor Dies In Oregon

A message was received Wednesday morning by W. D. Keliehor, Magnolia Petroleum company distributor for this district, that his mother, Mrs. Annie Keliehor, had suddenly passed away at her home in Medford, Oregon, at eight o'clock that morning. She was 90 years old last October 14.

Exact funeral arrangements were not known, said Mr. Keliehor, who was awaiting a message from a brother at Plainview who was in communication with Medford. It is probable that the mother would be brought to Texas and laid to rest at Austin, as the Keliehor family has a burial lot there.

Midgets Out for Spring Training



In the picture, back row, left to right: Homer Fox, manager; Dennis Baker, outfield; Wilbur Womble, outfield; Walter Seed, first base; J. D. Clayton, catcher.

Front row: Sherwood Speegle, second base; O. J. Beene, Jr., outfield; Ples Baker, pitcher and shortstop; L. W. Carlyle, Jr., third base; L. R. Russell, captain, pitcher and shortstop; Daniel Russell, mascot.

Elmo Vaughn, outfielder, is also one of the main members of the Midgets, but due to absence when the photograph was made he is not in the above group.

The Hereford Midgets, under sponsorship of the Fox Mercantile

company, made an enviable record last year on the baseball diamond. They played 16 games and won 13. One of the contests was an 11-inning thriller.

The boys will begin practice this week for the new season, and expect to have their first matched game of 1931 some where about the first of April. They are open for any games with kids their age and size. Those wishing to arrange for a clash with the fast Midgets are requested to confer with Homer Fox.

The team expects to line up enough opponents to furnish a schedule through the spring and summer.

I. West Station Burglarized of 37 Gallons Gas

I. I. West reported Wednesday the loss of 37 gallons of No-Nox Gulf gasoline from one of his pumps at his station on 25-Mile Avenue. The burglary occurred Tuesday night between 10 and 11 o'clock, according to Miss Mary Bradley, who resides with her parents at 306 25-Mile avenue, and who heard a motor car drive into the station at that time and someone began operating a pump.

Mr. West said he closed up at about eight o'clock. He was unable to check anything else missing. Car tracks were quite visible where the burglars had driven by the station from the south, turned back in to reach the pump, and then after making the haul had reversed direction and proceeded north.

The lock on the No-Nox stand, his most expensive gas, had been jimmied to reach the pump handle, another lock on the hose had been broken off and tossed into the street, and the fuel made available to fill up whatever car or tank the thieves had available.

Clubs Get Down To Work To Win Brand's Awards

A little over two weeks remain in the Brand's cash distribution campaign, but these remaining days will be the most fruitful for all contestants. On April 4 the cash prizes will be given to winning clubs, but none can be a winner without thorough and persistent effort.

Most races are won on the home stretch, hence every subscription, whether old or new, is of utmost importance. There are a few million credits waiting for every club entered in the campaign. It is only needed that leaders put a little more enthusiasm into the workers' minds. It looks as if there will be a close race and a few subscriptions may swing the balance.

At present the Progressive club is in the lead and the Parent-Teacher association is second. There are some "dark horses" in the race which may spring a surprise as the tape is neared. Some of these have just entered and have been organizing for some effective work. According to indications, every club in the line-up is now prepared for an intensive campaign, interviewing every prospective subscriber in the trade territory.

Standing of Clubs.

Progressive Woman's Club	592,000
P. T. A.	382,000
Lottie Moon Circle	12,000
Summerfield Club	12,000
M. D. Mastopora	12,000

Friendshippers Putting Final Touch On Play

Everything is running smoothly, according to news emanating from the training studio of the Friendship class of the Methodist church, where the finishing touches are being put on the four act comedy, "Clarence", under direction of Miss Gladys Seigler.

The comedy will be presented to the public Friday night, March 20, the curtain rising at eight o'clock sharp. Indications are the high school auditorium will be full, as advance sales of tickets have reached a high point, and workers are still finding scores of customers.

It is stated by class officials that most of the proceeds will be used toward installing a playground, consisting of a miniature golf course, tennis course and crequet ground.

Music for the night will be furnished by the Methodist Sunday school orchestra. The band will play on the streets Thursday afternoon to help advertise the performance. Members of the class have been appointed on various committees to see that the production is presented with a minimum of flaws.

Listen Wilson visited in Lubbock the first of the week.

Full Program Tonight for Annual Fete

One of the most important meetings in Hereford for many months will be the annual banquet of the chamber of commerce at the First Christian church tonight (Thursday), beginning at seven o'clock.

Ladies of the Christian church are preparing the food at a cost of 75 cents a plate, and with young roast turkey as the piece-de-resistance a most palatable meal built around it is promised to hundreds of people who are planning on attending.

Honor Guests.

A special feature of the evening, it was announced Wednesday, would be the presence of the Dimmitt high school basketball team of girls who won the state championship last Saturday at Plainview. The girls will be special guests of Hereford and will be royally entertained. The champions will be accompanied here by about 30 prominent citizens of Dimmitt.

The event is the real opening of the ambitious program recently outlined, and following Thursday evening the chamber of commerce will launch out into the accomplishments with a renewed force and vision. In speaking of the delayed banquet and needed projects, Jno. P. Slaton, head of the chamber, said:

"Actually, we have waited much longer than we should have done in taking up matters of vital importance to all our people. But, from this time forward, we shall work ceaselessly for the promotion of every legitimate interest in Hereford and the Hereford country. We realize that what ever benefits the remotest farmer in Hereford's trade territory will also be good for Hereford. We know that when any group of citizens in Deaf Smith county suffer that Hereford also must suffer. In recognition of this interrelation and inter-dependence, we have planned our program and will in the future conduct our work."

"We want Deaf Smith county and Hereford citizens to know that their every interest is a mutual interest and depends upon the welfare of all the people for its fullest development. To the end of assuring this orderly development, we shall labor in the future unitedly. We ask the people to come out and join hands for the common weal."

Program for the Evening.

Music by Smith's Music Makers.
Invocation: Rev. V. M. Cloyd.
Vocal solo: Mrs. C. J. Mounts.
Mrs. G. A. F. Parker, accompanist.
Announcements: John P. Slaton.
Violin solo: Mrs. A. C. Thompson.
Mrs. Parker accompanist.
Address: Mrs. B. F. Guthrie.
Male quartet: Lloyd E. Roberson, George F. F. F., and others.

G. Roberson.
Address: W. E. Dameron.
Cornet solo: Ralph Smith, Miss Billie Hill, accompanist.
Address: Edgar S. Ireland, mayor.

Introductions: Jno. P. Slaton.
Address: Joe L. Pope.
Benediction: Rev. J. M. Fuller.
Travis Dameron has been selected to be master of ceremonies.

Lusk Brothers Buy Twin City From McAdams

J. W. and Lawrence Lusk are announcing the purchase of the Twin City Tractor and Implement company, 202 Miles avenue, from S. C. McAdams. The name of the new firm is Lusk Brothers Tractor and Implement company.

The Lusks have added a complete service shop which will be in charge of Clifford Cox, an expert mechanic. The shop will specialize in rebuilding any make of motor or tractor.

Lusk Brothers will continue to handle the Minneapolis - Moline lines and the Twin City tractors. J. W. Lusk has been an agent for the Twin City firm in the north part of Deaf Smith county and has many customers in that section.

The new dealers invite those interested in power farming to visit them in their new quarters.

The Hereford BrandPublished Every Thursday at
**HEREFORD, DEAF SMITH
COUNTY, TEXAS****NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS****R. E. KESSIE,
Editor and Manager**
TELEPHONE 30—AT NIGHT 496NOTICE 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.

Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

SUBSCRIPTION PRICES:
Zones 1 and 2, per year ---- \$2.00
Zones 1 and 2, six months \$1.00
Outside Zone 2, per year... \$2.50
Outside Zone 2, six months - \$1.50
Outside Zone 2, four months \$1.00**ALL SUBSCRIPTIONS STRICTLY
CASH IN ADVANCE.****Caught In The
Corral
&
Put Through The
Chute**

Hereford was full of motor cars and people Saturday to a much larger extent than usual. General sluggishness of business is not over by any means, but as we speak of colds it seems to be loosening up. With careful nursing and attention to "undue exposures" Deaf Smith county ought to be able to begin expectorating the clogs soon.

Spring is due Saturday, the growing season, the time of a new nature around us. Winter properly belongs to the past year, and the first day of spring is really the opening of our new year. The outlook is not gloomy at all. Eggs have started up, for one thing, and there is no telling what surprises farm products may have in store.

A young man startled a board of directors' meeting recently by asking how far a dog could run into the woods. The future looked bad for the company at the time the speaker addressed his comments by the question. His answer to the puzzled board was that the dog could only run half way, then from there on he would be running out of the woods. No doubt we are still in the woods, but after a year or more it is also apparent that we have reached the center and are now running out of the bushes.

It now seems that the Rock Island railroad thought it was asking for bread from the Interstate Commerce commission but it was handed a stone. After months of delays the Rock Island officials announced recently that a contract would be let March 12 and work would begin at once on its branch line from Vega to Forrest, New Mexico. But just before that date another announcement was made that all present plans had been called off. Deaf Smith county may not get the line through the northwestern part at all.

No explanation has been issued on the change of plans.

**Home - Cooked
MEALS****HOME - BAKED
PASTRY****CLUB CAFE**

Phone 498

Nineteen Years Ago In Hereford(From the Files of the Brand,
March 22, 1912)

Hereford had been suffering during the winter with a long string of petty thieving. Among things stolen were breakfast steaks, milk, chickens, brass door knobs and a barrel of apples.

F. H. Oberthier had gone to Sedalia, Missouri, to close out his farming stock and tools, having sold his farm there.

March 26 was the date set for all open vault closets in the business district to be removed from the lots.

Rev. A. M. Lohman, Lutheran pastor at Happy, was coming to confirm nine children, March 31, six in English and three in German service.

Ferdinand Schlensker and family, Inglesfield, Indiana, had become residents of this community.

Berry Henderson, Boonville, Ark., had stopped over here to visit his brother, J. Eagle Henderson.

Mrs. C. C. Ferguson had entertained in compliment to Mrs. Morris, of Marshall, Missouri. A two-course luncheon was served.

O. J. Beene and Earl Wilson were on the "try-out" list for a Texas baseball league team.

County attorney's salary had been raised from \$300 to \$400 a year.

F. R. Metcalf was commissioner from Parrot, Castro county, and Mr. Orr was Summerfield commissioner.

Stars in the Eastern Star comedy, "Miss Topsy-Turvy", were John McLean, C. D. Wright and Elmer Dameron.

The Bayview club was studying a course on America, and for March was carrying on history and research work.

Albert and Ira Johnson had made a trip into New Mexico.

Dr. W. J. Rogers had been appointed county health officer.

Jim Robinson, C. J. Paddock, N. N. Boardman, Lee Coconaugher, Chas. Dixon, W. E. Ebert, E. J. Hudson, Grant Womble, S. J. Rice, W. L. Sain, J. L. Parks, Fred Curtis, Frank Carlisle, Jess Roberson, H. B. Russell and L. A. Arnold had been appointed road overseers by commissioners court.

Daniel News

BY MRS. JOE THURMOND

Rev. Hubert Thomson filled his regular appointment here Sunday afternoon.

Mr. and Mrs. O. L. Shugart and daughter of Hereford and Jesse Shugart of Yoder, Colo., were week end guests in the Joe Thurmond home.

Mrs. W. C. and Clyde Russell of Progressive called on Mrs. Luna Jacobs Thursday.

Mr. and Mrs. Floyd Tomlinson received a message Monday that

her father was seriously ill and went to his side and remained until Friday. Her father was improved.

Ova Vernon of Hereford spent Saturday night and Sunday with Miss Angie Jacobs and attended church services at Daniel Sunday afternoon.

Mr. and Mrs. Vernon Miller of Canyon spent Monday night with Mr. and Mrs. Durwood Vernon.

George Kenkel of Texline and Mrs. Ed Ballur of Umbarger called on Mrs. Luna Jacobs and family Tuesday afternoon.

Mrs. Joe Thurmond called on

There was no intimation of any postponement. One is left to guess that the permit will never be utilized and the entire project dropped. Why? Does the Texas & Pacific proposed road have anything to do with this peculiar action of the Rock Island? It may be that the Rock Island has some inside information and thinks the Texas & Pacific Northern will be sufficient feeder for its main line at Vega, and is stepping aside in a goodwill gesture.

From that viewpoint, it is unlikely that those are correct who have feared the T. & P. would be given a permit up to Dimmitt and from there to Amarillo, refusing the Hereford-Vega connection. We believe the Rock Island's action is just another weathervane showing which way the wind is blowing.

A favorite pastime of Here-

ford people recently was framing a good letter to the makers of a well-known cigarette in order to get their names in the pot when the judges began to dish out sacks of money in five, ten and 25 thousand dollar wads. Some folks who have keen anticipations may be getting more pleasure out of playing the game than those who later actually get the money. It is human nature to pursue in joy and be ruined in possession.

If you did not get any of that baby beef of Addison Hunter, bought at auction in Amarillo by the Texas Meat Market at 10 1/4 cents a pound, you mistreated yourself. Some took Swiss steaks, and they claim there was never a superior cut served anywhere. We wanted a big hunk and ordered a dollar roast. When it was cooked we reverted to our old Stone Age proclivities

Mrs. Vearl Iverson in Canyon Saturday afternoon.

T. J. and Wyntele Jacobs attended Edgar Russell's birthday party Saturday afternoon in the Progressive community.

Miss Mary Thurmond of Amarillo, spent Tuesday in the home of her brother, Joe Thurmond.

There will be church services at Daniel Sunday afternoon, March 22, at three o'clock, when Rev. White will deliver the sermon. Everyone invited to attend.

Betty Jo Thurmond did acrobatic stunts at the Legion hall in Canyon Saturday afternoon.

HYDEN'SExclusive Optometrists and
Opticians

628 Polk Street, Amarillo, Texas.

Phones, Office 7723
Residence 5731DR. J. M. HYDEN
Registered Optometrist, in Charge.Hours 9 to 12, 1 to 4
Sundays, 12:30 to 2:30

Eyes examined by the most modern methods. Glasses ground in our own shop to meet your individual requirements.

Cross eyes straightened without the use of medicines or surgery.

Courthouse**News****Warranty Deeds.**

Mrs. Lula Williams et al to E. B. Williams et al, one acre out of SW corner block 14, Evants addition; \$10 etc.

Mrs. Lula Williams et al to E. B. Williams et al, section 30, K-8; \$10 etc.

Mrs. Lula Williams et al to E. B. Williams et al, lot 10, block 18; \$10 etc.

Mrs. Lula Williams et al to E. B. Williams et al, N 1/2 section 27, K-14, \$10 etc.

Mrs. Lula Williams et al to Mrs. Byrdie Wilkinson, S 1/2 lot 11, blk. 16; \$10 etc.

Mrs. Lula Williams et al to Mrs. Byrdie Wilkinson, E 1/2 section 38, K-8; \$10 etc.

Mrs. Lula Williams et al to Mrs. Byrdie Wilkinson, NW 1/4 section 24, K-8; \$10 etc.

Jno. W. Robinson to Noah Ewton, W 1/2 lots 7, 8, 9, block 12, Whitehead addition; \$3500.

Noah Ewton to Jno. W. Robinson, E 1/2 lots 7, 8, 9, block 30, Whitehead addition; \$2500.

Carl Gilliland to James W. With-

erspoon, lot 12 and 10 feet off north side lot 11, block 7, Whitehead addition; love and affection was full consideration.

Louie L. LeGrand to Doc Burnett, lot 16, block 17, Evants addition; \$100.

Doc Burnett to Geo. S. McConnell, lot 16, block 17, Evants addition; \$100.

Emmett Green to Ross Green, lots 3 to 7, block B, Sisk subdivision, Mabry addition; \$10 etc.

Hereford Cemetery association to Mrs. R. O. Sears, lot 2, block 181; \$50.

A. J. Weaver to Lee Cason, blk

50, Evants addition; \$500.
Mrs. Josephine Collins to Arch D. Collins, E 1/2 section 11, K-8; \$10.

Letters of Patent.
Governor Ross Sterling to Mrs. A. P. Ball, section 54, K-3.
Gov. Ross Sterling to J. L. Allred, section 50, block 7.

Mrs. R. H. Caylor, Bellview, New Mexico, was shopping in Hereford Saturday.

John B. Davis and family of Summerfield, were in town Saturday.

Wear Clean Clothes**PHONE 160****Corbett & Co.**

MEMBER

National Association of Dyers and Cleaners

SYSTEM**Miss Lucy and H. D. Reed**

Owners and Operators

Bargains for Friday and Saturday

STRING BEANS, No. 2 cans	11¢
APRICOTS, No. 1 tall can	14¢
CRACKERS, two-pound Saltine	27¢
SPINACH, fresh, pound	7¢
SUGAR, ten-pound cloth bag	59¢
TOMATOES, No. 2 can, three for	25¢
COFFEE, three pounds Maxwell House	\$1.09

WE DELIVER

PHONE 249

**Auction
38 Bulls Sale 9 Females****47 Head Registered Herefords****Lubbock, Texas, 1:00****o'clock p. m.****FRIDAY, MARCH 27**

This is the initial auction sale of registered Hereford cattle in the Lubbock territory, and we earnestly solicit the cooperation of everyone who is interested in the progress of Hereford cattle, and urge that you be present at this sale. Lubbock is in the center of the greatest feeding grounds of the Southwest, as well as being in the heart of one of the foremost breeding and grazing sections of the country.

There will be an unusual offering of Texas' greatest young Herefords in this sale. We have catalogued 47 head, 38 bulls and 9 females, of outstanding cattle, contributed from some of the best herds in the state as follows: F. W. Alexander, Albany; Bade Bros., Sterling City; Walter L. Boothe, Sweetwater; Geo. Burch, Dimmitt; W. D. Crump & Son, Shallowater; Joe T. Davidson, Ozona; Easley & Bouchier, Post; East & Cochell, Hereford; Ed East, Hereford; B. A. Elliott, Moran; Jno. M. Gist, Odessa; E. B. Hernden, Eskota; T. C. Ivey, Hereford; Keith Hereford Farm, Wichita Falls; C. M. Largent & Sons, Merkel; C. J. Mapes, Dimmitt; D. L. McDonald, Hereford; E. P. Neblett & Son, Sweetwater; C. C. Sanders, Big Lake, and Winston Bros., Snyder, Texas.

These cattle have been carefully selected, judiciously handled, and are royally bred. Sale will be held at the Fair Grounds in connection with the Panhandle South Plains Fat Calf and Pig Show, and Ham, Bacon and Meat Show, March 27 and 28. You are cordially invited to be present both days.

CATALOGUES MAILED ON REQUEST

TEXAS HEREFORD ASSOCIATION

JOHN M. GIST, President, Odessa, Texas.

DR. I. E. BARR
Sales Manager
Lubbock, TexasCOL. EARL GARTIN
AuctioneerMRS. J. C. TURLEY,
Secretary; Stock Yards
Station, Ft. Worth, Tex.**Like Tea . . . the best Gasoline
is Blended**

EVEN the Japanese maiden who laboriously picks the tea leaves knows that before you sip the delicate beverage from your cup, leaves of another type of tea must be added, for the best teas invariably are blended.

When the tea merchant takes a quantity of Japanese tea, a bit of China tea, and a touch of Ceylonese, then blends them according to the dictates of his expert knowledge, he parallels the making of CONOCO Gasoline. For this is a blended gasoline. It is blended because this is the only method which brings together in one fuel the desirable properties of several types of gasoline. No one type of gasoline can contain them all.



CONOCO refiners use: Natural Gasoline, for quick starting; Straight-run Gasoline, for power and long mileage; Cracked Gasoline, for its anti-knock properties.

There is no secret formula covering the elements which compose this triple-test gasoline. The secret is in the knowledge behind the blending. Knowing how makes one tea blend better than all others... and knowing how places one gasoline in a distinct quality class. Experience the performance advantages of CONOCO Balanced-Blend Gasoline. You'll find it wherever the CONOCO Red Triangle is displayed.

CONOCO

THE BALANCED - BLEND GASOLINE

SPECIALS FOR FRIDAY AND SATURDAY

POTATOES, 25 pounds	47c	DATES, five-pound box	\$1.00
EXTRACT, 3-ounce size, 3 bottles	25c	STRING BEANS, No. 2 can, two for	21c
ORANGES, nice and juicy, 2 dozen	35c	CANDY, pure sugar stick, pound	18c
COFFEE, All-Gold, 3 lb can, 1 lb free ...	\$1.22	SALMON, pink, two for	25c
PLUMS, gallon cans	42c	WASHING POWDER, Pearline, large	15c

Our
Specials
Are
CASH
To
All

Hereford Wholesale Grocery Company

L. W. CARLYLE
PHONE 164

Scherer Items

By MRS. B. F. FULKERSON

The Palo Duro Home Makers club met with Mrs. Miller March 12 with most members present. Roll call was answered with My color scheme in my living room. Mrs. Gunter met with us and judged the rugs, stools, shelves, pillows and stands. The next meeting will be with Mrs. Crawford.

A health meeting will be held this week with Mrs. Voth, Thursday, March 19.

Mrs. Harold spent Wednesday with Miss Ivy Ragsdale.

Mr. and Mrs. W. H. Hubbard, Mr. and Mrs. Hollis Hubbard, J. W. and Jack called on Mr. and Mrs. Caldwell Friday night.

Mrs. Strickland spent Friday with Mrs. B. F. Fulkerson.

Mr. and Mrs. J. H. Hubbard, Jack and J. W. spent Thursday night in Claude with Mr. Hubbard's brother. They went to Amarillo Sunday to meet the train, when J. W. Hubbard left for his home in Dallas after spending the winter here.

Little Rayford Fulkerson swallowed some chicken tablets Saturday morning, but suffered no ill effects.

Miss Lucille Foxall called on Miss Ragsdale Friday evening.

Saturday Mr. and Mrs. Hollis Hubbard ate dinner with Mr. and Mrs. McCollister and in the afternoon motored to Hereford.

Mr. and Mrs. Hollis Hubbard spent Saturday night in the Crawford home.

Rev. Pryor met with our Sunday school the 15th and gave us a wonderful sermon. There were several visitors with us and we are always glad to see them and hope they will become members. Misses and Mmes. Crawford, Fulkerson at supper in the McCollister home Sunday night.

George Heard spent the weekend from college at Canyon with his parents, Dr. and Mrs. G. W. Heard.

It's July All Year for This



One man who likes lots of day in his dairy is J. Frank Zoller, of Schenectady, N. Y., who has equipped his stables with sun lamps so that his cattle, when kept indoors during the winter months, may receive ultra violet rays artificially, like those they get in summer. One of his cows is shown here basking under a lamp.

Ford Doings

BY MISS EDITH MANN

There was good attendance at services Sunday, when Rev. V. M. Cloyd filled his appointment. Singing was enjoyed in the evening. The C. W. club met at the school house Friday afternoon, March 20.

A large crowd attended the play Friday evening, and it went over big, and students have started to work on another to be given the last of school.

The Progressive basketball team played Ford at Ford Friday afternoon. The score was 17-13 in Progressive's favor. Ford will go to Progressive Friday, March 19.

Pilot Wilmar, ex-army man, landed his plane just north of the school house Friday afternoon and took Mr. and Mrs. J. D. Jenkins, O. D. Frazier and Donald Allred of Wildorado, for a ride.

H. Rempel and John Friesen made a business trip to Portales, New Mexico, Friday.

Mr. and Mrs. O. D. Frazier were in Vega Friday.

Mr. and Mrs. W. M. Stewart and daughter, Melvina, called in the Mann home Wednesday.

Mr. and Mrs. John Friesen left Saturday for Oklahoma.

Miss Edith Mann attended a reunion of the C. L. Goad family near Dawn over the week end.

Mr. and Mrs. B. L. Mann of Adrian, and Lucky Leavelle spent Sunday in the D. B. Mann home.

Claims Drop of Creosote Will Kill Dandelion

Every man or woman who shows Americans how to save work is a hero or heroine. Every householder in Hereford who has tried to have a beautiful lawn can testify to the hard labor involved in eradicating the prolific dandelion from the landscape.

Now comes Mrs. C. A. Skelton with a sure-fire method that routs the dandelion, and the laudable feature is that Mr. Dandelion is made to yield up the ghost in such an easy manner.

A drop of creosote or sheep-dip, from the smallest kind of oil can, upon the bud or bloom of the dandelion will kill the plant and not harm the soil or any other vegetation, according to Sank Ramey and Harry Sheprieck, creditable witnesses, who tried out the method upon suggestion of Mrs. Skelton. Mrs. Skelton says this prescription has been thoroughly tested in Portales and found to be a satisfactory procedure.

Mr. Ramey is authority for the statement that ten cents worth of creosote or sheep-dip and a tiny oil can will do the work on the ordinary yard. He began acting upon the plan two weeks ago and none of the dandelions treated have shown any signs of reviving.

STONE DEPARTMENT STORE DREW FROM WIDE AREA

The opening of the new Stone Department store, Saturday, was an event widely attended, attracting people from all parts of the Hereford trade territory. Employees of the store were kept busy all day waiting on customers, and from a sales standpoint the day was very satisfactory, according to H. K. Whaley, manager.

A clearance sale of the stock of the former C. E. Stone is in progress, in preparation for Easter opening March 26, when Easter goods will go on special showing.

Mr. and Mrs. H. Rempel and children returned from Corn, Oklahoma, Tuesday night.

Mr. and Mrs. T. L. Langley and children called in the O. D. Frazier home Monday evening.

Church Tourney Victory Goes to Methodists

The Methodist Sunday school came out on top last week in the inter-church basketball tournament, with a percentage of 1000, and the silver trophy cup, purchased year before last for that purpose, was formally presented Sunday morning following the class periods.

The Methodists started toward the championship Monday afternoon by winning over the Presbyterians, 21 to 17. This opener was a close one.

And Tuesday afternoon the Methodists came near going on the rocks when they tied into the fast Baptist team. The first half was 8 to 7 favoring the Baptists, but in the last half W. B. Wilson rang up four field goals to bring his aggregation out ahead by two points, 18 to 16.

The final game, Christians opposed to Methodists, gave the latter another victory, 12 to 7, and a clean slate for the tournament.

In the other classes Baptists defeated Christians, 25 to 8; and Christians bested Presbyterians, 22 to 14.

Standing.	
Methodists	1000
Christians	833
Baptists	500
Presbyterians	500

Members of winning team were W. B. Wilson, T. E. Seigler, Jr., Jack Cartwright, J. A. Tapp, G. T. Higgins, Carl Kropff, Kermit Wilson.

Baptists: Jim Alfred, W. J. Fellers, Weldon Gregory, Junior Seed, E. W. Cursinger, Richard Stone, Jake Gregory, Berry Orr, Orland Wilson, James Cloyd.

Presbyterians: Alvin Carroll, L. Sherman, Woodrow Ireland, Ralph Wolfe, Harold Broadwell, Burl Alexander, George Jones.

Christians: Jack Russell, Owen Miller, Tom Robinson, Clifford Kester, Hal Kester, Robert Bell, Jiggs Hartman and Vaughn.

PROVIDE INSPECTION FOR CREAM TESTING METHODS

Austin, March 17.—Action of the Texas house of representatives in

allotting \$3500 to the inspection of methods used by Texas creameries in testing milk for cream and butterfat content was praised by Commissioner of Agriculture J. E. McDonald. The house, he said, has made it possible for the department to perform a long needed service.

Many complaints have been received, he said, but the division of weights and measures was powerless to determine whether they were well founded, having no inspectors. With these funds, the division will be able to say whether complaints are justified. Regardless of inspectors' findings, he pointed out, state inspection will give dairymen renewed confidence in local stations.

FORMAL SHOP OPENING MADE THEM BUSY CENTERS

Much wider interest than expected was shown by the buying public in the formal opening of the Vogele Millinery Parlor and Fashion Dress Shoppe Friday and Saturday at their new quarters on the west side of Main street in the Ray building. Mrs. N. C. Vogele and Mrs. W. F. Gills express appreciation for the response given in this their formal introduction for the expanded firms.

During the two days the parlors were alive with friends, customers, many shopping and many congratulating the ladies on their improved quarters.

QUALITY BUILDING

KEMP LUMBER COMPANY yards everywhere have established a reputation for dealing in building materials that represent the close inspection by experienced critics to determine the QUALITY of the merchandise suited to its needed use.

May we call your attention this week to MASON-ITE, the best insulation board; PRESWOOD, for building cabinets, cut-out designs, etc., and WEATHERPROOF window units, consisting of frames, sashes and windows, completed weather strip equipped, ready for installation.

R. H. KEMP Lumber Co.

PIGGLY WIGGLY All Over the World

Specials for Friday and Saturday

VEGETABLES :::	5c
Per Bunch	
OATS :::	19c
White Swan, large size	
PEARS :::	58c
Gallon Size	
SALMON :::	25c
Pink, two cans	
CANDY :::	15c
Stick, per package	
SOAP :::	21c
Camay Toilet, three bars	
WASHING POWDER :::	12 ¹ / ₂ c
Large Pearline or Rub-No-More	
JELLO :::	22c
All flavors, three for	
STRING BEANS :::	10c
Per can, No. 2 size	
COFFEE :::	98c
Lady Alice, four one-pound pkgs	

IN THE WORLD OF SPORTS

IN CASE YOU'RE WORRYING ABOUT PENNANT CONTENDERS THIS EARLY, TAKE IT FROM GABBY STREET HIS CARDS WILL BE ON DECK AGAIN

THE resounding smack of horsehide ball meeting stick of ash may be heard in various sections of the south and southwest, heralding the beginning of another baseball season. Consequently, there is no time like the present to make the annual guesses on the outcome of the major league races next September.

I am prepared today to tell you that the St. Louis Cardinals will contend for the world's championship next October. If they don't, Manager Gabby Street has been guilty of spinning me a little white fabrication. Heretofore, I have always believed the Old Sarge to be a good man, but until he lets me go out on a limb with a false prediction, I'll continue to play ball with him.

"Before the 1930 season opened, I said that in my opinion the Cards were good enough to win," the Old Sarge told me. "Today I believe the club is as strong, if not stronger, than it was a year ago at this time."

You will notice that Gabby actually did not state that the Cards would win the coming campaign. You must agree, however, that his inference is that the Cardinals are stronger than anything else in the circuit.

On the other hand, Connie Mack leaves himself a wide loophole. Connie believes in his two-time champions, but with reservations.

"All the teams have been strengthened and it may turn out that some new power in baseball will loom up in 1931," are Mack's words. "I must expect unusually strong opposition from Cleveland, Detroit, Washington and New York. It may turn out to be a five-cornered race."



Will they shake again this fall? Opponents in last year's world series, Gabby Street, left, manager of the St. Louis Cardinals, and Connie Mack, right, pilot of the Philadelphia Athletics, have a hunch they will meet again.

will handle nicely any situation that may arise in the 1931 season. He said little about his pitchers—and maybe there's the catch.

The burden of the mound work last year rested on Grove and Earnshaw, Mack's two-iron men. They may be better this year and perfectly capable of carrying the champions along. If they are not as effective, the Mackmen have little chance to repeat.

Rogers Hornsby, pilot of the Cubs, says that new pitching will provide the impetus to send the Chicago entry over the top. The Rajah figures that Bob Smith, obtained from the Braves, Jackie May, picked up from the Reds, and Lester Sweetland, who transferred from the

Pre-Easter Specials

Come In and See Our Up-to-Date Line of
MILLINERY—JUST RECEIVED

—The latest in Misses' Wrap-Around Turbans in Visca, for ages 12 and up, while they last at—

\$1.00

In All Colors

—Our Saturday Special will please you, \$5.00 value, Saturday only, for

\$3.75



Vogele Millinery Shoppe

See Our Beautiful Redingotes

Dresses and Coats

—the latest word for Spring.
Make you Easter selections early.

SPECIAL

—Our \$10.00 rack of special dress values are marvelous in Crepes, Georgettes and Prints. Also a special rack of dresses at \$5.00, and special prices made on Hosiery and Lingerie.

Fashion Dress Shoppe

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

The Sims Community club met Thursday afternoon with Mrs. N. O. Phillips as hostess. Our next meeting will be with Mrs. W. A. Paul. Miss Gunter will be with us at this time.

Clint Treadwell and Sam Steen went to Pampa Friday.

Mr. and Mrs. Paul and children went to Amarillo Sunday.

Cliff Wimberley of Vega was at his farm Tuesday.

Miss Alma and Lucille Foxall visited Tuesday night at the Ed Mecaakey home.

Quite a crowd attended the Sims monthly social at the school house Friday night. Games were played and music enjoyed during the evening and refreshments of pie and hot coffee were served the guests present.

Mrs. M. B. Stone, John Van Meter and Miss May Mecaakey were Hereford shoppers Saturday. Mr. and Mrs. Clint Treadwell and children went to Hereford Monday.

Mrs. Broadus and children of Amarillo are visiting Mrs. Mason over the week end. Mrs. Webb and two children of Olton are also guests of Mrs. Mason.

Here and There

BY MRS. C. E. TICE

The wheat is beginning to look good since the recent snows.

Henry Gillispie recently installed a milking machine to assist him in the work of caring for his dairy herd.

Clyde Boyd and family spent Sunday at the Roy Boyd home.

Mr. and Mrs. C. E. Tice and Mr. and Mrs. Harry Gillispie attended church services in Hereford Sunday morning.

Mary Lou Hamilton spent Sunday and Sunday night with Helen Ray Ham.

Mr. and Mrs. J. J. Lindsay and family spent Sunday evening at

the C. E. Tice home. Mr. and Mrs. John Jordan, Mr. and Mrs. Melvin Mitchell, Mr. and Mrs. Harry Gillispie, Mr. and Mrs. Leo Williams and Miss Roxie Campbell spent Saturday evening in the Oscar Campbell home.

Walter Tice is moving to U-barger this week.

Miss Virginia Mosley spent the week end with Helen Ray Ham.

Mr. and Mrs. Harry Gillispie spent Sunday with Mr. and Mrs. Leasure, near Jumbo.

Wyche Items

MRS. L. P. PERKINS

Word was received by L. P. Perkins Monday that his father, P. G. Perkins, who is in the Rio Grande valley with a daughter, had suffered a stroke of paralysis. He was doing as well as could be expected.

Mr. and Mrs. Perkins, Tommie Lee and O'Dell Ward visited in the N. G. Elliston home Sunday.

Ted Young and wife visited in the parental home Monday.

Edward Perkins visited P. G. Perkins, Jr., Sunday.

V. V. Berger and family visited relatives at Summerfield Sunday.

Mrs. Tommie Lee was called to Happy by the illness of her mother last Thursday.

Mrs. N. G. Elliston and children visited Grandma Nell Friday night.

C. V. Burgess and family called in the Perkins home Friday.

The club will meet with Mrs. R. W. Elliston March 24. This will be an all day session in order to get the quilt finished and ready to dispose of in some manner not yet decided.

A. H. Elliston called in the N. G. Elliston home Sunday.

Mr. and Mrs. Jess Lindsey and family visited his parents home at Westway one day last week.

Little Nollie Gregory Elliston has been sick the past week.

Special, 29x4.40 red tubes, \$1.25. At RICE'S.

Fairview-Palo**Duro Items**

By MRS. JOHN BOLING

Mr. and Mrs. Briggs Horn of Amarillo visited Mr. and Mrs. F. Young Friday evening.

Mr. and Mrs. Bill Floyd are in St. Anthony's hospital, where Mr. Floyd underwent an operation, having a portion of the stomach cut out. Mrs. Floyd has an eight-pound baby girl. All were doing well.

Mr. and Mrs. Tom McClain were in Hereford Thursday.

Mr. and Mrs. A. R. Norman and family have returned from Tucson, Arizona where they spent the past winter.

Mr. and Mrs. Louis Boyd of Lockney visited Mr. and Mrs. O. J. Grable over the week-end.

J. M. Heaton and Claude were in Amarillo Monday.

Mr. and Mrs. J. O. Allred and family spent Sunday with Mrs. B. F. Oase.

Mrs. Frank Young took Nadine, her small daughter, to the clinic in Amarillo last week.

Mrs. Harris went to Panhandle last week to stay with a daughter.

Ruby Parlson of Corsicana visited in the Dan Higgins home last week.

Messrs. and Mmes. S. and C. Cretsinger spent Sunday in the John Boling home.

Mr. and Mrs. Frank Young and family took supper in the J. M. Heaton home Sunday.

Mrs. H. J. Oglesby spent Tuesday with Mrs. Comingoer.

H. J. Oglesby, Jim LeGrand and W. O. Comingoer were in Hereford Tuesday.

Frances and Byron Campbell were out of school this week preparing for the music contest in Amarillo.

Mr. and Mrs. E. W. Womble took dinner in the C. O. Phillips home Sunday.

Mr. and Mrs. Sam Griggs moved to the Dick Allred place last week.

Special, 29x4.40 red tubes, \$1.25. At RICE'S.

Progressive News

BY MISS OLIVE PERKINS

Mmes. Hershey and Horace Hershey called on Mrs. C. P. Caldwell Wednesday afternoon.

Ruby Patterson and Anne Laura Sawyer visited school Monday afternoon.

Owen Neel is piping water to his house and garden this week.

Mr. and Mrs. G. D. Webb visited Mr. Donovan Sunday afternoon.

Several of the ladies met with Mrs. Botts last week to practice their play.

Mr. and Mrs. Jeff Roberson are the proud parents of a son, Clinton Eugene, who was born last Thursday.

Friday Mrs. Jim Park entertained Mr. and Mrs. Click and Mrs. Ray Hershey in honor of Mrs. Click's birthday.

Mr. and Mrs. Louie Olson called on Mr. and Mrs. Arch Dougherty Monday evening.

Mrs. Roy Hershey and Mrs. Horace Hershey called on Mrs. Robinson and Mrs. Phillips Tuesday afternoon.

There will be a ball game at Progressive Friday afternoon. The Ford boys will play the outside and the school team.

Mr. and Mrs. Arch Dougherty

returned to their home near Grady New Mexico after spending several months at the Ricketts home.

Mr. and Mrs. Jim Ricketts motored to Silverton Saturday to visit their grandfather and other relatives.

Friday Leatrice Benson entertained Mr. and Mrs. Andrews, Mr. and Mrs. David Benson of Frio, and Misses Lucille and Lois Park in honor of her father's birthday.

Louise Hunter spent Saturday night with Lois Park.

Mr. and Mrs. Ira Ricketts, Ira Jeanne and Glenn spent Sunday with Mr. and Mrs. Luther Fevely.

Mrs. Ray Hershey visited Mrs. Howard Hershey of Hereford Saturday.

Mrs. W. C. Russell and Owen Neel entertained the children of the neighborhood Saturday afternoon at the Russell home in honor of the birthdays of Edgar Russell and Raj Neel.

Eunice Caldwell spent Monday night with Ruth Park.

Mr. and Mrs. J. P. Roberson, Mr. and Mrs. C. P. Caldwell and Eunice, Mr. and Mrs. Jess Caldwell and Mr. and Mrs. Cecil Hodges called in the Jeff Roberson home Sunday afternoon.

Improves Playground.

The committee met Monday afternoon at the school house and decided to buy several swings, saws and a giant slide for the play grounds, and to build closets, improve the stage and buy some worth-while pictures for the school rooms. The community made the money when they served luncheon at the R. B. R. tractor demonstration.

Misses Lucille and Lois Park and Olive Perkins called on Mrs. Orin Russell Monday afternoon.

Mr. and Mrs. Jack Baker of Dimmitt visited home folks last Thursday.

Mrs. Luke McBrayer and Betty Jane visited her mother, Mrs. Ricketts, several days last week.

Mrs. Click entertained Mr. and Mrs. Park, Lois, Lucille and Ruth at dinner Sunday.

Misses Boyd and Louise Hunter and Hollis Blanton visited in the Hershey home Sunday afternoon.

Mr. and Mrs. Blakemore and children visited with A. J. Blakemore and family near Summerfield Sunday.

Katherine Hershey spent Wednesday night with Lois and Lucille Park.

Sammy Ray Hershey, small son of Horace Hershey, has been very ill the past week.

Mr. and Mrs. Roloson and daughter and Miss Hostetter called on Mr. Perkins and Miss Olive Sunday afternoon.

Mr. and Mrs. R. M. Gunn and Miss Bessie left Monday for a visit of several weeks in Oklahoma.

P. H. Gilliland, Ulys Pierce, Mrs. Buford Luttrell and Miss Wilma Nell Sikes attended the

Westway Items

MRS. PINK GILLILLAND

Westway community club met Friday with 15 members and two visitors present. Each member answered roll call with the color scheme in the living room. Mrs. Bess Turrentine gave an interesting paper on How to hang and use pictures. Mrs. Grady Wilson gave a helpful paper on Color harmony in the living room. Miss Gunter gave a brief review of what we had studied about the living room. She also judged the projects made by each member. The club meets with Mrs. Buford Luttrell March 27.

Messrs. and Mmes. Grady Wilson and G. C. Hartman and Miss Myra went to Amarillo Tuesday.

Weldon Roe and Chas. Smith were in New Mexico Thursday.

Miss Odessa Campbell spent a few days with her sister, Mrs. Homer Gore, the past week.

Mrs. Weldon and Buddie Roe have been visiting in Plainview the past week.

R. M. Gunn was in New Mexico on business twice this week.

Mr. and Mrs. P. M. Houser and daughter, Annie Lee, went to Amarillo Thursday.

Mr. and Mrs. Hamilton and son and Mr. Ridgeway of Vega spent Sunday with Mr. Ridgeway's niece, Mrs. Bess Turrentine.

Chas. Evitt, Urnie Evitt and N. P. Sikes were in New Mexico on business this week.

Miss Frances Brown spent the week end with Miss Maryn Armitage of Vega.

Mrs. Tom Vaughn spent Wednesday with Mrs. Grady Wilson.

Miss Ruth Hanna spent the week end with Canyon friends.

Mr. and Mrs. S. J. Lovell spent the week end with his sister at Morse.

Mr. and Mrs. Hartman of Kress are visiting the home of their son, G. C. Hartman.

Mr. and Mrs. Clyde Raner of Hollene visited the R. M. Gunn home Sunday.

Mr. and Mrs. Urnie Evitt called on Mr. and Mrs. Chas. Evitt Sunday afternoon.

Miss Pauline Wilson spent Saturday night with Miss Inez Smith.

Bob Gilliland spent the week end with his grandmother, Mrs. W. J. Gilliland of Hereford.

Mr. and Mrs. R. M. Gunn and Miss Bessie left Monday for a visit of several weeks in Oklahoma.

P. H. Gilliland, Ulys Pierce, Mrs. Buford Luttrell and Miss Wilma Nell Sikes attended the

Summerfield

BY MRS. L. JOHNSON

Rev. Clouse of Amarillo filled his appointment Saturday night and Sunday. He will also preach at Black at his regular appointment here on Sunday afternoon.

Mr. and Mrs. Leroy Hicks of Lubbock visited over night recently with Mr. and Mrs. Marvin Madden.

Mr. and Mrs. Gerald Morgan and baby visited last week with his mother at Canadian.

Mr. and Mrs. Kester Burgess and children of Wyche visited last Sunday with the Cook families.

Mrs. Will Schults returned from a visit with relatives in East Texas last Saturday.

Mr. and Mrs. Bartlett of Hereford moved into our community last week, occupying the house vacated by Alvis Reed.

Mrs. Robert Sisk of Hereford visited friends here Sunday.

Messrs. and Mmes. J. B. Davis and Obe Roberson went to Amarillo one day last week.

Mr. and Mrs. Guy Easley of Crowell visited several days last week with her parents, Mr. and Mrs. A. J. Blakemore.

Mr. and Mrs. J. H. Murdock returned Tuesday from a two weeks trip to Lubbock.

Carl Frye and family were the guests at a birthday dinner honoring Mrs. L. Johnson and sister, Mrs. J. H. Murdock, at the home of Mr. and Mrs. Ray Johnson last Sunday.

Those attending the stunt show at the high school in Hereford last Friday night were Mr. and Mrs. W. L. Huntley and Geraldine, Mr.

recreational and dramatic school of Districts one and two at Canyon last week.

and Mrs. Lee Curry and daughters and Maudie Noland.

There was a meeting of the baseball club at the store Saturday night. Suits have been bought and the first game will be played on Easter Sunday.

Walter Huntley and J. B. Davis were in Amarillo Friday.

Mr. and Mrs. A. M. Walker and children were called to Pampa last week by the serious illness of her sister. She is reported much better at this time.

L. G. and Wilma Harris of Canyon have been visiting a few days with friends here.

Mildred Meharg entertained Messrs. Glenn and Mary Lee Curry, Maude Noland, Ruth Lookingbill, Allie Faye Lance, Elaine Ivey, Dabie Welts, Beatrice Lawrence and Wilma Harris at dinner last Sunday when a very enjoyable time was had by all present.

Mr. and Mrs. E. B. Miles and children of Hereford were visitors in the R. D. Lance home last Sunday.

Mrs. A. J. Blakemore returned from Amarillo last week after a several weeks visit with relatives.

John McLean and family were visitors in Amarillo Saturday.

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Thanks!

WE APPRECIATE THE EXCELLENT RESPONSE GIVEN OUR

**Closing Out
C. E. Stone Co.
Stock**

THIS SALE CLOSES WITHOUT FAIL

Saturday Night, March 21

YOU CAN SURE BUY CHEAP NOW!

STONE DEPT STORE**Attractive
Lamps****Create a Charming
Atmosphere**

Whether your home is large or small, richly or only moderately furnished, you can add immeasurably to its charm by placing attractive lamps at appropriate places throughout the house.

The soft and shaded illumination of stand and table lamps creates an atmosphere of distinction and quality impossible of achievement in any other way. Time and again you have commented on this very fact—are you applying it to your own home?

Be sure you have ample light in every room in the house when you need it.

ELECTRICITY IS CHEAP—
EYESIGHT INSURANCE**Texas Utilities Co.****Announcement****Lusk Brothers' Tractor and
Implement Company**

HAVE PURCHASED THE STOCK OF THE

Twin City Tractor and Implement Company

S. C. McADAMS, PROPRIETOR.

They have established their business in the same building occupied by the old firm and have added a complete service shop in charge of

CLIFFORD COX

They are equipped to render complete service on the entire Minneapolis-Moline line, and will specialize in rebuilding any make of tractor.

The Lusk Brothers will handle the complete line of the Minneapolis-Moline Power Implement Company, which includes Twin City Tractors, Minneapolis Combines and Tractors, and Moline Implements. They solicit your patronage and invite an inspection of their line of machinery and their new quarters.

J. W. and Lawrence Lusk**There is No Substitute for
BUTTER**

No plant oils so far investigated, and these include cottonseed oil, almond oil, peanut oil, coconut oil and sun-flower-seed oil, contain the Fat Soluble Vitamins in appreciable quantities. It is false to claim these as substitutes for butterfat.—Agricultural Experiment Station of the University of Wisconsin, Bulletin 291.

Don't be fooled by thinking any substitute for butter has the health, vigor and vitality of butter.

Farmers Creamery Ass'n, Inc.

Hereford

Phone 3

9¢ Sale

Many thanks for the excellent patronage given us during our sale. Thousands of Bargains have been realized, but not much time remains. Our 9¢ Sale

**Closes Saturday
Night, March 21**

GET YOUR 9¢ BARGAINS NOW.

**WEIR'S
Variety Store**

We are ready for the outdoor sports season with brand new, latest designed equipment for—

GOLF
TENNIS
BASEBALL

Come in and see the kind of clubs, rackets, bats and balls suited to your individual style to make your game better. We are never too busy to show you—and want you to see what we have.

**Streu Hardware
Company**

International Sunday School

Lesson

BY DR. J. E. NUNN

March 22, 1931

THE USE AND ABUSE OF GOD'S GIFTS
(Temperance Lesson)

Luke 12:16-21, 41-48

Golden Text: Be not drunken with wine, wherein is riot, but be filled with the Spirit.—Eph. 5:18.

Introduction.

"Be not drunken with wine." Why not? Whose business is it whether I get drunk or remain sober? So questions many a man in these recent years. The great modern crusade against alcoholic beverages, which reached a high peak in 1920 when the Eighteenth Amendment severed completely the relations between the liquor traffic and the government, has made prohibition the most discussed of all the social issues of our day. It is, therefore, fitting that the adults in church schools should face the question fairly, and con-

sider their obligations in light of their pledge of allegiance to Jesus and his standards of living. It seems that there are three interested parties in every act of any individual. They are the one acting, society of which the actor is a member, and God the giver and sustainer of all. The drinking of intoxicating liquor and the accompanying drunkenness pertain to all three.

Man's Obligation to Society.

"Society rightfully demands social living. We owe it to society to direct our personal affairs in such a way as to serve, and not injure, society. One's personal liberty ends where social welfare begins. A man has no right to poison his system with alcohol, and thus deprive children and wife of the necessities of life, lower his ability to serve those who pay him, for services rendered, and further endanger the safety of fellow workmen by lack of acumen in controlling machinery, or driving automobiles on the highway. Society has a right to protect itself. The individual who disregards that right is inviting disaster, provoking the wrath of decency."

Keep from Covetousness.

Our immediate lesson springs from a request made to Jesus by one of his hearers, who asked the Saviour to command his brother to make a fair division of their joint inheritance. Christ immediately rebuked the man for his interruption of a religious discourse for the good of all by the intrusion of such a secular matter concerning only himself of all the throng. The man's egotism and self-seeking were apparent. He should have known that Christ's kingdom was not of this world, that he was not a judge or umpire in temporal matters. But though the interruption was unjustified, and crude in the extreme, our Lord, according to his wont, proceeded to turn it to good account, and drew from it one of the most weighty of his utterances, a saying that may well be made the keynote of our lesson. He went to the root of the man's spiritual malady by warning him, and all his hearers, to take heed, and keep themselves from covetousness.

"For," said he, "a man's life consisteth not in the abundance of the things which he possesses."

The Self-Centered Rich Man.

"And he spake a parable unto them." The story was designed to show the folly of having one's happiness on material possessions. "Saying. The ground of a certain rich man brought forth plentifully. He got his goods honorably, and not by iniquity, as do liquor-sellers. Christ did not condemn him for his industry and prudence, or for the amassing of wealth, but for his trust in his possessions, making his life consist in them. Abundance is not an offense in God's eyes. Our Lord came that we might have life and have it abundantly (John 10:10). God has promised to reward the faithful by opening the windows of heaven and pouring out such a blessing that there shall not be room to receive it (Mal. 3:10). But the material gift must not crowd out the Giver.

He did not plan to use his wealth for the joy, the comfort, and the elevation of others, but merely to heap up more wealth.

How One Woman
Lost 20 Lbs of Fat

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

If you're fat—first remove the cause!

Take one half teaspoonful of KRUSCHEN SALTS in a glass of hot water before breakfast every morning—cut out pastry and fatty meats—go light on potatoes, butter, cream and sugar—in 3 weeks get on the scales and note how many pounds of fat have vanished.

Notice also that you have gained in energy—your skin is clearer—your eyes sparkle with glorious health—you feel younger in body—keener in mind. KRUSCHEN will give any fat person a joyous surprise.

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

He only wanted to "buy more fields to raise more corn to fatten more pigs to sell for more fields to raise more corn," etc., in an endless round. "He that loveth silver shall not be satisfied with silver; nor he that loveth abundance, with increase; this also is vanity" (Ecc. 5:10). Greed is an intoxication. To a boy a hundred dollars is fabulous wealth. He gets a hundred thousand dollars and still feels poor.

"Thou Foolish One."

"But God said unto him." The fifth act of this awful tragedy; the flashing fall of the sword. "Thou foolish one." Man is forbidden to call another, "Thou fool" (Matt. 5:22), for man has not the wisdom to judge another; but God can say it, for he knows the heart. And surely this is the final folly, to rest all one's hopes upon a thing so evanescent as the bubble of worldly possessions. "This night, is thy soul required of thee." "Thy life," that very soul which thou hast been congratulating on its assured and comfortable future in this world. Here is irony indeed. "And the things which thou hast prepared, whose shall they be?" Certainly not thine, for "shrouds have no pockets," heaven has no bank for even the richest miser, there is no railroad or ferry to carry things across the black river.

Make Ready.

The remainder of this most impressive and solemn chapter carries and the thought of the searching parable we have just studied. Having pictured the tragically fooling life of the ordiling, our Lord turns to the blessed life of God's true sons. It is a life of trust, free from all anxiety, as free from care as the life of a flower or a bird. It is a life, devoted to the kingdom of God, and not to the eating and drinking and other material interests that make up the kingdom of this world. We must eat and drink, of course, but if we seek first God's kingdom, God will gladly give it to us, and with it he will "throw in" whatever worldly goods are necessary to our real lives.

The Faith and Wise Steward.

"Who then is the faithful and wise steward, whom his lord shall set over his household." The steward was the household manager, and the smooth running of the establishment depended upon him. To every one some stewardship has been assigned by Jesus, and all we have to consider in this life is not ease or wealth or honors, but the faithful performance of this stewardship. In the home, the Sunday school, the church services, and through the world-wide extension of missions and evangelism, the Christian's supreme work as a steward is to do what he can to dispense the bread of life.

"Blessed is that servant, whom his lord when he cometh shall find so doing." This is the Beatitude of the Faithful Stewards, to be added to the eight Beatitudes at the opening of the Sermon on the Mount. We win this blessing if we keep steadily and joyously about our God-appointed tasks, so that whenever Christ may return

to earth he will find us so occupied.

The Unfaithful Steward.

"But if that servant shall say in his heart." It is not what we say with our lips that determine our lives, but what we say in our hearts. "My Lord delayeth his coming." Thus the fact that nineteen centuries have passed and still the Lord has not returned to earth has given men a false sense of security; but each year and day of delay but brings the great event nearer, and during the nineteen centuries uncounted millions, though Christ has not come to them in judgment, have been taken before him.

"The lord of that servant shall come in a day when he expecteth not, and in an hour when he knoweth not." He not only did not look for his lord's return, but scarcely for a time realized it when he did return, so dazed was he. "And shall cut him asunder." A not uncommon punishment in those fierce days, said to have been the mode of execution of Isaiah. "And appoint his portion with the unfaithful." His portion is death, the eternal death of the soul.

Enslaving Power of Strong Drink.

The warcy of the "wets" is "personal liberty." By it they win many foolish people who do not see the fallacy of the implied argument. In reality the Eighteenth Amendment is one of the noblest strokes for freedom ever made by any people, freedom from the slavery of strong drink.

"No ideal of the American people has been more sacred, since the first adventurers reached the eastern coast, than that of the pursuit of freedom. With scientific application fitting it to new knowledge and present day living conditions, it yet is as sacred as ever. The struggle against drink and its deadening hand on human personality through the ages may well be considered one of the ways of continuing the struggle for personal and group freedom."—Harry S. Warner.

C. R. Bentley, formerly in business here, enrolled in W. T. S. T. C., at Canyon this week.

Stomach Troubles
Headache and
Dizziness

If your stomach is sick, you are sick all over. If you can't digest your food, you lose strength, get nervous and feel as tired when you get up as when you went to bed.

For 10 years Tanlac has restored to health and activity many thousands who suffered just as you do.

Mr. Daniel Vinciguerra, of 6200 Stiles St., Philadelphia, Pa., says: "I have not had a dizzy spell or a headache since taking Tanlac. My nerves are in better shape and I can enjoy a good night's sleep."

Let Tanlac help you too. It corrects the most obstinate digestive troubles—relieves gas, pains in the stomach and bowels, restores appetite, vigor and sound sleep.

Tanlac is made of roots, barks and herbs. Costs less than 2 cents a dose. Get a bottle from your druggist today. "Our money back if it doesn't help you."

WARD DEMONSTRATION CLUB

By MRS. S. A. EDWARDS
The Ward Community Home Demonstration club met Wednesday, March 11, with Mrs. W. P. Caraway as hostess. Members present were Mmes. G. M. Suggs, L. K. Malone, Ernest Seigner, W. O. Mills, Fred Saltzman, John Hutson, S. A. Edwards, Glen Rutter, George Rogers, Norman Jack Hutson, W. P. Caraway. Visitors were Mmes. Ed Cox, J. R. Kibbe, Sunny Ledbetter, Vega, and Mrs. Erma Rick of Canyon.

The subject of accessories in the living room was discussed. Delic-

ious refreshments were served during the social hour.

There were many nice stools, magazine stands, pillows, etc. on display, made by club members, but owing to the absence of Miss Gunter the home demonstration agent, the judging will have to be held at the home of Mrs. Jack Hutson at the next meeting, on March 25th.

NOTICE

The public will hereby take notice that on February 11th, 1931, L. A. Miller of Deaf Smith county, Texas, assigned to me, A. A.

Foster, all his assets for the benefit of his creditors, and all persons having any claim against the said L. A. Miller will hereby take notice of my appointment as assignee for the benefit of all creditors; all creditors consenting to said assignment shall, within the time prescribed by law make known to me as assignee, their consent in writing, and file their claims with me. My residence and post office address is Hereford, Texas. (Signed) A. A. FOSTER, Assignee.

Mr. and Mrs. H. E. Hill spent Sunday in Clovis and Bellview.

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Grade "A" Milk, 10c quart.
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FREE-
ONE CHICK FEEDER WITH
EVERY 100-POUND BAGFUL
OF PURINA STARTING CHOWS.
THAT YOU ORDER WITHIN THE NEXT 7 DAYS...
FOR EITHER IMMEDIATE OR FUTURE DELIVERY-

50 CHICKS can eat comfortably from one of these up-to-date, sanitary and feed-saving feeders... eating one 100-pound bagful of Purina Startena Chows in six weeks. Each one of these chicks can eat only one thimbleful of feed per day. From this little feed they must get so much. That's why there are 14 feeds in every thimbleful of Purina Startena Chows (mash or all-mash)... 14 feeds which are there in just the right proportion... mixed over and over 960 times. The 1930 national feed survey of 1,834,513 chicks tells you the kind of a job these thimblefuls do. At six weeks of age, 92 out of every 100 Purina-fed chicks are alive and growing. And they weigh an average of one-fourth of a pound more than other chicks. There's the story for you... the story of Purina Startena Chows.

We offer you this proven starting feed... with a free feeder per 100-pound bagful. Take advantage of this 7-day bargain. Order now and we'll have the feed and feeders ready for you when you want them... either now or any other date you set this spring.

Purina Startena Chow (Mash or All-Mash)
Purina Chick Chow (Scratch)



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EIGHT
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AND UP—f. o. b. Flint, Mich.

Owing to their popularity, the present models of 1931 Buick Straight Eights will be continued throughout the coming summer and fall.

**Norton Motor
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THE EIGHT AS

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Free Aid
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This Company urges its customers to use Natural Gas efficiently.

The Natural Gas situation requires the hearty cooperation of all concerned, and in order to do our part we invite customers to use our Service Department.

Our expert service men will adjust your gas appliances and make valuable recommendations without charge.

**West
Texas
Gas
Co.**

A Junk Yard of the Air



Harrowing tales could be told by hundreds of airplane parts in this junk yard of the skies, if they could talk. Nearly every one has figured in a crack-up. The aerial graveyard is operated by Arrigo Balboni, Los Angeles flyer, shown in the foreground, who buys wrecked planes and sells them piecemeal to poor but ambitious flyers. He started by selling remnants of his own plane after a crash. The turnover was rapid and now his products are sent to many states and foreign countries.

FRIDAY and SATURDAY SPECIALS

MAXWELL HOUSE COFFEE, 1 lb	37¢
BREAKFAST FOOD, Raisin bran	11¢
BACON, Our Best, 1 lb sliced	32¢
MILK, canned, small	4¢
PICKLES, Libby's sweet, 1 1/2 oz	26¢
FRANKFURTERS, twp cans for	15¢
TOILET PAPER, Fort Howard, two for	15¢
ORANGES, small, dozen	17¢
SOAP, Light House Naptha, ten bars	31¢
GINGER SNAPS, one pound	12¢

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Cash Book
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Clip Boards
Order Books
Eternal Inks
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Thumb Tacks
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Cloth Patches
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To Hold Weekly Luncheons, Says John P. Slaton

Semi-monthly luncheon meetings for the chamber of commerce have been found too far apart for expeditious handling of the volume of business now confronting the commercial body, and beginning with next Monday the membership will be called together every week for luncheon and discussions of current problems.

"We can no longer limit the business luncheons of the Hereford chamber of commerce to two each month," John P. Slaton said Wednesday. "and we have decided to call our membership together each and every Monday for the mutual consideration of matters pertaining to the welfare of this city and its trade territory."

"This schedule will be inaugurated next Monday noon, March 23, at the Stockman's cafe, at which time we are expecting that at least 50 of the business and professional men and women will assemble to eat and talk over the most pertinent subjects relative to the advancement of mutual interests."

Use Only One Hour.

"The management of the cafe has assured us that we shall have good food, good service, and I know that we shall have a good, informal, short and pithy program. We shall never waste the time of those in attendance. It will be our purpose at each of these meetings to eat our meals and then to get to matters of business, closing promptly within the hour, unless by vote of those present we decide to give further consideration to some item of special importance."

Keep People Posted.

"Through this method we will be able to keep the people posted as to progress of our work. We shall have the manpower represented weekly and therefore more fully informed concerning essential community tasks. We are convinced that when citizens understand what must be done and that they are needed in the doing to secure the common good, there will be no dearth of assistance in such matters."

This Is Hereford's Day.

"Today, with its changing conditions, its expanding possibilities, its promises for the future, is Hereford's day. We must no longer allow these opportunities and possibilities go by without 'plugging-in' and being recognized as live and enthusiastic citizens of this incomparably rich and inviting section of the great State of Texas. We have responsibilities and we are going to meet them."

Every Member Invited.

"Every member of the chamber of commerce, and friends from the Hereford territory who may care to be with us, are invited to attend this first weekly luncheon, as a part of our new program for Hereford and surrounding country. Let everyone who can possibly do so make advance arrangements so that he or she may leave the usual place of business during the noon hour and join in the task of viewing the needs of our community at close range, considering ways and means through which to do that which needs to be done."

Dimmitt Girls Are Champions In Basketball

Dimmitt, March 17.—Castro county is elated over the latest achievement of the high school Bobkittens in eliminating all competition to take the state basketball championship against Mingo Saturday night at Plainview, in a game in which two of the best teams in the Southwest battled every inch of the way.

The final score was 30 to 26. Paid admissions set a new record for basketball attendance in West Texas. The Palo Pinto girls took the lead and held it through the first half, but consistent scoring in the final periods by the Dimmitt girls brought them victory.

This is the first time in history that an A. A. U. girls basketball championship has rested in the Panhandle. C. A. Pryor is superintendent of the Dimmitt schools and Miss Myrtle Woodfin is coach of the girls. Members of the winning team are Ona Fae Smith, Irene Waggoner, Gertrude Wesson, Evelyn Blanton Senters Brooks, Dyer, and R. Waggoner.

Babe Russell Gets Honor.

William (Babe) Russell, Hereford's fleet-footed athlete, was among the 33 freshmen to receive numerals in freshmen football at the University of Texas, according to a late issue of the Daily Texas. Babe won second in the 100-yard dash in "variety" competition.

The Women's Auxiliary of the Presbyterian church will hold a Quilt Fair April 10 and 11. Prizes will be awarded. Watch Brand for further announcement.

Youth Recovers from Collision On Motorcycle

Loy Smith, 16, son of Mr. and Mrs. Guy N. Smith, was discharged from the county hospital Monday, greatly improved from injuries received last Thursday noon when a motorcycle on which he was riding collided with a car driven by C. H. Carl at East Third and Ross streets.

It was an unavoidable accident, the motorcycle crashing into the side of the automobile, doing some damage. Mr. Carl was not hurt. Fleet Galloway, a companion of Loy, sustained many facial injuries but nothing serious.

Young Smith was knocked unconscious, caused from a wound on his head, and he was rushed to the hospital by an E. B. Black ambulance. It was first believed he was in a critical condition with concussion of the brain. However, it was found his skull was not fractured, and medical and hospital care soon had him recuperating. Wednesday morning he was reported to be doing fine at the home of his parents.

Glenn Smith, 17-year-old brother of Loy, was fatally injured less than two years ago, October 12, 1929, on Harrison highway, one mile west of town, when two cars ran together.

Santa Fe Gives Rail Work Jobs To Hereford Men

A crew of 125 men started Monday morning out of Hereford laying 110-pound steel to replace the 90-pound on the Santa Fe railroad between here and Canyon.

I has been announced that the Hereford territory has been allotted the greater share of jobs, 55 men out of the 125. Amarillo was allowed 25 and Canyon 45.

The cost of the work, including materials and labor, will amount to \$432,000, of which a big per cent will be for labor. J. B. Raymond, roadmaster, is in charge, and he says he has plenty of men, with a long waiting list of perhaps 200. The reconstruction work will require several months, although it is stated that the track-laying crew will be able to handle close to a mile a day where no switches are encountered.

Rails and ties have been strung for some time along the right-of-way, and most of the other material has been assembled in the yards at Hereford, present operating headquarters.

The company operates a mess car and sleeping quarters, to attend the men will be purchased from dealers along the road, it is claimed.

Wells Builds Home.

R. A. Wells, 35 miles northwest in the Bippus community, is building a new frame residence, 16 by 32 feet. Mr. Wells moved here from White Deer about two years ago.

Harvey McConnell, printer, of Amarillo, visited his brother, Geo. McConnell, here Tuesday. He was accompanied by Abe Lockhart, who will be remembered as one of the mainstays of the football team of Amarillo Sandies for 1927-28-29.



Tired of bathing beauties, the University of Missouri recently staged an old-fashioned girl contest. As you may have guessed, charming Beatrice Thrallkill, above, of Warrensburg, Mo., carried off first prize.

Requisites

"A college professor must know a great deal," said H. H. Ho, the sage of Chinatown, "and if he wants to be famous, he must also be able to express startling opinions on subjects he never studied much."

Gauls and Romans First to Find Value of Soap

Very early in Biblical history it was found that the ashes from fires, which were then always of wood, were useful in removing grease from the hands. Ashes were thus the earliest form of soap, and they remained so for a long time.

The first of the more civilized peoples to discover how to make real soap were the Romans. They learned the secret from the Gauls who used a preparation made from wood ashes and goat's tallow for washing their hair and beards, thus making them a fiery red—a color they considered becoming. The Romans developed the new discovery considerably, but it was many years before improved methods were introduced.

In some parts of the world soap making is even now carried out in much the same way as in Roman times.

An old cask with holes bored in one end is filled with alternate layers of straw, lime and wood ashes. The cask is then placed on a raised, slanting grooved board, and from time to time water is poured on the contents, until there emerges a brownish liquid, which is collected in an iron pot and boiled over a fire with the fat and grease until the soap maker deems it finished.

The fire is then allowed to go out and the contents of the pot is left to chill to a solid mass, after which it is cut into bars.

Wage Constant Warfare on Dreaded Tsetse Fly

The insect most feared in Africa is the dreaded tsetse fly. This insect sucks the blood of cattle and infects them with the germ of sleeping sickness. It will at times attack humans. It is a sight-hunter instead of a smell-hunter. This was proved when thousands of them were caught in nets and marked with small spots of paint so that they could be identified. As these paint marked flies were caught days later in the nets of the fly-hunters, their distribution proved how widely the flies range for their food. Some of them were painted either over their eyes or over their antennae, which are believed to be the organs of smell. Thus groups of artificially blinded flies and of flies deprived of the sense of smell were turned loose and watched. The insects without smell went about their evil work just the same; found cattle to bite and suck the blood of these animals like normal insects. The blinded flies, on the other hand, seemed unable to find cattle or to feed. This proved that they were guided only by sight.

Africans Heavy Tea Drinkers

South Africa probably consumes more tea per head of population than any other country in the world. The Englishman's four o'clock tea is an insignificant habit compared with the constant demand for tea that obtains there. Most everybody has a cup of tea before rising, and this is followed very shortly by tea at breakfast. In every office and shop, and even in most factories, all the employees knock off for a few minutes at 10:30 for tea and again at 3:30 and in between these times there is a cup of tea with lunch. Returning home from work in the evening one is greeted by a cup of tea, and after dinner has been digested the kettle is again singing on the cooker for more tea. Besides this routine, fresh tea is brewed for every visitor to almost every house and for customers in most offices.

Good Form to Smack Lips

Smacking the lips when eating, a mannerism distinctly bad form in many countries, is not so considered in Hawaii, writes Fred Lockley in his column in the Portland (Ore.) Journal, in giving the viewpoint of a native of the islands.

"With us," Lockley was told, "if a man makes no noise eating we think he does not want others to know he is eating, so he will not have to share his food with them."

Afton Water
Burns' melodious verses, classified as one of his songs, known as "Afton Water," seems to refer to a living Mary, as will be seen by an examination of the passages in the fourth and fifth verses. The last line of the fourth verse states that "The sweet-scented birch (the birch) shades my Mary and me." Here Mary and the poet are pictured sitting together in the shade of the birch. The next verse speaks of "the cot where my Mary resides," and goes on to tell of her gathering flowers in the waters.

Testing Pencil Leads.
Wearing qualities of different types of lead for use in pencils are tested by an apparatus somewhat resembling a phonograph, says Popular Mechanics Magazine. An electrically driven turntable, covered with drawing paper, contains a center disk which revolves with the turntable. This disk is connected to two other similar disks, at the rim of the turntable, by a spring belt, thus driving these disks. One of them has four metal tubes in which the leads are inserted.

He's Learning
Robert, who has rounded out a dozen years, was taking swimming lessons not long ago at the Y. M. C. A.
"Well, Robert, how are you getting along?" the youngster was asked after the third lesson.
"Oh, I can swim about twelve feet," he answered, "seven forward and five down."

Hereford Golfers Lose

Twenty-two members of the Hereford golf club tried out their metal Sunday against Clovis on the New Mexico grounds and lost 9 to 13. This was the second match of the year, the first being a draw. Mrs. A. A. Foster and Mrs. J. M. Posey were victors over their opponents.

Deaf Smith Is Made Eligible On Relief Loans

Deaf Smith county was included in the last list of Texas counties certified as eligible for drouth relief, according to a wire received Monday by the chamber of commerce from Tom Connally, Washington, D. C., junior senator from the state.

There has been no request for this certification, said Judge Slaton, as conditions here have not been so distressing for the chamber of commerce to take the matter up with the relief authorities of the national government.

The county has been more fortunate than a majority of the districts in the state, and there has been no move by individuals or groups to put Deaf Smith in line for relief.

"However," Judge Slaton remarked, "since our county has been certified and its people made eligible to get loans, if there are any farm operators who may find it advantageous to borrow from the government on easy plans specified, they may start negotiations at once. The chamber of commerce will assist them in putting the loans through."

Following is the telegram received: "Glad to advise Deaf Smith county has been included in drouth relief area and may secure loans through Fort Worth office. Tom Connally."

Slaton Article Commented on by Press, People

The open letter addressed to citizens of Deaf Smith and Castro counties by Judge John P. Slaton, published in the Brand on March 5, has not only created much local favorable discussion, but the article was carried in full by several newspapers of this section. The State Line Tribune, Farwell, and Sentinel, Vega, approved the sentiment expressed and passed it on to their readers as applicable to their territories.

Judge Slaton, who is president of the Chamber of Commerce and a member of the Hereford bar, took the position that Deaf Smith and Castro counties would have to pay for good roads whether they built them or not. He pointed out that the state bond issue seemed a certainty and these counties would be called on to pay through the gas tax a share of all other bonds which counties have voted for paved roads.

He suggested that these counties might as well get ready to hold out their hands for a refund in line with a big string of East Texas counties that were already crowding up close to the cashier. The way to get ready, he said, is to vote local bonds for paving, and when the time comes to have the State take them up.

It begins to look as if dozens of other counties are thinking the same way and those that act first will be served first.

GOVERNOR OF TEXAS IS NEW MEMBER LIONS CLUB

Ross S. Sterling, governor of Texas, has recently been inducted into the Lions club at Austin. He will address the state convention of Lions at Fort Arthur on April 28. The convention will open the preceding day.

HELDY SELEY

Special, Friday and Saturday

PEAS, black-eyed, 3 cans	24c
COFFEE, Admiration, 3 lbs	\$1.16
SUGAR, 10-lb bag	59c
PINEAPPLE, No. 2 can	22c
Peanut Butter, 16-oz glass	22c
BROOM, "Choice"	49c
Crackers, Saltine, 2 lb box	28c
SALMON, pink, No. 1 tall	11c
BACON, sliced, Climax, lb	25c
SPUDS, 10 lbs	18c

CHINA DISH GIVEN WITH \$5.00 ORDER!

STYLE

In Men's Footwear

The New Spring Numbers Have Just Arrived. Come and See Them!

Florsheim Shoes

"For the Man Who Cares"

—The dressiest of all, will be stronger than ever this season, in calf skins, kids and kangaroos.



FOX MERCANTILE CO.

WANT Ads

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

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

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

Wanted

WANT LAND LISTINGS: We want good land listings in Deaf Smith county and adjacent territory. Especially interested where small payments and good terms would be accepted. What have you on crop payment? We have buyers and want your listings with full particulars, at once. Write W. L. Parton, with E. L. Coggins & Co., 204-5 Oliver-Eagle Bldg., Amarillo, Texas, phone 4596. 9-2p

WANTED: Three men want farm or ranch work, or dairy stock or farm on halves. W. B. Hudson, 14 miles north and four west, Hereford. 10-2p

WHEAT FARM WANTED: Have one of the best little farms in the county and some city property to trade in on good wheat farm; prefer near Grady or Bellview; must be priced right. Owner, Box 1032, Hereford, Texas. 9-1p

WANTED: Would like a nice settled couple to share part of my home with me. For particulars call Mrs. F. H. Britain. 9-2p

WANTED: Work on farm or on ranch with place to live for man and wife. W. A. Breashears, route 3, phone 9010-F2. 10-1d

WE WILL BUY your Jersey calves and half breeds, and pay all the market will stand per pound. Bring them on Thursday and Friday. Brumley & Son. 6-1c

TWO COLLECTORS wanted, with cars, men or women. Call by Friday afternoon. Maytag shop, and ask for Mr. Hollis. 10-1p

WANTED: To do plowing, planting and listing. Box 503. T. E. BAKER. 10-4p

Lost and Found

LOST: Last of February, lost a mahogany double arm-chair, part of dining room suite. Charlie Sowell, Phone 160. 10-1c

LOST: Small brown coin purse, containing money. Reward. Mrs. C. O. Wilkins, phone 129 or 48. 10-1c

For Rent

FOR RENT: Furnished apartment, 3 rooms, kitchenette, private bath, all modern conveniences, private entrance. Phone 100. Mrs. W. B. Dameron, 802 25-Mile Ave. 5-1c

FOR RENT: Brick duplex, modern, close in. See J. F. Ward, phone 250. 5-1c

"DRIVE IT YOURSELF" service car; always ready, new tires, puncture proof tubes, Prestone in radiator. FIVE CENTS a mile, plus small hourly charge. Phone 216 or 430—It's ready to go. W. F. Ball. 4-1c

SPLENDID three room apartment, either furnished or unfurnished. Inquire 517 East Eleventh, or phone 194. 3-1c

FOR RENT: Front bed room, adjoining bath; private entrance; gentlemen preferred. Phone 418. Mrs. Grace Hughes Dyer. 9-1p

FOR RENT: Two light housekeeping rooms. Phone 134. 9-2p

FOR RENT: Two furnished rooms modern. Phone 150. Mrs. Dr. Florence Miller. 10-1c

FOR RENT: Nicely furnished bedroom by week or month; board if desired. Two blocks east of court house, 403 Roosevelt avenue. Mrs. B. B. Farmer. 10-1p

ROOMS for rent on first floor, with garage. Mrs. D. P. Vaughn, Phone 364. 10-1p

FOR RENT: Modern 5 room house, with garage, close in. Phone 418. Mrs. Grace Hughes Dyer. 10-1p

FOR RENT: Close in, modern 6 room residence; room for two families. Five room residence, close to Central school. Several apartments for rent, furnished and unfurnished. Ralph Barnett, Phone 122. 9-2p

FOR RENT: Modern duplex, nearly new, close in. Address Box 473. 9-1c

Lodge Directory

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

HEREFORD POST NO. 122
AMERICAN LEGION
Meets at 8:00 p. m., first and third Thursday night in County Court Room. 45

For Sale or Trade

FOR LEASE 300 acres volunteer wheat. See J. M. Chapman, Adrian, Texas. 9-2c

FOR LEASE: Long term lease on farm land, 1 1/2 sections with well and windmill, 1/2 section with two wells and no windmill. Joe Cornett, Hereford, Texas. 9-2p

FOR SALE: Hatching eggs from accredited A. P. A. blood-tested S. C. R. I. Reds, \$2.00 per 100. Mrs. Edith Hughes, Phone 236. 9-2c

FOR SALE: Setting eggs from prize-winning Tri-County Poultry show, White Rocks, \$2.00 per 15. Jack Wright, phone 265. 9-3c

FOR SALE: Watkins products. Phone your order between calls. I make deliveries. Phone 2025-F2. George W. Smith. 10-1c

FOR SALE: Pure bred Toulouse goose eggs, \$1.00 per setting of 8. Mrs. J. H. White, Box 837, or Route Two. 10-2p

FOR SALE: As I am moving to Amarillo, will sell my home in Hereford to responsible party and suit the terms to their convenience. Will rent for \$30 per month to right party. See D. H. Alexander, Panhandle Lumber Co., K. Blythe. 9-1p

FOR SALE: Good used portable Victrola and records, \$10.00. Nearly new portable Typewriter, \$42.50. Jowell Murchison, court house. 10-1c

FOR SALE: Large listing on city lots at prices that won't last till next year. Jowell Murchison, court house. 10-1c

FOR SALE: New Remington and Underwood portable typewriters. Come in and see the many improved features in plain or sport models. Jowell Murchison, Court House. 10-1c

FOR SALE: Two lots near school, paved street, bargain. Hattie Hammond, Route 2, Wimsboro, Texas. 10-1p

FOR SALE: Queen City 1000-chick brooder. Chick feeders, air compressor and old model T Ford. Will trade for R. I. Red chickens. R. L. Bailey, South Hereford. 10-4p

FOR SALE OR TRADE: 15 - 30 McCormick Deering tractor, in good condition; will trade for good car or cows. Four dozen English White Leghorn hens for sale. L. P. Perkins, Wyche community. 10-2c

FOR SALE or trade: 160 acres of good wheat land, 25 miles northwest of Hereford, 1/2 mile from school. Price \$25.00 per acre, or will trade for good young stock cows or helters. Write J. A. Wilmet, Route 3, Lincoln, Illinois. 10-3p

FOR SALE OR TRADE: Ten-room modern house, \$8,000.00. Five room modern, \$4,000.00. Easy terms. A. C. Thompson, Phone 456. 8-1c

FOR SALE: Building lots, \$50.00 up; on gas line. Block of ten lots, on gas line, for \$350. One east front lot, extra big, on gas, light and phone lines, for \$165. Have fine lots facing on Federal Highway 60, soon to be paved, at low prices and easy terms. Thousands of cars will pass over this road each day. L. Baskin, Owner. 9-1c

FOR SALE: Close in, modern residence; small cash payment, balance monthly. Modern residence to trade. List your property with us at once. Ralph Barnett, Phone 122. 9-2c

A FEW close in residence lots, \$25.00 cash, balance monthly. Close in lots near pavement \$300.00 terms to suit purchaser. Shown by appointment only. Ralph Barnett, Phone 122. 9-2c

THREE pure bred Jersey cows, fresh soon; bargain, and will sell on credit. Ralph Barnett. 9-2c

FOR SALE: Good reclaimed, well-matured hegar seed for planting. G. L. Woods, Phone 9026-F2. 9-4p

Estray Notice.

Taken up about January 20, 1931, by the undersigned, living three miles southwest of Hereford, in Deaf Smith county, Texas, the following animal, known to be missing, etc.

One black and white dog, white on shoulder, about nine months old. Owner may have same by paying cost and trouble caused. If not legally proved by the owner thereof within 20 days from date hereof I will proceed to estray same in accordance with law.

W. R. SCHEIHAGEN,
Hereford, Texas,
March 12, 1931. 9-3p

RED TAG ASSURES SEED
IS PROPERLY CERTIFIED

Austin, March 17.—Persons desiring state certified planting seed were warned by R. V. Miller, seed certification chief in the department of agriculture, to demand that each seed bag bear the red tag, showing the imprint of the state seal and signed by state officials.

Reports received here were that seed has been offered for sale and designated "Registered Seed", "First Year from Certified Seed" and other phrases apparently intended to confuse the purchaser and create the impression that the seed were state approved. Miller said a list of certified breeders may be obtained from him.

Karl Huckert arrived Tuesday night from Manhattan, Montana, to visit his brothers, Joe of Hereford, and Louis of Sumnerfield. He has sold his farm in Montana and is looking for a location.

Service with a grin at RICE'S. 10-1c

Telephone

(Continued from Page One)

eration it is necessary to connect dry cell batteries to each telephone in the city. This practice will be discontinued with the change to the common battery system.

Look for 4,000 Users.

This new switchboard has three local and four toll positions and a hospital position. The switchboard now in operation has a capacity of 500 lines, whereas the new board will have from the time of the cut-over, a 700 line capacity with provision for extending its capacity up as high as 4,000 lines in order to accommodate future growth of the city.

New outside plant has been placed in congested areas giving necessary relief and providing additional facilities for further growth; extensions and repairs have been made where necessary to enable service to be provided to all telephone users in Hereford.

New Directory.

A new telephone directory has been published and will be in the hands of every subscriber prior to the conversion and as quite a few telephone numbers will be changed it is requested that the telephone directory be consulted in each case prior to the case prior to the placing of each call, to be sure that the proper number is called.

Condensers have been placed on present magneto equipment and soon after the cut-over a group of men will place new sets in each home and business office.

Predicts Growth.

Probably the most encouraging factor in this improvement program by the Southwestern Bell Telephone company, besides the improved type telephone service Hereford subscribers will enjoy, is the fact that the telephone company is building its new plant with an eye to the expected growth of Hereford. In 1920 there were but 375 telephone lines here in comparison with approximately 590 today and the company confidently expects more than 242 additional telephones here in 1935 and has planned its telephone facilities accordingly.

The dream of a truly modern telephone service in Hereford will become a reality within a few more days.

Roy Lusk Says He Was 'Framed,' Has Made Bond

That his shop was broken into Sunday night and whiskey and bottles "planted" in a motor car within the building is the counter claim made by Roy Lusk, who was charged last week with possession of intoxicating liquor for purpose of sale.

Mr. Lusk was arraigned Tuesday on the charge, following a search of the premises, a wrecking shop at the corner of Miles and West Third streets, and his bond was set at \$1,000 to await action of the grand jury. He made the necessary bond Thursday morning.

Mr. Lusk denies any connection with the affair and asserts that he has been "framed" by some unknown person. He said forced entry was made into his building, a small quantity of whiskey left, and several empty bottles "planted" in the car which he owns and which was stored inside.

"Kro-Flite" golf balls, 50 cents, at RICE'S. 1c

Auction

Sales are Profitable

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

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

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

YOURS FOR A REAL SALE

Ray Barber, Auctioneer

Superior Sales Service

Phone 241

Hereford, Texas

Sales Dates and Literature May Be Arranged at THE HEREFORD BRAND

As Relief Plane Sighted Marooned Fishermen.



This is not a scene of a lost expedition in the Arctic but an aerial view of a group of fishermen just before their rescue on Lake Erie, where they were marooned on floating ice. The plane, sent out from Buffalo, N. Y., located the men and found crude signs "EATS" and "HELP" which they had formed on the ice with pike poles. After dropping a big can of steaming coffee by parachute, the pilot directed U. S. Coast Guard boats to the scene, where the rescue was effected. Note the canvas windbreak in the center, about which the men huddled.

Missionary of Ethiopia Heard by Presbyterians

One of the best informed missionaries was heard Sunday by a big crowd of Hereford people when members of the First Presbyterian church here attended the all-day meeting at Amarillo upon the occasion of the visit by Dr. T. A. Lambie.

Dr. Lambie, noted physician-missionary and as the personal medical attendant of Res Tefari, new king of Abyssinia, is recognized throughout the world as one of the best informed emissaries to the dark continent. He is a brother of C. S. Lambie, Amarillo contractor.

He told of his interesting experiences and showed unique pictures in movie films depicting Abyssinian life. This country was known to Bible scribes as Ethiopia.

Attending from Hereford were Mr. and Mrs. R. H. Womack, Mr. and Mrs. Lester Galley, Mr. and Mrs. John Olson, Mrs. H. L. Broadwell and daughter, Miss Mary; Miss Nell Hall and Miss Carey Estes, Rev. and Mrs. E. P. Gieser.

DAUGHTER BORN TO MR. AND MRS. GUY GILLILAND

Mr. and Mrs. Guy Gilliland, Los Angeles, are the parents of a daughter, named Betty Jo, born last Friday, according to a message received by Matt Gilliland, brother of Guy. They are former residents of Hereford, and Mrs. Gilliland will be remembered as Miss Beulah Davis, teacher in Central school.

Gets Big Egg.

One of the largest hen eggs of the season, and the season has not been backward in that respect, was picked up last week by B. L. Bronson, 126 Lake street, from a nest of his Rhode Island Red flock. The egg is over one-half a foot around the smaller way and over two-thirds of a foot in circumference lengthwise. The exact measurement is 6 1/2 by 8 1/2 inches.

Opening Medical Office.

Dr. T. L. Morgan, M. D., has opened offices in the Buckner-Lambert building over Sprowls-Cronin company store. Dr. Morgan is a graduate of Baylor University

medical school at Dallas, and comes here from Fort Worth.

Mr. and Mrs. R. H. Womack attended services at the Central Presbyterian church in Amarillo Sunday.

L. H. SHORE MARKET & GROCERY

SPECIALS FOR FRIDAY and SATURDAY:

CURED HAM, a pound	23c
BEEF RIB ROAST, a pound	8 1/2c
MINCED HAM, a pound	15c
WIENERS, a pound	15c
LOAF MEAT, a pound	25c
FLOUR, Flavo, 48 pounds	\$1.10
COFFEE, Maxwell House, 3-lb can	\$1.12

WE BUY EGGS, CASH OR TRADE.

The Buying Guide for 34,000 Wideawake Readers



"FARMERS' MARKET PLACE"

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

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

DISPLAY RATES

Display Advertising Rates on Request.

The Southwestern STOCKMAN-FARMER

ROOM 14, NUNN BUILDING,

AMARILLO, TEXAS

PRESCRIPTIONS



You Can Rely On Every Prescription We Compound

To Be Strictly In Accordance With the DOCTOR'S ORDERS.

We appreciate Each Opportunity to be of SERVICE TO YOU!

City Drug Store



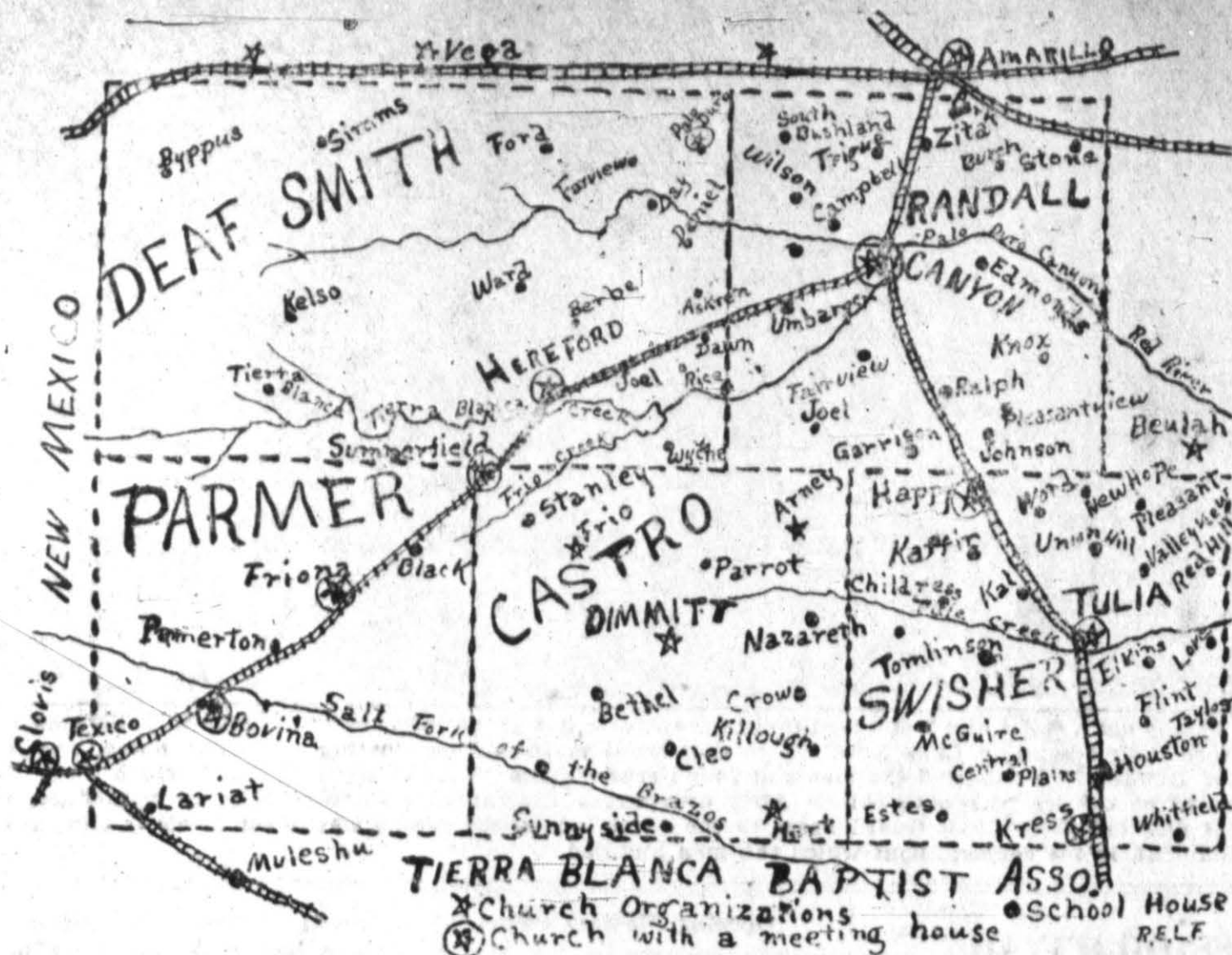
We Give

"J.M."

Green Trading Stamps

Phone 300

Baptists From Five Counties Convene In Hereford Today for Workers' Meet



The above map shows the counties and churches of the Tierra Blanca Baptist association, headed by Rev. J. A. Lindley, Tulsa, moderator.

The association is 25 years old, having held its 25th annual session with the Cleo congregation, Castro county, last September. The next annual meeting will be in Friona September 17 and 18.

According to the published re-

port of 1930, the group has a combined church membership of 3,028 and a total church property value of \$208,000.

The accompanying map has not been brought down to date, and some of the new churches added to the association within the past year are Westway, west of Hereford, and Childress, west of Tulsa, Swisher county.

The oldest church unit in the

organization is Tulsa, 1891, and the second oldest is Vigo Park, organized in 1892. The church at Hereford was started in 1895 and ranks third in point of time; however, it is the largest in the group, with 796 members, according to the 1930 records.

The five-county Baptist churches are holding their workers' meeting in Hereford today.

VEGA CALLS ELECTION TO VOTE WATER BONDS

Vega, March 18.—An election has been called here for April 13 to vote on a \$25,000 bond issue for installing a water system. Vega is looking to the future and plenty of water is needed for beautifying the town, reducing fire insurance rate and providing water for domestic and industrial purposes.

Try a Want Ad in THE BRAND

ORDER OF SALE

THE STATE OF TEXAS.

To the Sheriff or any Constable of Deaf Smith County, Texas, Greeting:

Whereas, on the 4th day of February, 1931, A. C. Thompson recovered in the District Court of Deaf Smith County, a judgment against C. C. Lisenbe and Otto L. Culwell, jointly and severally for the sum of \$248.32, same being interest and attorney's fee from April 7th, 1930, to February 4th, 1931, the date of same judgment, with interest thereon from the 4th day of February, 1931, at the rate of 10 per cent per annum and costs of suit; and, whereas, the

said judgment is a foreclosure of a Vendor's lien on the following described property, to-wit:

Being a part of lots Nos. 11, 12, 13 and 14 of Barrens & Bullock subdivision of Block No. Five (5), of the Womble addition to the town of Hereford, Texas, and being described more particularly as follows:

Beginning at a point 31.13 feet west and 156 feet south from the northeast corner of said lot No. 11, and running thence west 168.87 feet to a point in the west line of said lot No. 14; thence south with the west line of said lot No. 14, to the alley along the south side of said lots; thence east with the north line of said alley 168.87 feet, thence north to the place of beginning, as said Vendor's lien existed on the 7th day of April, 1930, and it is ordered and decreed by said judgment that said property be sold as under execution in satisfaction of said judgment. And if said property shall sell for more than sufficient to pay off and satisfy said sums of money, the excess should be paid over to the said C. C. Lisenbe and Otto L. Culwell. But if said property shall not sell for enough to pay off said sums of money, the balance due shall be made as under

execution, and such order of sale shall have the force and effect of a writ of possession, and the officer executing same shall make a good and sufficient deed, conveying said property to the purchaser and place the purchaser of said property in possession thereof within 30 days from date of sale.

Therefore, you are hereby commanded that you proceed to seize and sell the above described property, as under execution, and make a good and sufficient deed to the purchaser and to place the purchaser of the same in possession thereof within 30 days after the day of sale, and you apply the proceeds thereof to the payment and satisfaction of said sum of \$248.32, together with the interest that may be due thereon, and the further sum of \$8.00, costs of suit, together with your legal fees and commissions for executing this writ. And if said property shall sell for more than sufficient to pay off and satisfy said sums of money, then you are hereby directed to pay over the excess thereof to the defendants, C. C. Lisenbe and Otto L. Culwell. But if you fail to find said property, or if the proceeds of such sale be insufficient to satisfy said judgment, then you are directed to

make the money, or any balance thereof remaining unpaid, out of any other property of the defendant, as in case of ordinary executions.

Herein fail not, but due return make hereof within 30 days, showing how you have executed same.

Given under my hand and seal of the District Court of Deaf Smith County, at my office Hereford, Texas, this 11th day of March, 1931.

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

Backache Leg Pain

If Getting Up Nights, Backache, frequent day calls, Leg Pains, Nervousness, or Burning, due to functional Bladder Irritation, in acid conditions, makes you feel tired, depressed, and discouraged, try the Cystex Works fast, starts circulating the system in 15 minutes. Praised thousands for rapid and positive action. Don't give up. Try Cystex (pronounced Siss-tex) today, under Iron-Clad Guarantee. Must quickly allay these conditions, improve full sleep and energy, or money back. Only 50c at

CORNER DRUG STORE

Home Demonstration News

MISS EMMA GUNTER, CH.D.A.

The County Home Demonstration Council will meet Saturday in the court house for their monthly business session at 2:30 p. m. All but one club was represented last time. Let's have 100 per cent representation this month.

The club girls have completed their sewing projects and are now ready for their food work and team demonstration tryouts. Each club will be given the same demonstration and every member of

the girls clubs will try out to see which team in each club will compete for county work-outs and finally district tryouts in June and the two winning teams in this district will be given a free trip to A. & M. College in July.

With the help of the mothers and the club girls voting on their choice, the Agent will hope to have the sponsors of the girls club appointed by the middle of April. The sponsors help to encourage the girls to complete assigned work at the time designated by agent. Help agent train demonstration team, assist club in planning and executing special club activities, as club trips, picnics and club attendance at county meetings, etc., and assist the girls in getting and collecting exhibits for the county fair.

Miss Gunter has been present

at five clubs the past two weeks and judged living room improvement articles, and 64 articles have been examined so far and five more clubs are to be visited. In the collection will be found eight club rugs and five individual rugs made of gunny sacks, ranging in price from 0 to \$3.85 for the larger ones. The Westway, Summerfield and Dean clubs had 100 per cent reports on articles made by active members. Others may have the same report next week.

This past week the following people attended the dramatic school at Canyon under auspices of the National Recreational association, the extension service co-operating: P. H. Gilliland, Ullis Pierce, Mrs. Beauford Luttrell and Loretta Sikes, Westway, with R. O. Dunkle and Miss Gunter in attendance three days and Miss Hall two days and Mrs. Bob Wilson a visitor one day. Over 40 rural people took advantage of this specialized training and will go back to the respective communities and counties and help with the recreational work. It is the plan of Miss Gunter to perfect a county recreational association as soon as possible, having a chairman and one or two representatives from each community in the county to meet once a month. Various clubs have started their club parties for this month.

The following arrangements has been made for the clubs in the county to entertain each other this club year, so that they may get better acquainted and interchange ideas:

Westway entertains Dawn.
Wyche entertains Ford.
Ward entertains Progressive.
Ford entertains Frío.
Frío entertains Ward.
Progressive entertains Dean.
Dean entertains Wyche.
Dawn entertains Summerfield.
Summerfield entertains Westway.

Arney News Items

BY MRS. F. W. FORTNER

Chas. Cox and wife have returned from a visit with Amarillo relatives.

Ben and Floyd Fortner were in Borger on business first of last week.

Several from Arney attended the basketball tournament Saturday night.

Miss Flossie Fortner has returned from a visit in Borger.

Miss Rachael Burks spent the week end with home folks, returning to school at Canyon Monday.

Some few have been gardening the past few days.

Mrs. Boyd spent several days last week with Borger relatives.

C. E. Burks and family were in Amarillo Friday.

Miss Drennan met Wednesday with the girls' club at the school house.

Mr. and Mrs. John Burnham visited the E. Tipton home Wednesday afternoon.

Mr. and Mrs. F. W. Fortner were in Tulsa Friday.

School was re-opened Monday after being out one week due to sickness.

The mother of Mmes. House and Pitman has been real sick lately but is better at this writing.

Jack, jacks; who wants a jack? We have them. Good, better and best. At RICE'S.

Saturday Night at 12



WHEN the hands of the clock point to twelve Saturday night, March 21, this community will face a new era of telephone development.

At that moment months of work and careful planning will be climaxed as pulsating life is sent coursing through the veins of Hereford's new and modern telephone system.

You will find the new system easy and convenient to use. Instead of turning a crank to signal the operator as you do now, just lift the receiver. An operator will answer: "Number, please?" Tell her the number of the telephone you wish to call.

When you have finished talking always hang up the receiver before placing another call. Returning the receiver to the

hook flashes a light on the switchboard which signals the operator to disconnect your line. Thus your line is then free for another call.

When you answer the telephone's ring and wish to call another person to the telephone, leave the receiver off the hook. This holds the connection.

To recall the operator, move the hook up and down slowly. This will signal her with a flashing light that you are ready to give her another number. If the hook is moved quickly, the signal will not register on the switchboard.

You will save time when calling if you will look up the correct number in your new telephone directory. Scores of new and changed numbers appear in it.

REMEMBER THESE FOUR THINGS:

1. The new service does not begin until after midnight, Saturday.
2. Do not hang up the receiver when calling another person to the telephone.
3. Hang up the receiver when you are through talking.
4. Get the correct number from your telephone directory.

SOUTHWESTERN BELL TELEPHONE COMPANY



YOUR selection and use of feed is a vital factor in determining the number of chicks you will raise - also the number you will lose. The BEST feed is always the cheapest in the long run - and you just can't beat **MERIT STARTING MASH**

Contains the right proportions of oat groats, dried buttermilk, charcoal, alfalfa leaf meal, other essential ingredients - and **PLENTY OF COD LIVER OIL.**

See us for your garden and field seeds in bulk.

Onion Sets and Bermuda Slips.

WE HAVE BROODER COAL FOR SALE.

**West Texas Feed and
Seed Company**

Phone 265

Use Merit Starting Mash
BUY PROFITS BY THE BAG

IT'S A RACE!

Three Teams are in the Race to Win.
Two Others are Still in Strategic Position.

Millions of Credits are Possible and it is over two Weeks to the Finish. Every 10 Subscriptions Count 100,000 EXTRA Credits if Turned in before Thursday Night, March 26

Any Club, Class or Organization May Still
THE HEREFORD BRAND Cash Distribution Plan **Enter Before March 31** See Team Standings on Page One

Does Your Club Need Money? It's Time To Act NOW!

Rules and Regulations

1. Any Civic or Community Organization in Hereford or its surrounding territory is eligible to enter as a unit in the Cash Distribution and compete for a Cash Award. Nominations may be made at any time during the first three periods of the Campaign.

2. No employee or relative or any employee of the Brand is eligible to solicit or assist in soliciting in this contest. The manager reserves the right to reject any nomination if in his opinion the organization nominated could operate to the exclusion of others, or in violation of fair competition.

3. The winners of the awards will be decided by their total number of credits, being represented by ballots issued on subscriptions and coupons clipped from the paper.

4. Clubs are not confined to their own particular town or community in which to secure subscriptions, but may take orders anywhere in this section or for that matter, anywhere in the United States.

5. Cash must accompany all orders where credits are issued. There will be no exception to this rule. Clubs are allowed to collect subscriptions and renewals as well as entirely new subscriptions, and credits will be issued on both.

6. Credits will be issued primarily on subscriptions, but may also be obtained as the result of any business transaction by which a purchase is made from the Hereford Brand. Each purchaser of advertising, printing, office supplies, or anything the Hereford Brand sells in its regular order of business will receive credits for each dollar involved, these credits to be secured from the purchaser by solicitation on the part of the contestants. No member of any participating club may in any way learn of these credits except by soliciting of possible purchasers or from divulgence of the credits by the purchaser. The manager reserves the right to dismiss any organization from the contest that obtains "business" credits in an unfair way or causes any patron of the Brand undue embarrassment in soliciting credits. The price of subscriptions will be the same as always, and all business transactions with the Brand will be at the same rate as heretofore. The credits are absolutely free, and are issued with the sole purpose of determining the winner of this contest.

7. Credits cannot be purchased. Every cent accepted through the Subscription Club must represent subscriptions, or Brand business activities.

8. Credits are not transferable. Club members cannot withdraw in favor of others. Should a club member withdraw from the race his or her credits will be cancelled. Neither will it be permissible for one to give or transfer subscriptions to another. Credits on such transferred subscriptions will be subject to disqualification at the discretion of the manager.

9. Any collusion on the part of clubs to nullify competition, or any other combination, arrangement or effort to the detriment of clubs or this newspaper will not be tolerated. Any club entering into or taking part in such an agreement, arrangement or effort, will forfeit all right to an award or commission.

10. Any ballots issued on subscriptions may be held in reserve and cast at the discretion of the clubs. The printed coupons appearing from week to week in the paper must be voted before they expire, according to the date printed thereon.

11. In the event of a tie for any of the awards, awards identically alike will be made to members.

12. In case of typographical or other errors, it is understood that neither the publisher, nor clubs, shall be held responsible, except for the necessary correction of name.

13. No statement, assertion, or promise, either written or verbal, made by any solicitor, agent, or club will be recognized by the publishers, other than these printed rules.

14. Every Club is an authorized agent of this paper and as such may collect subscription payments from present as well as new subscribers.

15. Extension of subscriptions will receive credits according to the schedule in effect when the first subscription was paid, except that no extension credits will be given in the final period.

16. It is distinctly understood and agreed that clubs will be responsible for all money collected, and that they will remit such amount in full at frequent intervals or on demand of the manager.

17. There will be a 20 per cent cash commission to all ACTIVE non-prize winners, but it is distinctly understood that in the event ANY club becomes INACTIVE, failing to make a weekly cash report, it will, at the discretion of the management, become disqualified and thereby forfeit all right to an award or commission.

18. The publishers guarantee fair and impartial treatment of all clubs, but should any question arise the decision of the manager will be absolute and final.

19. Thirty thousand extra credits will be given on each new yearly subscription during the first period of the campaign. Opportunity credit coupons will be issued from time to time during the first period. There will be no charge or extra credits given with the exception of those mentioned in this announcement.

20. The Campaign opens Monday, February 23—Closing on Saturday, April 4.

21. All extra ballots will be issued at the close of each period.

22. All matter contained in this issue pertaining to the contest hereby becomes a part of the rules and regulations. The right is herewith reserved by the management and the publishers to amend, revise or add to these rules and regulations, and also to offer extra or additional awards to club members for their efforts.

IN ACCEPTING NOMINATIONS, CLUBS AGREE TO ABIDE BY THE ABOVE RULES.

No individual may win a prize, nor can any organization win a prize for an individual, the prize money must go to the organization. Credits must be solicited and collected by contestants.

CASH!

All Prizes Will be Cash and
Not Merchandise

Buy What You Wish

First Prize

\$150.00

In Cash to the Winning Club

Second Prize

\$75.00

In cash

Third Prize

\$50.00

In Cash

Fourth Prize

\$25.00

In Cash

20% COMMISSION--To All Non-prize
Winners who remain active
through the contest, for all Subscriptions
Secured.

How Awards Will Be Made

The grand capital award, \$150.00 CASH, will be awarded to the Club that totals the greatest number of credits for the entire campaign.

After the above winner has been decided, \$75.00 IN CASH will be awarded to the club having the second highest total of credits.

\$50.00 IN CASH will be awarded to the club having the third highest total of credits.

After the winners of the first three prizes have been decided, \$25.00 will be awarded to the club having the fourth highest total of credits.

TWENTY PER CENT COMMISSION

Every Club that remains active in the campaign to the finish, turning in one or more new subscriptions, together with the cash, each week from the time it starts to work, and who fails to win one of the regular awards will receive 20 per cent in cash for the gross amount of its new subscription sales.

HOW CREDITS ARE SECURED.

Credits cannot be purchased and they cannot be transferred. Once issued to a club's credit they cannot be given to another. This rule is imperative.

There are four ways to obtain credits. One is by clipping the free credit coupons, which appear in each issue of this paper until further notice. These coupons are good for 500 credits.

Another method is through securing new and renewal paid in advance subscriptions to The Hereford Brand. Credits are given in large numbers with each payment according to the published schedule below. Note especially the tremendous value of big subscriptions.

A third method is securing the credits issued for each sale in the amount of one dollar or more made by the Brand during the term of the campaign. This may be for advertising, job printing, office supplies or any other transaction performed by the Brand in its regular order of business. Credits for business transacted will be issued only when work is paid for and not at the time of its completion. Contestants are liable to be dismissed from participation for seeking to learn through Brand sources of any work being done. No credits will be issued for less than one dollar.

The fourth way by which credits may be earned is for the payment of past due accounts to the Brand. The existence of such accounts and their payment may be learned ONLY from the customer owing them, and in no other manner.

How Subscriptions Count in Credits in the Campaign.

The following scale shows the subscription rates, and the number of credits given according to the amount paid. Positively no subscriptions for more than three (3) years in advance will be accepted.

NEW SUBSCRIPTIONS

In Deaf Smith, Randall, Castro, Bailey, Farmer and Oldham Counties Texas and Curry and Quay Counties, New Mexico.

One Year	\$2.00	5,000 Credits
Two Years	\$4.00	15,000 Credits
Three Years	\$6.00	35,000 Credits

\$2.50 per year to all other counties and states with the same schedule of credits as above.

In addition to the scale above, a bonus of 150,000 extra credits will be given for each \$20.00 turned in between now and 6:00 p. m., Saturday, March 14th.

From March 16 to March 26, a bonus of 100,000 extra credits will be issued for each \$20.00 turned in. From March 26 until March 31st, a bonus of 75,000 extra credits will be issued for each \$20.00 turned in. From March 31st until April 4, a bonus of 50,000 extra credits will be issued for each \$20.00 turned in.

HOW BUSINESS TRANSACTIONS COUNT IN CREDITS EARNED

Each dollar's worth of business earns 1,000 credits. No credits will be issued for less than one dollar, but each fractional part beyond one dollar more than fifty cents will receive credit for 1000 credits as if it were a full dollar.

HOW PAST DUE PAYMENTS COUNT IN CREDITS EARNED

Any customer or patron of the Brand whose account is sixty or more days in arrears is entitled to 10,000 credits for each dollar due, should the account be paid during this campaign. The credits will be issued to the customer upon payment of the account and he may give them to the club of his choice or vote them as he sees fit.

FIRST SUBSCRIPTION NOMINATING BLANK

Good for 10,000 Extra Credits

This nomination blank and first subscription, will start you in the race for those cash prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber _____

Address _____

Club Name _____

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a club. If so requested, the nominator's name will not be divulged.

"Clarence"

BOOTH TARKINGTON'S COMEDY
In Four ActsProduced by Special Arrangement with Samuel French
of New YorkPresented by
THE FRIENDSHIP CLASS
of the Methodist ChurchDirected by
MISS GLADYS SEIGLERMusic by
The Methodist Sunday School Orchestra**High School Auditorium**
FRIDAY, MARCH 20

EIGHT O'CLOCK P. M.

Program

- ACT I. The anteroom of Mr. Wheeler's private office, New York.
Act II. Living room of Mr. Wheeler's home, Englewood, New Jersey.
Act III. The same. That evening.
Act IV. The same. Next morning.

Cast of Characters

Mrs. Martyn	Mrs. L. S. Keen
Mr. Wheeler	James W. Wilson
Mrs. Wheeler	Mrs. B. M. Wiltshire
Bobby Wheeler	Arthur Harris
Cora Wheeler	Mrs. Johnnie Orr
Violet Pinney	Miss Ruth Dozier
Clarence	Marvin Alston
Della	Mrs. Walter Foust
Dinwiddie	Walter Foust
Hubert Stem	Hubert L. McEntire

Music Festival Draws Lovers of Music This Week



AMELITA GALLI-CURCI

The Panhandle Music Festival will be staged in Amarillo this week, Thursday, Friday and Saturday. Besides the contest feature which makes the festival one of the greatest conventions of musicians in the Middle West, there will be two great artist attractions under directions of Emil F. Myers of the Amarillo College of Music.

Thursday night the famous Fisk Jubilee singers will appear in concert. They are original exponents of negro spirituals.

On Friday night music lovers from the entire Panhandle will have opportunity to hear the most noted soprano in the world, Galli-Curci. Her encores include "My Old Kentucky Home," "Swanee River" and "Home Sweet Home."

Entries of Ralph Smith, school band director, are Marvin Knox, of Mr. and Mrs. W. A. Knox, trombone solo; and Carl Spratt, son of Mr. and Mrs. I. H. Spratt, French horn solo.

So far as could be learned by the Brand the only piano contestant from Hereford will be Aurelia Hoffman, age 10, daughter of Mr. and Mrs. H. A. Hoffman. Aurelia is a pupil of Miss Frances Oberthier. She won a blue ribbon last year at the annual meet, having had only seven months' training.

ST. PATRICK'S COLORS SEEN IN MEETING OF WARD'S L. A. STUDIO

The L. A. S. club met Tuesday, March 17, with Mrs. Jim Higgins. As each entered they were given green ribbons, stickers and sashes for the St. Patrick's Day party.

Different Irish games were played and enjoyed, and prizes won by Mrs. Suggs, Mrs. Roberson and Mrs. C. T. Kibbe. After the business session roll call was answered with a recent current event concerning Ireland.

Delicious refreshments of a Shamrock salad and lime were served by the hostess, assisted by Mrs. Bob Higgins.

The next meeting will be with Mrs. C. T. Kibbe, April 7.

PLEASURE CLUB HOUR CHATS AND DOES NEEDLE WORK

The Pleasure Hour club met last Thursday at the home of Mrs. John S. Cloyd. The meeting was a decided success from the standpoint of needle work and interchange of ideas.

After an enjoyable social hour, the hostess, assisted by Mrs. Frank Richards, served a lovely refreshment course to the charter members of the club.

The next meeting of the club will be held at the home of Mrs. Elswick Cloyd today, March 19.

FOR A WANT AD IN THE BRAND

MUSICAL PROGRAM ON THE AIR FOR NEXT TWO WEEKS

Following is the musical educational program on the air for the next two weeks:

March 20: 10 a. m., NBC, Walter Damrosch conducting. The Symphony (continued). Symphony No. 5, third and fourth movements—Beethoven.

March 21: 10 a. m., NBC, Walter Damrosch conducting. The Metropolitan Opera in program. Andante from Symphony No. 3 in F—Brahms.

Academic Festival Overture—Brahms.

March 23: 7:30 p. m., C. B. S., through KMOX, Marie Jeritza of the Metropolitan opera in program with Symphony orchestra.

March 26: 1:30 p. m., School of the air over C. B. S. Orchestral music by American composers, seven numbers.

March 31: The percussion instruments, 14 numbers.

March 27: 10 a. m., N. B. C., Damrosch conducting. Dancing from foreign lands; Polonaise in A—Chopin; Tango in D—Albéniz; Norwegian Dance No. 2—Grieg; Farandole, from L'Arlesienne Suite, No. 2—Bizet.

The Overture.
Overture to De Freischütz—Weber.
Overture to William Tell—Rossini.

Seen On the Screen at the Star

"Finn and Hattie" plays for the last time Thursday night at the Star theatre. The comedy is "Another Fine Mess", showing Stan Laurel and Oliver Hardy.

Bert Lytell will be here Friday and Saturday in "Brothers".

One of the most unusual features of "Just Imagine", which opens at the Star Monday for a two-day run, is that it was written by the world's best song writers and does not have a theme song titled after the picture. This is a musical picture production and is a real comedy masterpiece, according to advance information.

Wednesday and Thursday of next week theatre goers may see "Min and Bill". This is drama made up of things that happen to ordinary people, but it is so gripping that few will ever forget it—comedy mixed with deep pathos.

Special Guests Hear Ardelle George's Pupils

Thirty guests attended a class demonstration given by the pupils of Mrs. Ardelle S. George at her studio Monday evening in the home of Mrs. J. E. Beyer, 406 McKinley avenue.

The program consisted of a lecture on the art of singing by Mrs. George, interspersed with vocal exercises and various types of songs by pupils.

This was the first of its kind ever given in Hereford and it proved both interesting and enlightening. After the program a social hour was enjoyed and refreshments served.

Pupils taking part were Mrs. Earl Wilson, Mary Louise Parker, Betty Bruce Jones, Mrs. Homer Fox, Mr. and Mrs. J. E. Beyer and Miss Carey Estes.

Mrs. George states she expects to give a public demonstration recital soon when all who desire may attend.

MR. AND MRS. C. H. DILLEHAY WERE HOSTS AT PARTY

Teachers, board of trustees and other special guests were royally entertained Tuesday night at the high school building by Mr. and Mrs. C. H. Dillehay. Prof. Dillehay is superintendent of the Hereford school. Games of 42 were played.

LIONS MAY BE SPONSOR OF COMMUNITY PLAY WORK

The Lions Club has been asked by Miss Emma Gunter, home demonstration agent, to accept the sponsorship of the community recreation work in the county, and the members and wives will meet Tuesday night at the court house to learn something about the plays that may be introduced.

Miss Gunter addressed the club at the Wednesday luncheon which had an attendance of 19 Lions and visitors. The program was in charge of George Garrison, who called on Dave Alexander and Jesse Stanford for talks. They discussed attendance problems and how it was necessary for one to serve in order to grow, and that to serve best one must attend the meetings regularly.

E. G. Grigsby, of the Brumley Chevrolet company, was a guest. The next session of the Lions will be in the form of a stag dinner next Wednesday night. The arrangement committee has not announced the place. There will be no noon meeting for the week.

Council Met St. Patrick's Day at Dawn

Probably the best meeting of the year for the Farm Council, composed of ex-agricultural students from Deaf Smith and nearby counties, was that held Tuesday night at Dawn. The Parent-Teacher association, oldest rural P. T. A. in the county, set the dinner and put on the program at the school house. It was St. Patrick's day and the ladies carried out the Irish theme in both the program and service.

The fifty people present were delightfully entertained. L. M. George, secretary of the Canyon chamber of commerce, gave an interesting talk on ductless glands and serums.

Present from Hereford were Jno. Olson, R. O. Dunkle, E. B. Hicks, G. A. F. Parker, H. L. Hershey, W. L. Davis and Herman Schulz; Canyon, Prof. Frank Phillips, Prof. T. M. Moore and L. M. George; Dimmitt, T. V. Weaver, E. C. Hale, Marion Benton; Sumnerfield, A. M. Walker, Vernon Harmon; Joe Morris of Amarillo, and a large crowd of Dawn residents.

DRIVE PUT ON TO ADD MORE C. OF C. MEMBERS

Sub-committees were assigned work of increasing the membership and securing new members and pledges at the Monday luncheon of the chamber of commerce. Teams were busy Tuesday covering allotted districts, both business and residential.

Relation of the new railroad and improved highways was pointed out by speakers at the meeting. If the Texas & Pacific North-east is obtained, highways into Hereford will be necessary. Likewise, if permit is denied for the new rail line, more and better highways become all the more necessary as arteries of trade, the members were told.

It was predicted that hundreds of millions of dollars will come up in November elections for paying roads, and Deaf Smith county will have to act in the meantime to come into its rights as an integral part of the state.

The Monday luncheon had an attendance of 36 and was presided over by the president, Judge Slaton.

Ward News Notes

BY MRS. WILEY ROBERSON

Mrs. Arlie Dean was hostess to the L. A. S. club and husbands Saturday night, the occasion being a St. Patrick party. The house

was decorated and all enjoyed progressive 42. Jim Lipscomb won high. Other games were enjoyed. "A trip to Tipperary" was taken and Jim Higgins and C. T. Kibbe won. At a late hour refreshments were served. At midnight the guests departed.

Mae Harrison spent Monday and Tuesday with her sister, Mrs. L. Powelson.

Misses Hughes, Garrett and Brunson and Cap Coonaugh were in Claude Saturday.

Jim Lipscomb, George Suggs and Wiley were in Hollens, New Mexico, Monday.

Fred Moorman and family visited the Caraway home Sunday.

Mr. and Mrs. Hoffman of Hereford spent Sunday in the O. J. Lady home.

Messrs. and Mmes. Richards, Weir and Baker of Hereford were visitors in the Lewis home Sunday.

Wiley Roberson and family visited the Dixon home in Hereford Sunday.

Lee Hutson and family, Berger, spent the week end in the Jack Hutson home.

Jimmie Harrison and wife and W. R. Harrison spent the week end with relatives at Grady, N. M.

Messrs. and Mmes. Rogers, Stinner, Malone and Winnie Marie Malone visited the E. Seigner home Saturday night.

Hicks Roberson spent Wednesday night with Robert Lady.

Geo. Lewis ate dinner in the Bill Smith home Thursday.

J. B. and Obid Caraway spent Sunday afternoon with R. and F. Hutson.

Mae and Omah Harrison and Mr. and Mrs. J. Harrison, Misses Gertrude and Lula Kelly took Sunday dinner in the Boyer home.

Mrs. Fred Saltzman spent Sunday afternoon with Mrs. Boyer.

Allene Caraway ate Sunday dinner with Frances Hutson.

Evelyn Van Swerlinger spent Friday night with Gladys Lewis.

Mrs. John Hutson, Frances and Viola, Mrs. Caraway and Allene called on Mrs. Bill Hutson Sunday afternoon.

Mr. and Mrs. L. Powelson spent Sunday in the W. R. Harrison home.

Robert Lady spent Thursday night with the Roberson boys.

Mr. and Mrs. Jack Hutson took Mr. and Mrs. Lee Hutson back to Berger Sunday, remaining until Monday.

Mr. and Mrs. Roy Gough took supper in the Lipscomb home Sunday.

Mrs. Suggs called on Mmes. Moorman and Miles Sunday.

Mrs. James and George were Sunday dinner guests in the W. R. Higgins home.

W. R. Harrison was in Oklahoma last week.

Mrs. Dougherty visited her daughter, Mrs. C. T. Kibbe, Tuesday.

Roy Dennis, former newspaper man of Yuma, Arizona, was here Tuesday on business.

Northwest News

By MRS. M. L. STRADER

Misses Catherine and Margaret Steen were in Happy Friday.

C. S. Perrin and F. D. Ferguson were to Hereford Tuesday.

Mr. Kirby and son and Bill Flippin were in Adrian Sunday.

Sixty-two were at Sunday school. Rev. Pryor was not here but will be here this Sunday.

Wiley Barnes and Bud Morrison visited school Friday.

H. Fortenberry is improving his yard by putting out trees.

L. Strader spent Monday night in the Van Bibber home, Hereford.

Mr. McKinney of Floydada visited the Fortenberry home Tuesday.

Mrs. M. C. New of Adrian has been ill this week.

J. Z. Steen was in Hereford Monday.

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

Mrs. F. D. Ferguson spent Sunday in the Wright home.

Mrs. Strader and sons spent Friday night in the Pryor home at Adrian.

Ed Mackey who recently underwent an operation is improving.

Several patrons gathered and improved the play grounds at the school house at Bippus Friday.

John H. Wood, poultry expert and licensed American Poultry association judge, who has been associated with the Hillside Hatchery, moved with his family this week to Mountain View, Ohio.

Better, Stronger

Chicks

—From All-A. P. A. Blood-tested flock. . . We ship no chicks in. . . All are hatched in our big Smith incubator. . . It pays to get the BEST. . . Come in to see what you are getting. . . Custom hatching in tray lots of 138 eggs at 2c per egg.

HILLSIDE HATCHERY
PHONE 79
South Across the Creek

Social and Society

Federation to Meet March 23 With Ford Club

The Deaf Smith county federation of women's clubs will meet at Ford next Monday at noon, March 23, according to Mrs. Geo. Garrison, president.

The usual custom of each woman bringing a covered dish will be observed. All women of the county, whether or not affiliated with a club, are urged to attend. This is the first visit to Ford, and appreciation can best be shown, says Mrs. Garrison, through a large attendance.

The following program will be rendered:

Duet: Mrs. Homer Fox and Miss Dessie Mae Steele.

Spring garden talk: Mrs. Temple Robinson, Amarillo.

Federation news: Mrs. D. H. Alexander.

Solo: Mrs. Carl Mountz.

Business session.

PRESBYTERIAN W. M. SOCIETY MEETS WITH MRS. BROADWELL

The Presbyterian missionary society will meet next Wednesday afternoon, March 25, at 2:30 o'clock at the home of Mrs. H. L. Broadwell.

FOR JOB WORK, TRY THE BRAND

Miss E. Dora Smith Weds G. W. Clark

Selecting a lucky day, Friday the thirteenth, for their wedding day, Miss E. Dora Smith and Mr. G. W. Clark surprised their relatives and friends by motoring to Clovis where they were united in marriage. They were accompanied by the groom's sister, Miss Marysue Clark.

The bride is the charming daughter of Mrs. W. T. Smith. She is a native of Hereford and a graduate of the local high school. For the past several months Mrs. Clark has been employed in the offices of Drs. Robison and Adams.

Mr. Clark came to this city about two years ago from Texas. At present time he is manager of the dry cleaning department of the Hereford laundry.

The newly married couple plan to make their home in Nevada in the near future.

Mr. and Mrs. J. K. Blythe moved the latter part of the week to Amarillo, where Mr. Blythe is engaged in business. He was formerly Delec and Frigidaire dealer here.

Hemorrhagic Septicemia prevented with vaccine. Get it at Corner Drug Store.

Grohoma

THE NEW SORGHUM GRAIN

Greatest drought resistance; bigger heads; more forage; largest yield per acre of any sorghum grain crop. Early maturing, easily harvested with combine.

Seed Costs \$1.50 per acre

Supply Limited :: Order Now

L. E. Sawyer

HEREFORD, TEXAS

THE SMARTER STYLES for SPRING



Oxfords, Pumps and One Straps
are Presented in Every Leather

Modes That Greet The New Season

—As complements to—the brightly colored gowns for spring Footwear, too, occupies an important role in the fashion drama. Never have the designers been so liberal with color; never have styles been so becoming and so appropriate—and incidentally never have values been so alluring.

Hosiery

—A special value in high grade, full fashioned, silk to the top, hose; fine gauge, semi-chiffon weight; newest spring shades—

\$1.00 Pair

Sprouls-Cronin & Co.

HEREFORD

Workers Tierra Blanca Baptist Association Are Giving An All-Day Program At Church Today

Delegates from five counties comprising the Tierra Blanca Baptist association will assemble here this morning for an all-day workers meeting. A full program, beginning at 10:15 and ending at about four o'clock, has been announced, together with a lunch served at the First Baptist church, the meeting place, at 12:30 o'clock.

An attendance of several hundred people is expected by Rev. V.

M. Cloyd, local pastor. Rev. J. H. Clouse is scheduled for an inspirational address, as the concluding service.

The church at Happy has been asked to render the special music before the morning sermon by Rev. J. S. Greenwood, and the Friona church has been assigned the special music immediately preceding the inspirational address in the afternoon.

The following program will be given today:

- 10:15 Song Service—W. W. Ernest
- 10:30 Devotional—Rev. Harry Swarts
- 10:45 The Bible and Missions—Rev. J. A. Lindley
- 11:15 The Preacher and Missions—Rev. R. E. Bost
- 11:45 Sermon—Rev. J. S. Greenwood
- 12:30—Lunch
- 1:30—Board Meeting; W. M. U. Meeting
- 2:00 The Churches and Missions—Rev. C. G. Howard
- 2:30 The Dollars and Missions—Rev. A. C. Huff
- 3:00 Inspirational Address—Rev. J. H. Clouse

commerce, pays taxes, hires men who have families. "We and those dependent upon us circulate thousands of dollars among Hereford people," Mr. Dunn says. "We think most of the people understand what it means to support home industries and are loyally cooperating."

"Without our operation here, this money would go to Amarillo and never come back. Several families in Hereford would have no jobs or would have to move out. We are all dependent upon each other, and it will pay every time to stick together."

Jumbo News

BY EDNA HALL

Mrs. H. C. Baird spent Tuesday with Mrs. Thomas and Lella. Mr. and Mrs. Ovid Pinkert and children visited Mr. and Mrs. F. L. Pinkert Tuesday night.

Mrs. Albert Schofield visited her sister, Mrs. Taylor Oglesby, Tuesday.

Mrs. Peters spent Wednesday with Mrs. Beck. Mr. and Mrs. Pat Hardy visited friends in Quitaque this week.

M. L. Hardy and family and F. L. Pinkert and children, Mr. and Mrs. Pat Hardy took supper with Mr. and Mrs. Hall Wednesday night.

Bro. Peters and Mr. Beck attended the Methodist conference at Amarillo Wednesday.

Mrs. Ben Neely and son of Amarillo visited the Pinkert home Tuesday.

Leon Vinton and Jack Litch of Nazareth visited Mr. and Mrs. Hall Wednesday night.

Mrs. C. C. Hunter visited Mrs. Wilkerson Thursday.

Miss Lella Thomas spent Friday afternoon with Tiney Andrew. Mrs. Pinkert visited Mrs. Hall Thursday.

Mrs. Ovid Pinkert visited a few days in Childress this week. Mrs. Pinkert spent Friday with Mrs. Hardy.

Miss Kitty Oxford of Ropesville spent the week end with home folks.

Misses Athalie and Maurine Wilder who attend school at Conyon, spent a few days this week with their parents.

F. L. Pinkert and family took Sunday dinner in the Andrew home at Hereford.

C. Andrew and family and Jessie Lindsey and family visited the J. J. Thomas home Sunday.

Mr. and Mrs. M. L. Hardy and Kathleen spent Sunday with Mr. and Mrs. J. W. Berry.

Mr. and Mrs. Lewis Dyer and family, Mr. and Mrs. W. L. Hall and daughters, Fred Wilburn and Ray Axe and Johnnie Hardy were visitors in the Press Dyer home Sunday.

Mrs. C. D. Spencer visited Mrs. L. C. Baggett Friday afternoon.

Mr. and Mrs. Lynn Axe spent Sunday with Mr. and Mrs. Box Axe.

Hazel Battles spent the week end with her parents.

Mr. and Mrs. Merle Matthews spent Sunday with Billy Hall.

Miss Fannie Patton and Leon Winton of Nazareth visited in the Hall home Sunday afternoon.

Bro. Johnson will preach for us next Sunday. Everybody come. Mrs. W. A. Hunter spent Sunday night with Mr. and Mrs. Finis Hunter.

Mr. and Mrs. Press Dyer and children went to Plainview to the basketball tournament Friday, returning Saturday night.

WEIR'S VARIETY STORE RUSHED IN 9-CENT SALE

Weir's Variety store Saturday reminded of week-end crowds usually seen in the well-known nickel stores of the larger cities. The occasion was a store-wide offering of bright and useful articles at nine cents. It was not a sale of odds and ends, but a clear-cut price reduction on new goods needed every day by the housewife. Glenn Weir, proprietor, did not

MUSE ELECTED DIRECTOR LIFE INSURANCE COMPANY

In the annual meeting of the All-American Life Insurance company, new underwriting company

of Amarillo that is composed of Panhandle men for officers and stockholders, George M. Muse, president of the First National Bank of Hereford, was elected one of the out-of-town directors.

NOW WE HAVE THAT CHOICE 4-H CLUB

BABY BEEF

Instead of buying one, we bought two of them, and they are absolutely the finest we ever saw. Phone in your order, for this choice meat won't last long.

Texas Meat Market

How far are you going?

50 miles? to Europe?

It's all the same to the long distance telephone. It will take your voice there while your watch ticks. Fast! Clear! Simple!

Dunn Points Out Why Five-Cent Loaf Impossible

The statement issued in last week's Brand by R. M. Dunn owner of the Hereford Bakery, is a clear explanation on the present price of bread and he presents some cogent reasons why everybody in this community should eat bread made in Hereford rather than bread imported from some outside point.

There has been some agitation because the five-cent loaf of bread prevailing before 1914 has not returned. According to Mr. Dunn, the original loaf weighed only 12 ounces but existing law makes it mandatory for a bakery to sell a full 16-ounce loaf. Even under all 1914 conditions, the 16-ounce loaf would have retailed for 7 cents.

But conditions of that day and this are entirely different, excepting the price of flour, which is now about the same. The wage scale of employees is just about 100 per cent higher now than in 1914, and no one wants to return to the old scale. Rent is higher in Hereford now. Also, the bakery is using a sanitary wrapper which amounts to one-fourth the cost of flour used. The bakery also takes up loaves that get the least bit hard to permit the customer to have always fresh, soft bread. The bread taken up is a total loss. The flour in a loaf of bread, says Mr. Dunn, is only about 20 per cent of the cost of the baked bread, and the other four-fifths is made up of the other ingredients, manufacture, delivering, and loss through return of stale.

In short, were it possible to turn back the pages of time, 16 ounces of bread could not be sold for five cents, and an attempt under present conditions to sell for five cents would mean business suicide, for each loaf would go out at a loss.

Mr. Dunn points out what his bakery means in the life of Hereford. It supports the chamber of

PANHANDLE MUSIC FESTIVAL

"Staged Annually" March 19, 20, 21, 1931. Two great Artist Concerts Music Contests Daily Flak Jubilee Singers—March 19, 8:15 75c, \$1, \$1.50 and \$2



GALLI-CURCI, March 20 \$2, \$2.50, \$2, \$1.50, \$1 Tickets now at Amarillo College of Music 1322 Tyler, Phone 2-3648 Mail Orders to EMIL F. MYERS

DR. D. K. ROBISON Residence Phone 500

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

Doctors Robison and Adams

PHYSICIANS AND SURGEONS

Office Phone 282

Office In Clark Building Over Rice Drug Store Hereford, Texas

NOTICE! Change of Ownership

I have purchased the former Cottage Camp, remodeled and cleaned it up thoroughly, making a new place. I am sparing no effort to operate the cleanest of tourist camps.

Your Cooperation Is Invited and Appreciated.

WHITE COTTAGE CAMP

West Hereford, On Clovis Road. W. P. LETHERMON, Proprietor.



We are Members of the Federal Reserve System of Banks Security!

Have Money SAFE in our Bank

YOUR money is safe when deposited in our bank because we are Members of the Federal Reserve System of Banks, which means we can take our approved securities to our District Bank and secure money on them when we want it.

● START SAVING REGULARLY NOW We Welcome YOUR Banking Business



THE FIRST NATIONAL OF BANK HEREFORD



A Strong Bank Thoughtfully Managed



The Romance of Pioneering - - -

Pushing forward where others have not trodden is pioneering. Whether it is penetrating the untamed West in a covered wagon or launching forth into a brand new business project, pioneering has the glow of romance. There is romance in business. And the officers of this bank have just enough romance in their ideas to want to co-operate with that modern hero, The Business Pioneer.

First State Bank

MARCH DAYS ARE BUILDING DAYS



Make your decision now. If you intend to build, this is the ideal time to start. Let's get together on your plans; allow us to submit estimates and lend our counsel. Whether you want a barn, bungalow, a flat building or factory, the Panhandle Lumber Company can build it better and cheaper.

For the benefit of our clients we offer free of charge the use of blue-prints in our files covering virtually every sort of structure. This saves you the expense of an architect's fee.

Our Aim—To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Courtesy • Quality • Service



Jamesway Coal Burning BROODER

The patented AIR PURIFIER, an exclusive feature of Jamesway Brooders, is one of the big reasons why users of Jamesway Brooders have such splendid success in raising a larger number of their baby chicks.

A brooder to raise chicks successfully must do more than just furnish heat; the Jamesway does more than that—it provides an abundance of PURE, WARM, FRESH, MOIST air under the hover all the time. The Air Purifier carries the foul, stifling, smothering air upward and away from the chicks while the AIR MOISTENER keeps the air moist and healthful. Dead, dry, foul air, such as found under the hovers of so many brooders, not only stunts and retards the chicks' growth but actually kills thousands of chicks every year.

Chicks LIVE and GROW Under a Jamesway Don't suffer the usual heavy death losses this year; raise your chicks under a Jamesway Brooder—it will more than pay its cost in the chicks it SAVES and in the bigger and stronger chicks it produces. These facts have been proven in thousands of cases where Jamesway Brooders are used. Come in and look it over—compare it with others before you buy.

HILLSIDE HATCHERY

Locals

Ted Irlbeck, north of Dawn, was a business visitor here Tuesday.

Miss Ina Mae Hastings was home from college at Canyon over the week-end.

Why take more risks? Buy tire chains now before another snow or rain comes. RICE sells them.

Mrs. Jim Robinson and children were in Amarillo on a pleasure trip Saturday.

Mr. and Mrs. A. C. Thompson were Sunday guests in the home of N. D. Williams, Amarillo.

Recall One Cent Sale soon at Corner Drug Store.

Mr. and Mrs. Reed Williams, O. W. Humble and Miss Ona Hamner motored to Amarillo Sunday.

4.50 x 20 Brunswick tires, \$5.75, which includes insurance. At RICE'S.

Master Doyle Christian of Dawn spent the week end in Fort Worth attending the Southwestern Fat Stock show.

Mr. and Mrs. Norton Headrick and family visited in the R. E. Kessie home Sunday. Mrs. Headrick is a sister of Mrs. Kessie.

4.75x19 Brunswick tires, \$6.75, and insured, of course. RICE sells them.

Mr. and Mrs. Alton Fraser returned this week from a few days visit with relatives in Fort Worth.

That injured tire may well be worth repairing. Take it to RICE for a "free consultation."

Mr. and Mrs. Hubert McEntire spent Sunday in Dimmitt with Mrs. J. M. McEntire and family.

Miss Willie Allen left Monday for Portales to visit her sister, Mrs. J. C. Parker.

Easter Greetings and Favors at Corner Drug Store.

Miss Mattie Lou Harrison, teaching in Friona, spent the week-end with her mother here.

J. C. Parker, motion picture owner of Portales, was in Hereford Thursday.

Mr. and Mrs. Ira Connell and E. F. Connell visited relatives in Amarillo Saturday.

If your cattle are grazing on dirty wheat, better vaccinate to prevent Hemorrhagic Septicemia. Corner Drug Store has it.

Soldiers Guard Letters Mailed By Hereford Citizens In Recent Camel Cigarette \$50,000 Contest



THE thousands of letters received in the \$50,000 Camel cigarette contest, advertised in newspapers from coast to coast, were guarded in the same manner as huge gold shipments. Photograph shows contest mail being loaded into an armored truck at the Winston-Salem, N. C., postoffice under guard for transportation to the offices of the R. J. Reynolds Tobacco Company. Charles Dana, Gibson, noted artist and publisher of Life, Ray Long, president of International Magazine Company and Editor of Cosmopolitan Magazine, and Roy Howard, chairman of the board of the Scripps-Howard newspapers were judges of the contest which called for answers to the question "What recent change has been made in the wrapping of the Camel cigarette and what are its advantages to the smoker?" The huge response to the contest announcements proved anew the great responsiveness of the public to newspaper advertising.

Mr. and Mrs. Raymond Cone visited home folks in Lubbock Sunday. Mr. Cone is local manager of the Cone elevator.

Mace Whitman and John Boone, cafe men of this city, were in Dimmitt Sunday and were callers at the new Hotel Witt.

Mrs. Lloyd Edwards and small daughter left last week for Fort Worth to visit her parents and other relatives.

Mr. and Mrs. Joe Hudson, Seagraves, spent the first of the week with her parents here. Mr. and Mrs. D. H. Alexander.

Dr. and Mrs. T. L. Morgan, formerly of Fort Worth, are new citizens of Hereford, having apartments in the J. H. Wilson home, 506 Jackson Avenue.

George W. Parker, son of Mr. and Mrs. G. A. F. Parker, spent a short vacation here with his parents. He is an employee of the Guardian Trust Company, Houston.

W. D. Kellehor and Arthur Thompson attended a convention of Magnolia Petroleum company agents in Lubbock Friday and Saturday. About 80 agents were present from towns of the Plains.

Clem Moore, Caldwell, Kansas, was here Tuesday looking after a farm owned by his father, D. E. Moore, 17 miles west of Hereford on the Harrison highway. He said

wheat was looking fine on the farm. Mr. Moore is an employee of the Rock Island railroad in Kansas.

Mr. and Mrs. Jack Grady have moved to 117 Kibbe street, having exchanged their home on Catalpa with C. Schumacher. Mr. and Mrs. Schumacher are now occupying the former Grady home.

Mrs. Mary Ewing arrived Friday for a visit with her sister, Mrs. N. M. Patton. Her home is at Farmington, New Mexico, and she had been to Mineral Wells visiting another sister, Mrs. J. M. Garner.

Mr. and Mrs. George Gammond, Canyon, stopped here Monday en route to San Francisco for a visit. Mrs. Gammond is a daughter of Mr. and Mrs. Omer Baker, and she left her daughter, Joan, with her grandparents until her return from the coast.

W. H. Ray has been forced to use crutches the past few days on account of an old injury to one of his knees. At intervals the knee joint becomes locked, he said, necessitating artificial help in walking.

J. B. Fritz, Denton, was here the past week in connection with his cattle on the Gillis ranch, 14 miles northeast of town. He was accompanied to Wichita Falls by Mrs. A. K. Gillis, who will visit her daughter there and other relatives in Fort Worth.

HEREFORD BOY MAKING FLOOR PLAN LAYOUT FOR LUBBOCK PLANT

John Jacobsen, Jr., son of Mr. and Mrs. John Jacobsen, Hereford, in school at Texas Tech, is making a floor plan layout for the Lubbock city power plant. John is in the engineering department. Assignments for the class call for some practical work, and members of the drawing department have undertaken similarly interesting and utilitarian tasks.

Stunt Night Clears \$60.00.

Stunt night, given Friday night at the high school auditorium for benefit of the pep-squad to assist in paying for uniforms, was a highly successful affair from the standpoints of choice entertainment and gate receipts. It was announced that about \$60.00 was cleared. Various clubs of the city took time about staging ten-minute stunts.

Free Games Saturday Night.

Another inter-church basketball tournament, this time with no age limit to allow older men to take part, is announced to open at the high school gym Saturday night. Churches participating are Methodist, Baptist, Christian and Presbyterian. Teams from the four congregations will be on the floor for the opening night in a double-header. There is no admission charge.

Breaks Arm Again.

Arthur Thompson, Jr., had the misfortune to break his arm again while playing in the high school gym. He was playing volleyball Thursday, when the limb was snapped. His arm was previously broken last November when he thrust it against the wall of the gym to retard his momentum. Arthur is a junior in high school.

Attend Chevrolet Meet.

Among the officials and sales force of the Brumley Chevrolet company which attended the big Chevrolet meeting at Amarillo Monday were G. W. Brumley, E. J. Grigsby, Frank Ball, Jack Lambert, R. A. Daniel, Gordon Dur-

ham, A. B. Clark. They met with Chevrolet regional officials in a business and get-together session.

Building Garage.

Jack Grady is having a garage built at his home recently acquired at 117 Kibbe street.

U.B. Thrifty says



"The Best Way to Get What You Want, is to Quit Wanting and Save."

A FRIENDLY BANK

The service we render to our customers is limited only by the bounds of good banking practice . . . not by the SIZE of the account

This bank is happy in the knowledge of having served its customers well over a period of many years. It is a friendly bank. Your business is cordially invited.

Western National Bank

STAR THEATRE

HEREFORD, TEXAS

Last Time Tonight, Don't Miss It!
THURSDAY, MARCH 19

"Finn and Hattie"

Leon Errol, Zasu Pitts and Mitzie Green

Then Stan Laurel and Oliver Hardy in a Great Comedy,

"Another Fine Mess"

Friday and Saturday
March 20 and 21

Monday and Tuesday
March 23 and 24

She takes the census.
He takes the count.

Frank Albertson is trying to remember when he was born, and the lady doesn't believe a word of it. Just one of the trials and tribulations of a young man in 1980 as revealed in



Watch for These
Coming Pictures

WILL ROGERS IN
"Lightnin'"

LAWRENCE TIBBETS in
"New Moon"

CHARLES RUGGLES in
"Charlie's Aunt"



DeSilva, Brown and Henderson's

JUST IMAGINE

with EL BRENDEN
Maureen O'Sullivan
John Garrick
Marjorie White
Frank Albertson

Directed by
DAVID BUTLER

FOX
PICTURE

Wednesday-Thursday of Next Week
WALLACE BEERY and MARIE DRESSLER in

"Minn and Bill"

and the best comedy in many years,
CHARLIE CHASE in "HIGH C'S"

CASH SPECIALS FRIDAY AND SATURDAY

Our Specials Are Absolutely CASH to All.

PRUNES	Gallon tins each	39c
PECANS	Whole, halves, bulk, shelled, per lb	68c
CHEESE	Full cream, Wisconsin per lb	26c
Sweet Spuds	Portales yams, 10 lbs	29c
CORN	No. 2 standard, 3 cans	31c
TOMATOES	No. 2 Portales, 3 cans	25c
HAMS	Supreme skinned, half or whole, per lb	23c
ONIONS	Medium size, extra good, 5 lbs	15c
LUX	Large pkg., for fine laundering	22c
PRESERVES	3 pound jar, strawberry	69c
LETTUCE	Nice Heads	6c

Bakers Cash Grocery

MONT E. BAKER

USED CARS

Chevrolet USED CARS

Attention, Mr. Used-Car Buyer:

We wish to announce that we are now showing our Used Cars in our building. Our lot will be open only on Saturdays. We believe we can better serve you by keeping our cars inside where they are protected, and can be kept in good condition at all times. For your selection we have on hand now about twenty late Fords and Chevrolet that are priced as cheap as the market anywhere. These cars are in best of condition and will give you a wonderful lot of good service.

Be sure to see us if you need a real bargain in a good used car.

Yours for Sales and Service,

Brumley Chevrolet Co.

Incorporated

"A Reliable Institution"

Phone 216.