

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 3.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, JANUARY 30, 1930.

FIVE CENTS PER COPY.

WHITEFACE HERD WALLOPS HIGH-FLYING EAGLES FROM CANYON HIGH FRIDAY NIGHT

The high school basketball team gave the old Gape-bucket a decided upset last Friday evening when the Whitefaces stepped out on the gymnasium floor and gave the Canyon High Eagles a 22-16 beating in a fast and furious game that got rather rough in places. As Canyon had won a high school tournament the first of last week at Panhandle by defeating and eliminating such opponents as Stratford, Panhandle, Amarillo Sandies, Flappy, and others, it was not thought the Whitefaces would make a great deal of a showing against the Eagles Friday night, but the Hereford boys were of a different opinion and went out and won.

The girls team continued its string of hard luck by losing by just a few points, 20-21. Some of these times the Hereford girls are going to get on the other end of the score by just the few points necessary between defeat and victory.

Both boys and girls teams went to Tulsa Saturday night, the boys winning again 27-17, while the girls lost disastrously.

Happy will be here tomorrow, Friday, evening to meet the Whitefaces on the Hereford high school court, the game being called at 7:15. Saturday night both boys and girls teams go to Canyon to play the Eagles on their home floor, and another typical Whiteface-Eagle struggle for supremacy will be enacted.

Efforts to Be Made to Lessen Rabbit Damage

J. M. Hill of the U. S. Geological Survey, who was here Monday and Tuesday working with County Agent H. O. Dunkle in the interest of rabbit and prairie dog extermination in Deaf Smith county, gave demonstrations of the preparation and placing of the poisoned baits on the farms of several prominent citizens.

These places were at the homes of G. C. Hartman, 10 miles west; J. A. Bos, 15 miles west; George Lewis, 10 miles north; Kelly Gray, 15 miles southwest, and George Tarantini, 20 miles southwest. Owing to the inclement weather, the poison baiting of the rabbits and prairie dogs was not as satisfactory as under better weather conditions. Mr. Hill indicated to the Brand this week, but he plans to return here early in March for a more comprehensive campaign of extermination.

The eradication of the jackrabbits and prairie dogs is being done on a large scale in other counties and if practiced here would mean a big saving in the amount of money to Deaf Smith county. Mr. Hill and Mr. Dunkle both pointed out the truth of the matter of placing poison bait for these animals, when they said the system had very little value unless all the adjoining farms over a community put out the poison at the same time. If any one farm fails to cooperate, all the rodents on that farm are left over and quickly repopulate the farms whose poison had been distributed and its rodents killed.

There is an indication from those who had been in contact with the eradication work done this week, that the farmers and land owners of the county will give the county agent and geological service full cooperation when Mr. Hill returns in March.

"Now is the time," Mr. Dunkle said, "to kill prairie dogs and rabbits—just before the young ones appear, for one doe killed now means the extermination of the new crop that is sure to come later in the spring." George Lewis stated that "The rabbit menace is growing in our community and there needs to be a concerted effort to kill them at once. Just a few farmers cannot do any good destroying rabbits and dogs, but we must all get together and kill every rodent in a large section of the country."

H. O. Dunkle and T. S. Gillette were in Canyon last Monday morning inspecting some Jersey

Lot Cleared for New Picture Show Building

Another old Hereford landmark has disappeared, Dave Stewart with his crew of workmen having finished razing the old Norton building on North Main Street Monday of this week.

In place of the old building, a new modern brick building will be erected, the same to be constructed for use of a picture show theatre for J. C. Parker, present owner of the Star Theatre. Work will begin just as soon as suitable plans and specifications can be decided on.

The lumber from the old building is to be used for the construction of a five room residence just east of the Norton home on West Sixth Street and to add a second floor to the Norton residence. Work will begin this week on both residential buildings if the weather permits.

S. L. Easley Attacked by Enraged Jersey Bull

S. L. Easley had a narrow escape from serious injury or death in a tussle with an enraged Jersey bull last Monday morning. Mr. Easley stated that the animal had been considered gentle, but in this instance became enraged and proceeded to put him out of the barn lot, and that he finally crawled through a fence and out of reach of the maddened animal. Mr. Easley was badly used up, but is able to be up and about the house today.

Electrical Current Used To Thaw Out Water Mains

The Texas Utilities Company has been doing a great work during the past cold snap by using a heavy current through a short circuit process to thaw out frozen water mains and laterals. There isn't much to be seen as the crew works—just an electrical connection to a hydrant and another to a meter, some one yells "turn her on!" and when the water starts running "turn her off!" and the job is done.

Annual Banquet at Dimmitt Attended by Hereford Men

Some fifteen or twenty Hereford citizens drove over to Dimmitt Tuesday night to represent this city at the annual Chamber of Commerce banquet, and report a most enjoyable trip. The evening was spent in a program of entertainment and speaking that outlined the growth and progressiveness of the Castro county metropolis during the past year, with the presentation of plans for the work to be done in 1930.

Mr. and Mrs. Roy Bruiser and daughter, Mary Christine, of Tucumcari, New Mexico, were here Monday of this week.

County Library Activities Lead to Early Opening

Members of the Deaf Smith County Free Library board and the new librarian were in Amarillo Wednesday conferring with the Potter county library officials regarding essential equipment for the local institution which will open soon.

Superintendent of Schools, G. H. Dilchay, Mrs. F. T. Roloson and Mrs. George Garrison make up the governing board of the Deaf Smith county organization, and Miss Lillie Hostetler was recently chosen as librarian to conduct the work. Her assistants, Mrs. Bob Nelson and Miss Anna Miller, accompanied the party to Amarillo for yesterday's conference.

Deaf Smith county's free library will be the third to be organized in the Panhandle, and was made possible by the cooperation of the county commissioners' court and other public officials during the summer of 1929.

COURT HOUSE INTERIOR CHANGED TO MEET NEEDS OF NEW COUNTY LIBRARY

Remodeling the basement of the court house began Monday morning when Andy Godwin and his crew of four carpenters tore out some of the middle partitions in the library room in order that a larger room will be made available for the new array of books that are expected soon.

The second floor, including the walls of the balconies and the district court room are being decorated and the wood work refinished by Harry Whitechurch and his crew of six men. The first floor walls are also being calcimined and painted.

C. A. Skelton Establishes Case Line At Dimmitt

C. A. Skelton is establishing a branch house for his Case Line at Dimmitt this week, with J. P. McMahon as manager of the new plant. The new business for Dimmitt will be located in the new Caldwell building west of the court house. Mr. Skelton states that a complete line and parts will soon be ready for display.

Town Team to Take On Canyon All-Star Bunch

The Hereford town team of basketball players are taking on the first stepping all-star team of Canyon here tonight at 8:00 o'clock in the high school gymnasium. The local team is composed of college and ex-high school players who know the game from inside out, and those who want to see professional basketball of fast action won't miss a thing by watching them play tonight.

Rural Writers to Be Rewarded for Good Stories

Beginning with next week's issue, that of February 6, the Brand will offer a premium of \$1.00 each week for the one best item of the rural correspondents sent in for publication. Honorable mention will be made of items from other correspondents that have received recognition. There are no rules to the affair at all. The correspondents will send in items just as they have heretofore, but to encourage the writers from each neighborhood to search out valuable news stories that occur in that community, the best story of each week will win a premium of a dollar for its writer, the community will get some beneficial publicity, and the Brand will be a better newspaper because of the added valuable news stories it will get to print about Deaf Smith county and the Panhandle, which is the object the paper has in view by offering the prize.

The winning story and those receiving honorable mention will be selected each week by different people, several who have been approached on the subject have agreed to assist the Brand in this work, and others are expected to be willing. County Agent H. O. Dunkle, Secretary J. W. Miller, of the Chamber of Commerce, and prominent citizens of Hereford's territory will do their part.

This week under the title of each community's correspondence the name of the Brand's representative appears. Thus the people of each neighborhood will know to whom news stories may be given. They are working for the Brand, and the more news they can send in all the happenings in their communities just that much better will the Brand be a representative newspaper.

New homes being built, new farming operations being conducted, the methods some farmer used who raised a bigger crop than usual, the feeding of livestock at a saving, the addition of modern conveniences to someone's home, an exceptional high grade of seed developed, etc., are all the basis of real news stories everyone wants to know of each community, just as much as the social affairs are interesting.

The Brand has always been proud of its rural correspondents. Their reports each week have made the paper outstanding in the territory Hereford serves and the present management is now endeavoring to make that service more comprehensive. The people of each community will find plenty of opportunities to assist their correspondents in their neighborhood in finding news items. The winner and mention of the story will appear in the Brand of the following week.

BULL BARN MECCA OF CATTLEMEN

With breeders of registered Hereford cattle coming into the city yesterday and last night for the McDonald & Ivey big sale of Anxiety 4th Herefords today at the sales pavilion, all the city's attention is turned to their great event of the year.

Buyers of the Panhandle and New Mexico will vie with each other in picking the individuals best suited to their range or registered herd's breeding needs. Many come year after year to these sales to see the wonderful specimens of pure bred Herefords as they are led into the sales pavilion, just to study and estimate their individual merits and compare the animals with others they have known.

This year's offering is said to be the equal of, and in some cases, exceeding that of any previous year. There are 48 bulls and 32 females in the offering, most of them by D. L. McDonald and T. C. Ivey, although quite a few other Deaf Smith county breeders, including W. T. Womble, Ed East, E. I. Brady, Doyle Rose, Leo N. Wolfe, George Burch, Jesse McGowan McLean and Pittman, and John Purcell, have consigned some valuable animals to the sale.

The great entertainment feature of the occasion, the Annual Cowhands' Smoker, will take place tonight at the sales pavilion as a fitting close of the sale. Henry Ansley, renowned booster and booster of the Plains and Panhandle and its past, present, and future traditions, advantages and possibilities, will be toast master of the event, and W. T. (Bill) Womble will be in charge of the "cats" and run the "chuck-wagon."

Baptist Revival Closes After Successful Series of Meetings

The Baptist revival meetings closed last Sunday night after continuous preaching for two weeks by Evangelist Rev. F. S. McClung and Singer Joe Trussell.

The meetings were attended by appreciative audiences throughout the services, even though the weather was the most severe in recent years, and at times the main auditorium was taxed to the limit.

Twenty-two addition were made to the Baptist church and the baptismal services were held Wednesday night of this week, according to Rev. V. M. Cloyd, pastor of the local church.

Utilities Lineman Freezes Feet While At Work On Line

E. J. Brock, lineman for the Texas Utilities Company here, is convalescing from frozen feet and exposure received while working on the transmission line between Hereford and Priona on Friday, January 17, when the thermometer was considerably below the zero mark. Mr. Brock was on a high transmission pole for three hours during the storm that day and reports the last of the week said it would take him about three weeks to recover from the experience.

One reads many tales of the heroism of linemen and track walkers for electrical companies, telephone, telegraph, railway and gas lines; that of Mr. Brock is one of Hereford's own, and much credit is due him for the act, which kept the electric current intact to the southwest. There are other stories of a similar nature of deeds performed in Hereford during that cold Friday, but the Brand has been asked not to print them.

Would-Be Notaries Should Write to Clyde W. Warwick

A communication from Clyde W. Warwick, representative from this district to the state legislature, announces that the commissioning of Notary Publics will be granted at the special session of the legislature now convened, and that he will be glad to look after the matter for those who wish commission from this, the 123rd district, and that applications should be made through him or the state senator from this district, J. W. Reid.

NATIONAL COMMANDER AMERICAN LEGION HERE SATURDAY, FEBRUARY 1

National Commander O. L. Bodenhamer of the American Legion will be in Hereford for a few minutes Saturday evening, February 1, according to reports carried in press dispatches. Mr. Bodenhamer will be on the west-bound passenger that night, as he is enroute to Albuquerque where he will be a guest at a banquet and meeting.

Members of the Legion at Clovis are planning, if possible, to keep Commander Bodenhamer there Saturday night and send him on west the next day on a T. A. T. Maddux passenger plane. If that can be done, Clovis Post No. 25 will entertain Legionnaires from the surrounding country in honor of their commander that night.

G. C. Major Has Read The Brand Since 1901

Another old reader and an old-timer the Hereford country is G. C. Major, of South Hereford. Mr. Major says he became a subscriber to the Brand in 1901 and has read it ever since. He recalls the business change when the Searchlight, a weekly publication here, purchased the interest of the Brand and that later the former Brand owner bought the combined Searchlight and Brand companies and again called it The Brand.

STORK SPECIALS

Born to Mr. and Mrs. N. W. Cayton, January 29, a son, named James Berry. Mr. and Mrs. Cayton live at Liberal, Kansas, and she was formerly Miss Pearl Wood.

L. Gough Holds Attention of C. of C. Diners

Fifty-two members and guests of the Chamber of Commerce partook of the sumptuous luncheon served by the Baptist ladies to the organization Monday noon in the church basement.

T. E. Seigler, president, was in charge of the program which took up the entire luncheon hour. Mrs. J. N. Scott delighted the diners with two beautiful piano selections, and Prof. Otto Schick, accompanied by Mrs. Scott at the piano, played two of the most entertaining violin solos he has played Hereford audiences with this winter.

Mrs. F. T. Roloson, as a member of the County Library Committee, was called upon to introduce the newly arrived librarian, and in her preliminary remarks Mrs. Roloson stated the free library of Deaf Smith county was the result of 20 years of planning on the part of club workers here, the first library being started in Hereford that long ago by the few then interested. In acknowledging her introduction, Miss Lillie Hostetler, librarian, expressed her pleasure in being present and her appreciation extended by Hereford people, and said she earnestly desired the assistance and cooperation of the citizenship in making the work of the library effective.

County Judge Earl Wilson had as his guests and introduced representatives of road building equipment and machinery companies, the purchase of whose products the county is taking under advisement.

Judge L. Gough, speaker of the day, was next introduced, and his address and the questions and answers brought forth by it took up the remainder of the luncheon period. Judge Gough was for years a Hereford resident, and moved to Amarillo several years ago; yet in his opening remarks insisted he was "only temporarily gone from here and some time hoped to come back home." He has many warm friends and admirers in Hereford who delight in his charming personality.

Mr. Gough chose agriculture as his subject and concerned his remarks mostly about the unjustness and, as he asserted, the criminal practices of selling farm grain products on the board of trade as "futures", manipulating the production and the prices of grain in ways the producers at present are unable to prevent. Mr. Gough was full of his discourse, rarely spoke from notes, yet gave "book, page and verse" of the statistics from which he quoted for authority, whether it was congressional report, committee investigation, board of trade bulletin, crop report, or rules of operation of the various agencies whose articles he spoke of.

ANNUAL BANQUET BILLED FOR TUESDAY NIGHT TO BE HIGH SPOT IN EVENTS OF THE YEAR

Oil Test Well West of Town Gets Attention

Drilling on the new oil well west of Hereford began in earnest Monday morning. The six-inch casing arrived from the Borger fields-Wednesday morning of this week, the Hawkins-Mosley Truck line having arrived here Tuesday evening with two truck loads.

The test is to be only a shallow trial to see what the Hereford country's prospect for oil or gas really is. A. L. Thomas has made the location and several officials from the Gulf Refining Company were here the first of this week making an inspection.

Hereford Men Attend Vega Kiwanis Meeting

J. E. Hill, E. B. Black, J. A. Miller and R. E. Kessle were attendants from Hereford last night at a Charter Night banquet of the newly organize Kiwanis Club of Vega, and spent one of the most enjoyable evenings they have ever experienced. About sixty Amarillo Kiwanians and wives were present to install the new club, with the assistance of District Judge, E. L. Mitchell, of Clinton, Oklahoma, governor of Kiwanis in Texas and Oklahoma.

The Vega folks are royal entertainers and they put over the program in a most appreciable manner.

Mrs. E. J. Williams Has Read Brand Since First Issue

Mrs. E. J. Williams is another reader of the Brand beginning with its first publication some time in 1898-99. Mrs. Williams said they came to Hereford about six months after the town was founded, built a home in West Hereford and have been reading the Brand from its first issue to this date. The home in West Hereford, where a number of the family were reared, was destroyed by fire in April, 1912.

Golden Rule Hatchery To Take Off Chicks February 7

Hereford's oldest hatchery, the Golden Rule, in East Hereford, started their big Buckeye incubators January 7 with about 2,000 eggs for the first run, and expect the first hatch to come off about February 7. Mr. Hawkins, owner, says they have set only one of the heavy breeds for the first hatch this season and expect a husky bunch of chicks the first of next month. The usual custom hatching will be one of the big features again for this spring, Mr. Hawkins said.

Mass Meeting Scheduled Next Sunday Evening

A community mass meeting is scheduled to be held at the Baptist church next Sunday evening at 7:30 o'clock. This meeting will be under auspices of the "Ten Million Prohibition Club," with national headquarters in Kansas City.

Two specific objectives are being fostered by this club: First to secure measures that will make laws enforceable, and; second, to secure the cooperation of the great mass of intelligent Christian, moral citizenship for the enforcement of law.

Rev. J. D. Forsyth of Denver, will bring the message of the evening. He has been an active prohibition worker for a number of years and his rich experience in this line of work will be worth hearing. He was a candidate for lieutenant governor of Nebraska, and made an extensive campaign for the State Prohibition Amendment of that state.

The public is earnestly requested to hear Mr. Forsyth.

That the Annual Chamber of Commerce Banquet of Hereford and Deaf Smith county will exceed all former years attempts is very evident from present indications, according to J. A. Miller, secretary.

With the program of entertainment and prominent speakers complete and the sale of tickets ahead of other years, next Tuesday evening's affair seems destined to be an historical one in Hereford's Chamber of Commerce activities.

Dr. E. Thomsen, pastor of the First Presbyterian church of Amarillo, will be the principal speaker of the evening, and he will be supported on the program by some of the ablest of speakers and public men in the whole Panhandle region. President J. A. Hill of W. T. S. T. C., says nothing short of a miracle will keep him and a big delegation of Canyon folks from being present, and the same word comes from almost every town and city over the Plains.

The musical part of the program has been carefully arranged, with some of the very best talent Hereford has appearing in stellar roles. Travis Dameron will be toastmaster, which in itself is an assurance of a live program of entertainment for all.

Plates for 300 or more members and guests will be set for the banquet, which is being held in the basement of the First Christian church next Tuesday, February 4, beginning at 7:30 o'clock.

Frost Line Goes Deep During Cold Weather

While the cold weather of the past few weeks has been anything but satisfactory to the citizenship, very little or no loss has been sustained as a result of it beyond some frozen and burst water pipes or the inconvenience of having to thaw other pipes.

It is startling how terrible the reports printed elsewhere show the cold snap to be in the Panhandle. To the readers farther down in the state this region must seem a desolate, wind-swept place, with half the population frozen stiff and the other half trying to keep from getting likewise. If the truth were told to them they would know that the Panhandle suffers less from cold than the parts of the country that do not expect it, make no preparations to withstand it, and really suffer from low temperatures. The further truth is that there is less complaining anywhere in the Panhandle this year than for a long time, as the people here know that moisture conditions are right to assure a great agricultural year in 1930, and that no other region can compare with the Plains then.

While the weather here during the past week has been damp and cloudy, no snow of consequence has fallen, with temperature dropping below freezing at night and thawing in the day time.

Brother of Judge John F. Slaton Dies at Channing

Judge W. R. Slaton, 65, dropped dead at his home in Channing, Texas, Wednesday, January 22. He was the brother of Judge John F. Slaton of this city, and had many friends and old acquaintances here. Funeral services were held in Channing on Friday.

Judge Slaton is survived by his widow, five sons two daughters and two brothers. He was born in Zebulon, Georgia, June 12, 1864, and married Miss Carrie H. Sillman, of Wise county, Texas, on October 17, 1886. He was a member of the Masonic lodge in Channing and also a member of the Methodist church board of stewards. Included among the relatives who attended the funeral services was his brother, of this city.

Judge Slaton's widow, Mrs. Carrie H. Sillman, has been appointed to fill out her deceased husband's term on the bench, he having been Judge of Hartley county for the past 12 years.

Progressive News
BY MISS OLIVE PERKINS

(Notice to Correspondents: To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week—Editor.)

Mr. and Mrs. Jasper Cockrell and family were honored by a farewell dinner at their home on last Sunday, when over sixty good neighbors from Progressive community surprised them. The Cockrells are leaving this week for their new home north of Hereford. After a sumptuous dinner, the afternoon was spent socially. Mr. and Mrs. Cockrell have lived in Progressive community for a number of years. Both they and their children will be missed from the community, but what is our loss will be another community's gain. The following were among those present: Mrs. Baker and family, Mr. and Mrs. Miles, Mr. and Mrs. G. D. Webb and family, Mr. and Mrs. Jim Blegg and family, Mr. and Mrs. Ratcliff, Mrs. Adam Flowers, Mr. and Mrs. Ricketts and family, Mr. and Mrs. Jeff Roberson and son, Mr. and Mrs. Caldwell, Mr. and Mrs. Walter Russell and Edgar, Mr. and Mrs. Orin Russell and son, Mr. and Mrs. Bell and family, F. D. Perkins, Misses Eunice Caldwell, Adeline Hutcherson, Olive Perkins and Misses Fred Caldwell, Perry Caldwell, Clyde Russell and Travis Counts.

Mrs. Boy Hershey entertained Mr. and Mrs. Howard Hershey, Mr. and Mrs. Jim Ricketts and Miss Catherine Ricketts Sunday at dinner.

Mrs. Orin Russell visited her mother, Mrs. Counts, last Thursday.

Mr. and Mrs. G. D. Webb and family spent last Sunday in Amarillo visiting relatives.

Miss Leslie Parks spent the week end at home.

Glenn and Ira Jeane Ricketts

visited their grand parents at Hereford Saturday night.

Mrs. Ann Daugherty and daughter spent Friday at home.

Wednesday night Misses Ova Vernon and Eloye Jacobs and Irvin Reeves called on Mr. and Mrs. Jim Ricketts.

Catherine Ricketts entertained the young people of the community at her home last Saturday night. Mr. Benson returned home from a business trip Saturday.

Mr. and Mrs. Ira Ricketts, Ira Jeanne, Glenn, Catherine and Mr. and Mrs. Jim Ricketts visited his parents Sunday afternoon.

Augustine Gregory spent Sunday evening with Katherine Hershey.

Mr. and Mrs. Adam Flowers of Summerfield visited her parents here Sunday.

Mr. and Mrs. J. E. Henry and daughter were dinner guests of her parents, Mr. and Mrs. Jim Parks Sunday.

There will be preaching at Progressive this coming Sunday after Sunday school by Rev. Smith of Hereford.

Over twenty young people charivariated Mr. and Mrs. Jim Ricketts Thursday evening at the home of her parents. The evening was spent playing games and singing.

Mrs. Hershey served light refreshments to the young people.

CHRISTIAN ENDEAVOR

Program, First Christian Church. Topic, Crusading with Christ. Leader, Emma Jackson. Ten-minute song service. Scripture, with comments, Rom. 12:1-8. Woodrow Gidbreath.

Prayer for greater consecration of young people to Christ—Hal Kester.

Crusaders, yesterday and today, Erle Marie Foster.

New Testament crusaders, Marie Seed.

Solo, Zelma Ruth Shore.

What I gained from the Amarillo meeting, Members.

Benediction.

E. A. Comer of Clovis was here on business Tuesday of this week.

Westway News

BY MRS. TOM VAUGHN

(Notice to Correspondents: To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week—Editor.)

Mr. and Mrs. B. M. Keese, of Canyon, spent Saturday night and Sunday visiting friends and relatives here, and attended Sunday school Sunday morning.

Sunday school was well attended, and the young peoples class still hold the banner for best attendance, there being 23 in that class.

Mrs. Walter Schulz entertained Friday with a quilting for her sister, Mrs. Fred Schulz, of Amarillo who has been spending the week here. A delicious turkey dinner was served to relatives and a few friends and a fine time was reported.

Miss Frances Brown attended school at Canyon Saturday.

Summerfield came to Westway to play basketball Friday and beat us in three games.

The baseball boys of the community plan one of the biggest box suppers of the year for Friday night, January 31, at the school house. There will be an old timers contest and Messrs. Ed Connel, Ian Shore, Jim Chapman and W. A. Strickland will be the contestants. A cake will be given for the most popular girl and a booby prize for the ugliest man. The proceeds will go to buy suits and a ball outfit for the boys. Everybody is invited to come.

Edna Wilson and Earl Miller succeeded in killing an enormous wolf last Sunday after a chase of about fifteen miles.

The P.-T. A. was not organized Friday night on account of small attendance, but another effort will be made in the near future, so watch for the date.

Mr. and Mrs. Fred Schulz and Mr. and Mrs. J. Walker of Amarillo

spent Sunday evening in the Tom Vaughn home.

Summerfield

BY MRS. L. JOHNSON

(Notice to Correspondents: To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week—Editor.)

After a long absence on account of sickness, you will again hear from this community.

Misses Opal and Lorain Hayes, Maybelle Witherspoon, Mary Lea Huntley and Messrs. Harry Look, Ingbill, Charlie and Mack Noland and Mike Huckert made a pleasant trip to Amarillo Sunday.

J. B. Noland is recovering from an operation for appendicitis and is considering re-entering school at this place soon.

Mr. and Mrs. Weiden and children returned to Gainsville the past week.

Misses L. Johnson and C. W. Frye were in Dimmitt on business last Monday.

Mrs. Houser of Westway community visited one day last week with her friend, Mrs. L. J. Jay.

Mr. and Mrs. B. A. Atchley entertained their married children and families at dinner last Sunday.

Mrs. Walter Huntley spent a few days last week in Amarillo with her mother and sister, who live there.

Mr. and Mrs. Otto Behrens went to Kress to visit over the past week end with her mother.

Mr. and Mrs. Will Schultz and family went to Vega last Sunday to spend a day with Mr. and Mrs. Herman Cook.

The Misses Hayes visited over

the week end with home folks at Black.

Elliott and Jim Clark returned from Dallas and Abilene where they have been visiting for the past month.

C. R. Walker and family of Lubbock visited over the past week end with relatives and friends here and at Hereford.

Charlie Noland visited with home folks over the week end. He is attending Texas Tech.

The basketball team of the local school played at Westway last Friday afternoon. The senior boys score was Summerfield 36, Westway 8; senior girls, Summerfield 6, Westway 4.

Misses Annie Lance and Artie Meharg who are attending college at Canyon spent the week end with home folks.

Mr. and Mrs. Joe Kendall and children spent last Sunday with her parents, Mr. and Mrs. Cass Lance, at Hereford.

Mr. and Mrs. Lee Kendall left for Hot Springs, New Mexico, last Monday, where they will spend the balance of the winter.

L. A. Ricketts, Jr., of Hereford spent the week end with his cousin, Lee Curry.

Mr. and Mrs. J. B. Davis and children spent last Sunday with

Federal Tires and Tubes



Second and Main, Hereford

the B. H. Jennings family at Hereford.

Several families from this community have been attending the Baptist revival at Hereford.

J. A. Beane of Hereford spent the week end with his aunt, Mrs. G. F. Morgan.

W. C. Noland and daughter Mildred, Maude Noland and Alla Faye Lance went to Canyon last Sunday.

Mr. and Mrs. Walter and daughter, Geraldine, went to Dimmitt last Sunday to visit in the home of Mr. and Mrs. A. A. Smith.

The Home Makers Study Club will serve lunch at the Henry Behrens' sale next Tuesday, February 4.

Mr. and Mrs. A. M. Walker were Pampa visitors over the week end. Miss Alma Walker accompanied them.

For Your Spring Building Program

Perhaps you are already thinking about that new house you want to build or the remodeling you want to do just as soon as the weather "fairs up."

Let this be a cordial invitation to you to visit our yard and get acquainted with the plans and specification service we have for the convenience of home builders. Our cut-out plan book for remodeling homes is a revelation in the possible beauties attainable by rebuilding old houses. It visualizes for you just what changes are necessary and what the completed job will look like.

LET US SHOW YOU!

ROCKWELL BROS. & COMPANY

Lumbermen

IN HEREFORD 32 YEARS.

Phone Four—The Lumber Number..

Sweetheart Cakes

BAKED FRESH EVERY DAY IN HEREFORD

Each kind of cake is mixed separately from all others, and is not just the same kind of dough as all the others with a different flavoring, as is the usual custom of manufactured cakes.

Your grocer gets a fresh assortment of Hereford Bakery cakes every day, newly baked, clean, pure materials and wholesome. If you are going to the trouble of baking cakes at home you don't know how much worry you can save yourself by using Sweetheart Cakes.

ALL WE ASK IS THAT YOU TRY ONE!

Hereford Bakery

YOU CAN Depend on



CORRECT GRADING ACCURATE FILLING OF ORDERS PROMPT DELIVERY

An unusual and complete satisfaction awaits you here to aid your building or rebuilding plans. Speed and efficiency in the handling of all materials makes construction a pleasure. Lumber that is as fine as Nature, assisted by man's science, can make.

For Building Supplies It's Always

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

QUALITY—SERVICE—COURTESY

WE HAVE SET THE BIG "RED HEN"

—Book your orders for chicks, as the early fryers usually demand the highest prices. First hatch-off will be February 7th. Single comb Rhode Island Reds, Barred Rocks, Buff Orpingtons and White Leghorns. . . .

WE DO CUSTOM HATCHING

Hillside Hatchery and Poultry Farm

Phone 73. R. P. CONEWAY, Owner and Manager
Visit the most modern hatchery and poultry farm in the Panhandle.

'On Main Street, Just Across the Creek South of Town'

SERVICE TELLS During Severe Cold Spells

When the piercing winds came out of the North, together with heavy snows, and the drop of mercury shivered and sought refuge at the bottom of your thermometer—you were WARM.

The comfort you enjoyed was the result of the untiring labor of hundreds of employees of an organization which spares nothing in its efforts to keep faith with you. While you were sitting in front of your fire, while you were eating a warm appetizing meal, while you were enjoying a good night's rest, these men were fighting hard and unflinchingly against the bitter elements—perishing winds, ice and snow—to insure your perfect comfort. The result of these efforts is SERVICE.

Natural Gas, without SERVICE, is of little advantage—like a shell without a gun. When, however, it enjoys the companionship of a whole-hearted service which we strive unceasingly to give, it immediately becomes the most beneficial, economical and dependable fuel known to man.

West Texas Gas Company

"A HEREFORD INSTITUTION" ELDY SELF
Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

CIGARETTES, two packages	25c
COFFEE, Concho, 3 lb can	\$1.15
SPINACH, Wapco, No. 2 can	14c
TOMATOES, 1 pound can	9c
PINEAPPLE, sliced, No. 2 can	26c
RAISINS, four pound package	34c
AMMONIA, 3 ounce bottle	12c
PEANUT BUTTER, 3 pound	23c
PORK, Dry Salt, per lb	18c
COCOA, Hershey's, 1-2 lb 14, 1 lb	28c
TAMALES, Ratliff's, 15 oz can	13c
OYSTERS, F. F. O. G., 5 oz can, 2 for	27c
SMOKED BACON, lb	26c
OATS, Mother's China, package	33c
CHILL, per lb, block	27c

FLOUR, Arbutus	24 lb sack \$.94
	48 lb sack \$1.88

WANT Ads

Notice to Advertisers: All classified advertising ordered to run "till forbid" must have a written order; also the order discontinuing "it" ads must be in writing. This is to avoid misunderstandings. It will enable us to give you more satisfactory service.

Notice

HAVE REGISTERED Guernsey bull ready for service, to let out for his care. O. L. RUTHERFORD. 3-tfc

Take advantage of the Maytag Home Laundry, second house north of jail. We have special rates this week: 6c a dozen or 7c a pound; 75c dozen finished. Overalls 20c, coveralls 35c pair, blankets 20c. MRS HERMAN HUFFMASTER. 3-1tp

Wanted

WANTED—To lease old land or sod near Hereford for wheat or row crops; have plenty of farm equipment. O. L. RUTHERFORD. 3-tfc

WANTED—Plowing or any tractor work. Would trade for used lumber. Call at Brand office. 2-2p

WILL YOU LEASE YOUR LAND? I have good farmers who want to lease land for wheat; raw or improved; prefer 5 to 10 year leases. Write if interested. D. P. CARTER, Floydada, Texas. 2-2p

WANTED—Plowing or tractor work done right and priced right. ARCH CONKLIN, Telephone 9014-F13. 1-3p

WANTED—I will buy your maize heads and ear corn when matured and dry. BRUMLEY & SON, Hereford. 3p-tfc

WANTED—Hatching eggs from pure bred flocks. HILLSIDE HATCHERY AND POULTRY FARM, just across the creek on Main Street, South Hereford. Phone 79, R. P. Conaway, owner. 52-tfc

Lost and Found

LOST—Bag of clothing Monday evening somewhere on North 25-Mile Avenue. Call Brand Office. 3-2p

LOST—One sack Hen Chow between Jones & McLean and my

place in South Hereford. Finder please return to MRS. W. I. VALENTINE. 2-1p

LOST—Spare wheel, tire and carrier from my Ford; lost between Westway and Dawn; reward; finder return to the Hereford Motor Co., Hereford, Texas. 2-2p

For Rents

FOR RENT—Two furnished rooms, 204 B Street. J. W. ANTHONY. 3-1p

FOR RENT—Furnished apartment, modern, close in. Phone 418-W. MRS. GRACE HUGHES. 3-1p

FOR RENT—One side of a new duplex; prefer no children; near high school. J. S. ORR. 3-1c

FOR RENT—Furnished apartment one block north of high school. MRS. J. E. WILLIAMS, Phone 103-W. 1-tfc

Lodge Directory

HEREFORD LODGE No. 476, I. O. O. F., meets Monday 8:00 p. m. Visiting Brothers welcome. L. I. West, N. G. L. H. Foster, Secretary.

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

For Sale or Trade

WINDMILL FOR SALE—10 foot steel mill in good repair; self oiler. Also 3-inch galvanized piping, pump outfit, and 60-barrel galvanized iron tank. Address BOX

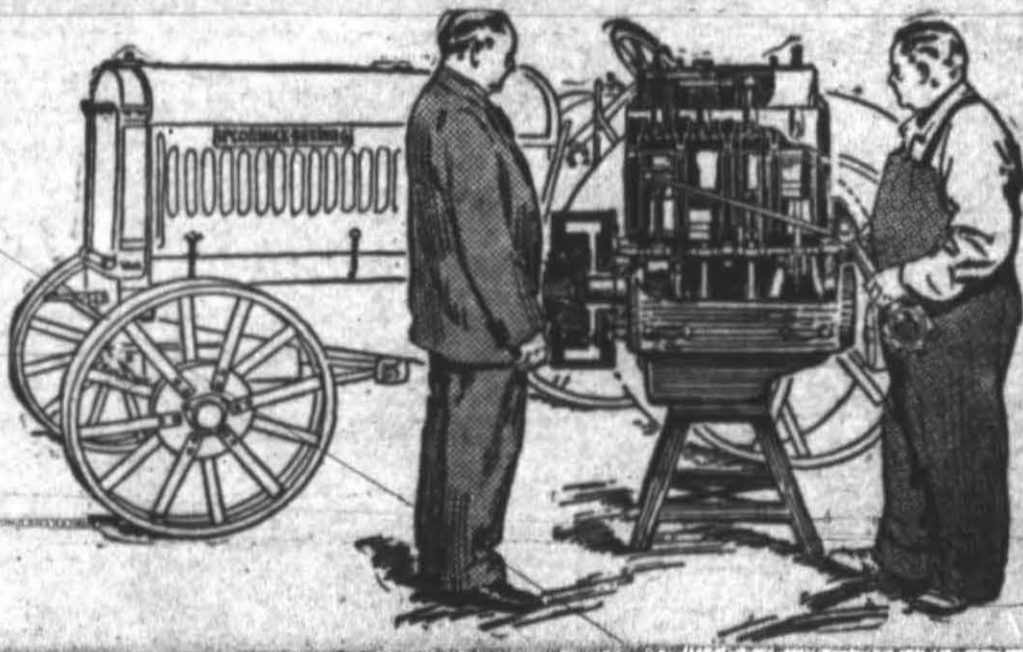
Drs. Heard & Wiltshire, Dentists

Phone 234
Office Over Corner Drug Store

RICE DRUG STORE

ELIZABETH ARDEN TOILET PREPARATIONS

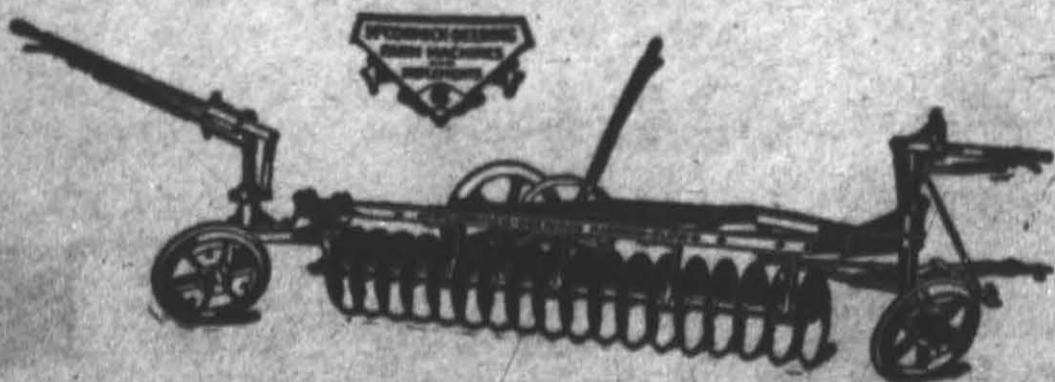
COME AND SEE "THE WHEELS GO 'ROUND"



At Our POWER FARMING DAY

The power farming idea is sweeping the country so rapidly these days that it is important for every farmer to get first hand information on this subject. It is the purpose of our big POWER FARMING DAY, FEBRUARY 7, to provide, in an interesting, entertaining way, facts that will prove helpful to present and prospective power farmers.

The men who will present these facts during our POWER FARMING DAY are experienced in tractor operation and upkeep. Their discussion and demonstration of power farming equipment methods will be worth money to every farmer who is interested in reducing production costs. And, remember, the whole party is FREE. Come early and be our guests for the day. There'll be a dandy FREE LUNCH AT NOON and FREE MOVIES.



SERVICE YOU WILL LIKE.

WALKER IMPLEMENT CO.

UMBARGER, TEXAS

Come to Our Store and Enjoy POWER FARMING DAY With Your Friends

VOGUE at Vogue Millinery Parlor. 2-2c

FOR TRADE—Or quick sale, 100 acres of shallow water land, 5 miles southeast Portales, N. M.; want to trade for Hereford residence or land near city. Phone 263-W. MRS. DORA RICE, 508 Schley Avenue. 2-2c

FOR SALE—160 acre farm, close in; price reasonable. Phone 404-J. MRS. F. J. EBERLE. 3-1c

FOR SALE—Good piano in fine condition. Call 404-J. 3-1c

FOR SALE—Two and one half lots on 25-Mile Avenue, one mile from town. 404-J, MRS. F. J. EBERLE. 3-1c

FOR SALE—Three modern homes in Hereford; will sell either or all of them. Easy terms. Inquire at Brand office. 3-2c

FOR SALE—Portable Victrola with records. MRS. PATRICIA ALLEN, C. E. Stone Co. 3-1c

FOR SALE—Nice pigs and feeder shoats; also nice springer cows and heifers; will trade for dry cattle. Two miles north of Nursery. O. E. SHERMAN. 3-2p

FOR SALE—Two sections, solid body, all good wheat land, on county graded road about six miles south of Vega; \$26.50 per acre; one-third cash, balance five equal annual payments, six per cent. E. F. CONNELL. 4-1c

FOR SALE, WITH POSSESSION \$3,500 for improved 20, edge of town. \$7,000 for improved 140, only 3 miles from town. \$4,000 for quarter, with 120 in wheat, wheat goes with land. \$7,200 for fine 320 northwest 21 miles. \$2,250 for close in home, modern. \$2,500 for improved 5 acre place. Two sections raw land to lease for wheat, 5 years. L. BASKIN, or Phone 138. 4-tfc

FOR SALE—Good fresh milk cow. Write to JOHN STRAUB, Dawn, Texas. 2-4p

FOR SALE—Two dining tables, two show cases. See MRS. N. C.

FOR SALE OR TRADE—Pontiac coupe in good condition; a bargain. A. H. POSEY. 51-tfc

FOR SALE OR TRADE—By owner, choice chicken ranch, close in, terms if desired; or would trade for 100 acres raw land if well located. Address P. O. Box 473, Hereford, Texas. 51-tfc

FOR SALE—100,000 bundles of Nigeria feed for sale or can feed it on the farm to cattle or sheep. Located 25 miles southeast of Hereford. J. H. PITTMAN, Tulsa, Texas. 1-3p

FOR SALE—Several choice residence lots and a few well located residences, on easy terms. A. C. THOMPSON LUMBER. 522-tfc

FOR TRADE—Eight room brick duplex located at 8200 West 10th Street, San Jacinto, Amarillo. Both sides rented. Will trade for land in Castro and Deaf Smith counties. Want to deal with owner. See or write I. S. HAMILTON, Hereford, Texas. 52-tfc

FOR SALE—1926 Hudson Coach at a bargain. See Scott Motor Service, Karr building, on Third and Miles Ave. 48-tfc

FOR SALE—Used No. 12 six disc sod plow in good working order. Good used 15-30 International trac-

Federal Tires and Tubes



Second and Main, Hereford

FOR SALE OR TRADE—Pontiac coupe in good condition; a bargain. A. H. POSEY. 51-tfc

FLOWERS—Cut flowers or pot plants wanted. Phone 157 or see MRS. J. H. PITTMAN. 1-tfc

MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.

FOR SALE—Barley seed, pure stuff, seed shipped in this spring and planted here on sod. No weed seed. Price \$1.00 per bushel. BRUMLEY & SON. 48-tfc

Best Purgative for Colds

Relieves the congestion, reduces complications, hastens recovery.



New Spring Dresses

Now showing a big line of NEW SPRING MERCHANDISE in Suits, Prints, Crepes and beautiful Chiffons, in all beautiful colors. SPECIALS THURSDAY, FRIDAY AND SATURDAY

On Dresses—\$7.75 and \$15.00. Others to Select From. Try a pair of our COUNTRY CLUB HOSE Best by Every Test, \$1.50 and up. HAVE OUT-SIZES IN HOSE

Fashion Dress Shopp

Farm Auction

Wednesday, Feb. 5

Beginning at 1:00 p. m., sharp, I will sell at public auction on my farm five miles south and one-half mile east of Hereford, the following described property:

15—Head of Milk Stock—15

- 1—Whiteface cow, 5 years old, now giving three gallons of milk.
- 1—Jersey cow, three years old, fresh soon.
- 1—Black cow, five years old, fresh soon.
- 1—Shorthorn heifer, one year old.
- 1—Jersey cow, four years old, an extra good one.
- 9—Red calves, good ones, four heifers and five steers.
- 1—Extra good pure bred Shorthorn bull, 2 years old.

HORSE—One sorrel mare, 10 years old, weight 1400, broke to work anywhere.

Farming Equipment

- 1—McCormick-Deering feed grinder, 10-inch burrs, as good as new.
- 1—Two-row John Deere sod planter with furrow openers.
- 1—Two-row McCormick-Deering cultivator, with trucks, good as new.
- 1—Two-row J. I. Case go-devil.
- 1—P. & O. 12 inch mould board plow, with sod bottoms.
- 1—Wagon with box.
- 3—Six-horse eveners.
- 3—Three-horse eveners.
- 1—Heavy duty four-horse evener.
- 1—Blacksmith forge.
- 1—Vise.
- 1—Grindstone.
- 1—Wheelbarrow.
- 1—Post hole digger.
- 1—Mail box.

Harness

- 1—Set leather harness with breeching.
- 7—Bridles.
- 3—Sets of check lines.
- 8—Good collars.
- 4—Pairs of hames.

Household Goods

- 1—Auto-Gar (gasoline) range.
- 1—Coleman gas lantern.
- 1—Coleman gas lamp.
- 1—Small heating stove.
- 2—Iron bedsteads and springs.

HOGS—One pure bred, non-registered spotted Poland China male, weighing 150 pounds, and three spotted Poland China weaning pigs.

AND MANY OTHER ARTICLES TOO NUMEROUS TO MENTION.

TERMS—CASH.

E. O. FLYNN, Owner

MILES ROBERSON, Clerk.

RAY BARBER, Hereford, Auctioneer.

Ward News Notes

BY MRS. WILBY ROBERSON

(Notice to Correspondents. To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week.—Editor.)

Miss Mary Pat Inman of Amarillo came home with Miss Beatrice Hutson to spend the week-end.

Mr. and Mrs. John Hutson visited Mr. and Mrs. Jim Lipscomb Wednesday night.

Mrs. Stewart returned last week from a business trip to Missouri. L. A. Boutley of Hereford spent the week end with Floyd Harrison.

Mr. and Mrs. W. P. Caraway and family visited relatives in Canyon Saturday.

Mr. and Mrs. Bob Higgins visited in the home of Mr. and Mrs. G. M. Suggs Friday night.

Francis and Viola Hutson spent Sunday with Omah Harrison.

Mr. and Mrs. Charles Vernon, Jesse Thompson and Mr. and Mrs. Bob Allison visited in the home of Mr. and Mrs. George Lewis Sunday night.

The next regular meeting of the Willing Workers Club will meet with Mrs. C. T. Kibbe February the 6th.

Hartland Caraway visited with Glenn and Sam Ratchiff last Sunday.

Mrs. C. T. Kibbe spent Monday with Mrs. R. J. Kibbe.

Jim Lipscomb is on the sick list this week.

Francis and Viola Hutson visited in the home of Mr. and Mrs. Floyd Higgins Saturday afternoon.

High honor roll, Allene Calaway, Katherine Daugherty, Robert Hutson, Wiley Hicks Roberson, Winnie Malone, Birdine Brunson; honor roll, Francis Hutson, Gladys Lewis, Wilma Brewster, F. W. Brunson, John B. Caraway, Beauford Hutson, Viola Hutson, Roy Santisman, Freddie Hutson.

Northwest News

BY MRS. H. O. DORRIS

(Being items collected from Bippus, Valentine and Sims Communities)

Renewed efforts to organize a bigger and better Sunday school were rewarded Sunday by a larger attendance. Union literature will be used and 2:30 o'clock each Sunday afternoon is the appointed time to meet. New officers and teachers were elected as follows: Mr. Stein, superintendent. No assistant has been appointed. Mrs. H. C. Van Bipper, secretary and treasurer; Mr. Stein, teacher of Bible class; Mrs. H. O. Dorris,

Society

MUSIC STUDY CLUB TO MEET FEBRUARY 3

The Music Study Club will meet on Monday afternoon, February 3, at 2:00 o'clock in the home of Mrs. R. P. Conaway. Members who expect to attend please note change of the hour.

The lesson in Musical History will be given by Mrs. Ferguson, and a special program in the nature of a surprise will be in charge of Miss Swisher, of Canyon, assisted by Mmes. A. C. Thompson, Dyar, Snyder, Roberson, Gilbreath and Dameron.

The Junior Music Study Club will meet on Saturday, February

Saturday night of last week a number of folks of the Bippus community were delightfully entertained at a tacky party at the home of Mr. and Mrs. W. H. Filppin, given in honor of Miss Imogene Filppin's nineteenth birthday. Miss Thelma Price was awarded the prize as being the tackiest dressed girl and Raymond Wees received the prize for being the tackiest boy. Lovely refreshments of cake, coffee and punch were served.

Mr. and Mrs. Hugh Fortenberry were visitors in the J. G. Fortenberry home Sunday afternoon.

Mr. and Mrs. F. D. Ferguson were trading in Hereford Thursday.

C. S. Perring made a business trip to Amarillo Saturday.

Mrs. Ed Mecaskey shopped in Hereford Thursday.

Mrs. H. O. Dorris shopped in Hereford Monday and visited the Brand office.

The Community Club will meet with Mrs. Ed Mecaskey Thursday of this week, January 30.

H. C. Van Bipper was a business visitor in Hereford Saturday.

Mr. and Mrs. F. D. Fortenberry called in the J. G. Fortenberry home Saturday evening and enjoyed several games of forty-two.

at, at the home of Miss Ardelle Foster, giving the following program:

Chapters 8 and 10 in Music History, rendered by Miss Genevieve Eberling and Miss Wilma Jones. Piano solos by Misses Mary Ines Hough and Helen Crawford.

The program will continue with Story of Il Trovatore and numbers from the opera by Verdi. The Anvil Chorus. "Ah, I have sighed to rest me" and "Home to Our Mountains." Roll-call will be answered by naming an operatic composer and one or more of his compositions. The hour for the Juniors has been changed to 3:00 o'clock.

ANNOUNCEMENT

It is with pleasure that I announce at this time for Commissioner of Precinct No. 2. I hope to meet the approval of the good people of this precinct. Very truly yours, W. A. KNOX.

COTTON AND WHEAT FORM BIG PART FARM INCOME

The two leading cash crops of the United States, namely cotton and wheat, are also proving to be the principal income from the soils of West Texas.

These two corner stones occupy a permanent place in the high estimate in which the agricultural value of West Texas is held. The Panhandle is proud of the success in the production of these two crops and as production is only half way along the highways of agricultural development, an intense interest prevails in improved marketing as well as production.

An opportunity for an insight of the United States Government's effort with its farm relief and the program of the Farm Board for agricultural aid may be obtained by hearing Harry Williams and the speakers that follow at the second annual Farmers and Home

Makers Short Course at Texas Technological College, beginning on Monday, February 3, and lasting three days.

That tenor has a wonderful

voice. He can hold one of his notes for a half minute. That's nothing. I've held one of his notes for two years.—Connell Widow.

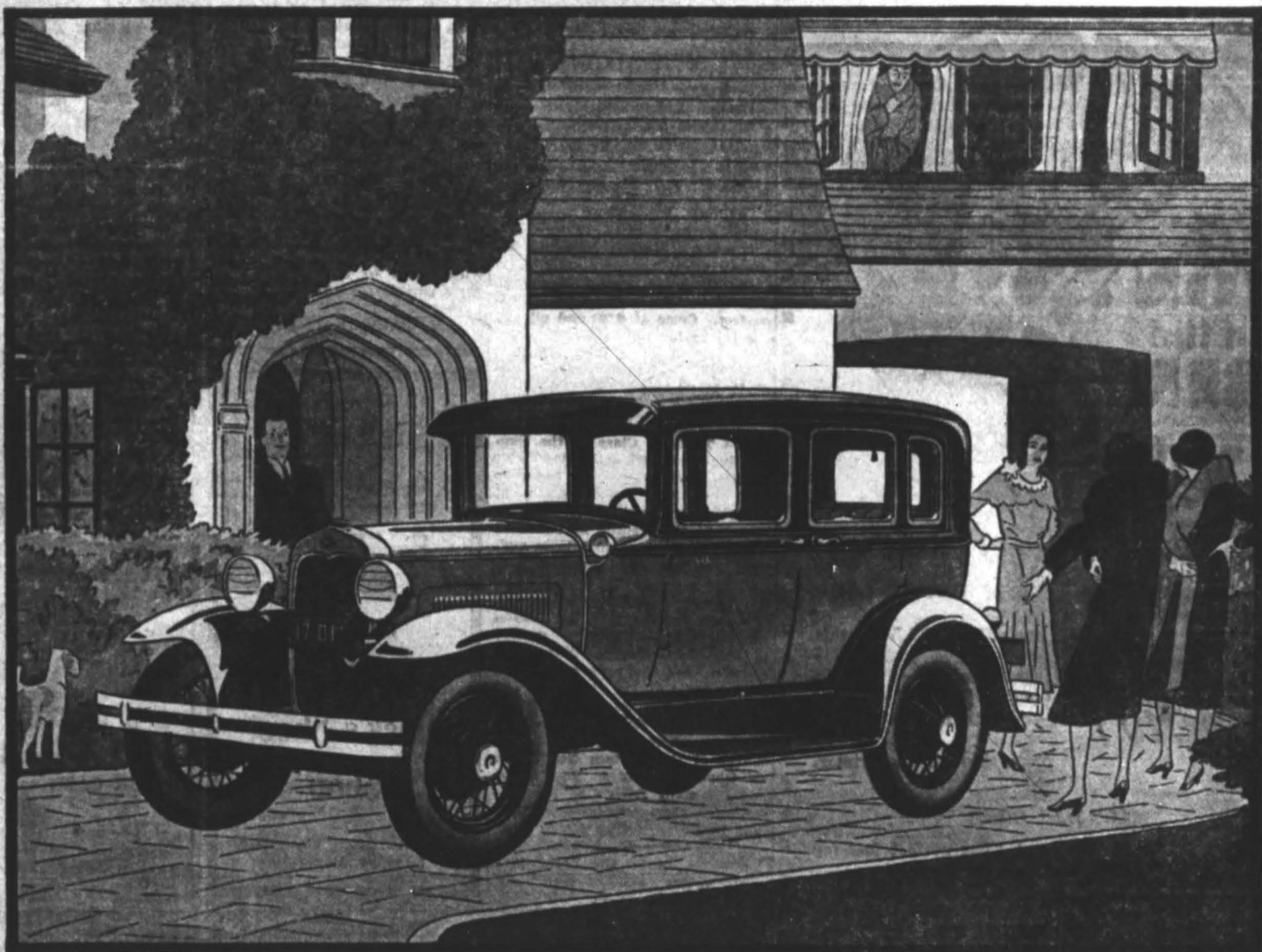
5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

New Beauty for the New Ford



THE NEW FORD TOWN SEDAN

In the Town Sedan you see a distinguished example of the unbroken sweep of line which adds so much charm to all the new, roomy Ford bodies. Radiator, hood, cowl, lower roof line, fenders, wheels—every point of design reflects the new style and beauty that have been plated within the means of every one. All of the new Ford cars are finished in a variety of colors.

ANOTHER STEP FORWARD

THE introduction of the new Ford bodies has set a high standard of motor car value.

From the new deep radiator to the tip of the curving rear fender, there is an unbroken sweep of line—a flowing grace of contour gaining added charm from the rich and attractive colors.

You will take a real pride in the smart style and fresh new beauty of the Ford just as you will find an ever-growing satisfaction in its safety, comfort, speed, acceleration, ease of control, reliability and economy. In appearance, as in mechanical construction, craftsmanship has been put into mass production. New beauty has been added to outstanding performance.

A feature of unusual interest is the use of Rustless Steel for the radiator shell, head lamps, cowl finish strip, hub caps, tail lamp and other exposed metal parts. This steel will not rust, corrode or tarnish and will retain its bright brilliance for the life of the car. Here, as in so many other important details, you see evidence of the enduring quality that has been built into the new Ford.

- Roadster, \$435
- Phaeton, \$440
- Coupe, \$500
- Tudor Sedan, \$500
- Sport Coupe, \$530
- Two-window Fordor Sedan, \$600
- Three-window Fordor Sedan, \$625
- Convertible Cabriolet, \$645
- Town Sedan, \$670

(All prices f. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra.)

RCA Radios and Tubes

RICE DRUG STORE

MR. PROPERTY OWNER:

Why waste your time and energy telling people what you have to sell when you can shorten up the story by telling them you are

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

When the day of your auction sale arrives, all the prospective buyers will be there.

Ray Barber, Auctioneer

Superior Sales Service

Phone 241 Hereford, Texas

Hereford Nursery and Landscape Architects

Chinese Elms, best qualities, all sizes, from 50c to \$5.00. For Thirty-seven years growers of and dealers in choice fruits, shades, ornamentals, roses, bulbs, etc.

BEST BY TEST IN THE SOUTHWEST.

Out of more than 300 varieties in our own grounds, and we can landscape and plant them, too.

Call At Nursery or Phone 99

L. P. Landrum

Pomologist, Proprietor.

HEREFORD TEXAS

5,600 Eggs Each Minute Keeps Bidly Hustling

Hens on American farms in 1929 produced eggs at the rate of 5,600 a minute, U. S. Government statistics show, while poultry as a whole created a net income of more than \$1,181,000,000 for the farmers of the nation. This places poultry well above wheat, oats, fruit, potatoes and a long list of other farm products in rank as money-makers for farmers.

Growing realization of the profits to be made from greater attention to the farm flock is responsible for the increased interest the farmer is taking in the old hen coop. Once the chickens were left to the women folks by the farmer who felt that poultry was a pin money proposition. Now, with farm poultry in the big money class, the head of the house is beginning to take upon himself a large share of the work necessary to successful poultry raising.

This greatly awakened interest in poultry as a major farm pro-

duct has resulted in a constant improvement of farm flocks during the past few years.

In spite of the effort to make farm flocks sure fire profits producers, many farmers have failed to realize the importance of good stock and improved methods of obtaining best results from their hens. The old fashioned hen coop is no longer satisfactory. Now type breeding and laying houses, sanitation and scientific management are replacing the old hit-or-miss methods.

Increased egg production is the first step to greater profits from the poultry flock. Hens must lay from 140 to 170 eggs a year to return a good profit to their owners, while the average for American farms is only 70 eggs per hen per year. Replacement of low grade stock and improved methods of caring for hens offer the two quickest methods of securing best results from the poultry flock, poultry experts advise.

CUSTOM HATCHING

We are now ready to do custom hatching. See us for your season's supply of baby chicks. Trays hold 120. Custom hatching 3c per egg. Henderson Farm, South Hereford on Main Street.

MRS. C. V. WALKER HAS BEEN GETTING BRAND A LONG TIME

Mrs. C. V. Walker says the Brand has been coming to her home since 1902, and that her son Cecil says they have a number of copies of the first issue of the paper and also an old copy of the Amarillo News. Considerable history of the early life of Hereford and Deaf Smith county developed after an interview with Cecil Walker, son of Mrs. C. V. (Call) Walker.

Mrs. Walker came to the Panhandle with her parents, Mr. and Mrs. J. C. Cox and family, and located near the place where Ed East now lives, in 1887. Later the present Walker homestead was built on the highway east of town about eight miles, where Mr. and Mrs. Walker reared their family. Mrs. Walker, it is said, was the first white woman to marry in this county, the date being January 1, 1890. The first white child born in this county was Henry Cox of Pampa, Texas, a brother of E. M. (Ed) Cox of this city. The first white girl born in this county was Mrs. J. B. McCord, formerly Miss Alice Walker, of this city. The first, or one of the first picnics held in this county was held near the Walker homestead July 9, 1889.

PRESBYTERIAN CHRISTIAN ENDEAVOR

Program for February 2:
Topic, How can Endeavorers Crusade with Christ?
Scripture, Romans 12:1-9.
Leader, Addine Hastings.
Piano solo: Mary Broadwell.
Beatrice Buchanan, A passion to win men.
Elizabeth Ireland, President Hoover's crusade against crime.
Ina Mae Hastings, Crusade for world peace.
Newton Gilliland, The atheists shame us.
Questions for general discussion. The White Bricks are ahead in the contest. Come at 6:30 and pile up the bricks for your side.

REPORTER.

T. E. L. CLASS HAS BIG DINNER

The T. E. L. Class of the Baptist Sunday school, entertained with a big farewell dinner in honor of Rev. and Mrs. C. E. Saxon, at the Baptist church Wednesday at noon. In the evening he delivered his farewell sermon to a large audience. After the services they were showered with many gifts, showing the great appreciation of the work done here by Rev. Saxon as association missionary worker in this field, and in four other counties, for the past two and a half years.

Rev. and Mrs. Saxon left Thursday morning for Portales, New Mexico, where they will have charge of the Eastern New Mexico Orphan's Home. The Brand and the many friends of the Saxons wish them happiness in their new home.

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

CARTER-RUTHERFORD

Miss Beulah Lee Rutherford, daughter of Mrs. Hattie Rutherford, and J. M. (Jess) Carter, both of this city, were united in marriage last Wednesday morning in Clovis, New Mexico, in the home of the bride's sister, Mrs. W. A. Perciful. The wedding ceremony was pronounced by Rev. Howard Rogers, of the Clovis Presbyterian church, in the presence of only members of the family, including the mother of the bride.

Both bride and groom are popular young folks of this community, they having graduated in the local high school with the class of 1924. The bride is also a graduate of W. T. S. T. C. with the class of '28, and last year held the position as bookkeeper at the Brand office, and is now employed by the Hill & Ricketts land company as a stenographer. Mr. Carter is with the Thompson & Ireland Abstract Company of this city, having assumed his new position a few months ago. The newly married couple will make their home with Mrs. Carter's mother.

VERNON MAN HERE TO LOOK AFTER PROPERTIES

C. P. Hamilton of Vernon has been a visitor here this week in the interest of his land properties south of town. Since his last visit here in the fall Mr. Hamilton says he has sold his improved farm 27 miles south and purchased another one 10 miles nearer Hereford. While his new place is already improved, Mr. Hamilton says he plans to more highly develop it when suitable weather comes, and that he has a fine family of tenants, J. P. Richardson of Vernon, who will move here to operate the farm this year.

Beat your home ten years. You pay for it, but get nothing but receipts. We will furnish money with which to buy or build for same period, payable monthly like rent, and you OWN YOUR OWN HOME. RALPH BARNETT. 8-2c

CHESTER McELHENIE DEAD

Chester McElhenie, of Joplin, Missouri, passed away Wednesday night at eight o'clock, according to a message received here by C. M. Hicks late last night. Mr. Hicks and his mother left on the early train this morning for Joplin.

Mr. McElhenie will be remembered here as freight depot agent, about twelve years ago, and his wife formerly was Miss Eva Hicks, daughter of Mrs. Ida Hicks and sister of C. M. Hicks, both of Hereford. He is survived by his wife and a daughter.

DELCO-LIGHT AND FRIGIDAIRE MEN IN HEREFORD

Mr. and Mrs. Everett Kinney of Pleasanton, were here Tuesday of this week checking up on the Blyth Brothers, new owners of the Hereford Delco-Light and Frigidaire service. W. A. Lee, representing the same company with his headquarters in Fort Worth, was here the same day aiding the new dealers in matters pertaining to the mechanical side of the Delco and Frigidaire machines.

Walser & Dunn
REAL ESTATE
Office
in
Elliston Land Office

MONEY TALKS & BY YOUR CASH

CHANGE & HANDS

I am the consideration between buyer and seller, the third party to every business transaction. When I change hands at E. B. Black's the buyer is always pleased, says YOUR CASH.

E. B. BLACK & Co.
We Are Satisfied With Small Profits

STOR ESPECIALES

Born to Mr. and Mrs.—
Stump Williams, Friona, January 19, a daughter.
John Collins, January 16, a son.
J. W. Burney, Friona, January 16, a daughter.
Howard Morris, January 23, a son.
R. L. Shule, January 27, a son.
Conner Hatcher, January 29, a daughter.

Coal

Two cars will be in the latter part of this week

NIGGER HEAD Lump and Nut

H. L. CASEBEER

Hereford Cotton Gin
Phone 467-J

FADA Radio
THE CHOICE OF THE EXPERTS

Vibra-Control Screen Grid Fada 25
\$165
Complete with tubes
A set to be proud of at a price anyone can afford to pay. Ask us to demonstrate.

W. W. Bennett

COAL

A TON in the BIN is worth TEN in the YARD

Order Now!

We are expecting several cars of **DIABOLO LUMP** and **NUT COAL** in this week, so better put in your bin enough coal to last through the winter.

MAGNOLIA COKE
—Car expected in this week-end. The perfect fuel for the heater, cook stove or the furnace.

Jones & McLean
Phone 1

Jumbo Stock Saddle

FOR SALE AT A BARGAIN!

Jack's Shoe Shop

All Kinds of Shoe and Leather Repairing

NEW FURNITURE

This Fine Bedroom Suite

You will like the appearance, style and finish of this graceful suite. It consists of walnut veneered bed, dresser, and chest of drawers. All pieces are dustproof.

PRICED RIGHT!

See Our Furniture, Including Gas Stoves and Ranges.

Jones Furniture Company
PHONE 111

CASH SPECIALS
FRIDAY AND SATURDAY

BANANAS	Nice Ones Per Dozen	22c
ORANGES	150 size, big ones Per Dozen	51c
Marshmallows	White Swan, 10 oz can Per can	21c
SALMON	Tall can, selected pink Per can	19c
MILK	White Swan, 6 small cans, 28c, 3 large cans	29c
RAISINS	Thompson seedless, four lb pkg	35c
Apple Butter	No. 2 1/2 tns, per can	24c
CATSUP	Large Bottle, White Swan or Premier, bot.	21c
PRESERVES	Pure fruit, 2 lb glass jar, per jar	46c
SOAP	P. & G., Twenty bars	79c

Bakers Cash Grocery
MONT E. BAKER.

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

LETTUCE, nice, firm heads	7c
BANANAS, per dozen	23c
CATSUP, Van Camp's, per bottle	19c
HOMINY, Van Camp's, medium size, 3 for	23c
SYRUP, Pan Cake, gal. bucket	64c
MACARONI, Skinner's, 3 packages	21c
COFFEE, White Swan, 3 lb can	\$1.48
PICKLES, quart jar, sour	29c
OXYDOL, washing powder, large size	21c
APRICOTS, gallon size	66c
PORK and BEANS, Wapco, 3 cans	25c

Headquarters for Battle Creek Sanitarium Foods.

GRAYBAR and DAY-FAN Radios

If you are not realizing the most from your radio now, you need another set. If you haven't any radio at all, this is the time to get one. The programs are the best of the whole year at this time—reception is unusually good, and the best entertainers are "on the air" each evening for your pleasure.

We are telling you again that you can buy no better radio than either the GRAYBAR or the DAY-FAN! They are approved after a most rigid inspection and test by our engineers, adding the commendation of one of the Nation's largest electrical distributors to the guarantee of the best known electrical manufacturers.

WHAT BETTER COULD YOU WANT?

Texas Utilities Company

Cash Specials

FOR
Friday and Saturday

SUGAR, ten pounds	63c	HOMINY, No. 2 1-2, two for	23c
SHORTENING, 8 pound bucket	\$1.00	COFFEE, Concho, 3 pound can	\$1.10
SOAP, P. & G., six bars	23c	PEACHES, evaporated, three pounds	50c
WASHING POWDER, Star Naptha, large pkg	23c	SPINACH, No. 2 1-2, two for	35c
PEACHES, No. 2 1-2, two for	35c	CANDY, stick, one pound package	17c

Hereford Wholesale Grocery Company

L. W. CARLYLE

YOUNG MATRONS MISSIONARY SOCIETY

The Young Matrons Missionary Society of the Methodist church met Wednesday afternoon of this week in the home of Mrs. Hensley. The usual program was carried out and an attendance of fourteen was registered. A new lesson was started at this meeting, a chapter in the Book of Exodus. The next meeting will be held Wednesday afternoon of next week in the home of Mrs. Frank Richards.

Star Theatre Giving Local Fans Very Best in Pictures

Hereford theatre goers have been fortunate this winter in having shows of a high character presented to them. J. C. Parker of the Star Theatre has shown that he is interested in having only the pictures of the best producers here in Hereford and deserves commendation for the choices he has made.

Those who follow the coming of new pictures as they are announced in the daily press are gratified to find that Mr. Parker is not long in finding out if a new production is of the best and arranging for its showing in Hereford. Many times a new picture is played in Hereford before its appearance in much larger places.

Mr. Parker says he is going to continue to serve his patrons here the best pictures just as soon as he can get them. "That picture, 'Sunshine Up,' coming next week, he says, is one of the finest and best pictures yet made. We are playing it here at the same time that it is first appearing in Amarillo, and for a less admission. It's been hard to get Harold Lloyd's screamingly funny one 'Welcome Danger,' but we will have it week after next, and 'Rio Rita' and 'Love Parade' will be here soon, too."

M. B. McLean reached home last Friday from Dallas where he and his wife have been visiting for the past two weeks. The trip was made principally to benefit the health of Mrs. McLean who, according to Mr. McLean, is reported as improving. She expects to visit for several weeks in the home of her parents, Mr. and Mrs. Eli Dunlap.

George Murphy of Canyon was here Friday and Saturday visiting with friends.

George Heard, student at W. T. S. T. C., was here the latter part of last week visiting his parents and friends.

FIRST CHRISTIAN CHURCH

Sunday school at 9:45; morning worship at 11:00, at which hour the pastor will deliver the message. Christian Endeavor at 6:45. Night services dismissed for the mass meeting at the Baptist church at 7:30. Choir practice at the usual time at 7:30.

REV. J. W. BOULTINGHOUSE, Pastor.

Guy Smith Enters Cafe Business for Seventh Time

Guy N. Smith purchased the Sunrise Cafe from Charles Bennett last Saturday, also relieving J. M. Ashlock of his lease that he had recently purchased from Mr. Bennett. Mr. Smith made the statement that this was the seventh time he has engaged in the restaurant business here, and that his first venture was about 20 years ago.

Mr. Smith's mother also claims to be another of the old Brand subscribers, having first taken the paper in about 1901. Incidentally, Guy N. claims to be one of Hereford's oldest citizens having immigrated here with his parents 31 years ago from Huntington, Carroll county, Tennessee, when Hereford had only two business houses on South Main Street, the one occupied by the D. R. Gann department store, and directly across Main Street was another building occupied by Wong Fu's Chinese restaurant and laundry.

Mr. and Mrs. J. P. Gatlin and son, C. E. Gatlin and nephew, John Gatlin, left early Saturday morning for Dallas, where they were called by a message announcing the death of J. P. Gatlin's brother and John Gatlin's father.

A. W. GREGG IMPROVING

A. W. Gregg who has been ill since the Holidays, is reported improving and hopes soon to be out with his companions, the younger folks, in the near future. Mr. Gregg is well past eighty, but you know that it takes a hard jolt to keep a good man down.

C. W. Humble returned Wednesday, from Albuquerque where he has spent the past several weeks visiting his parents.

FOR SALE OR TRADE—One Browning model pump shot gun; also a Remington pump rifle, 22 calibre. Will trade for anything. JOWEL MURCHISON. 3-1c

A letter to Mr. and Mrs. I. H. Spratt from their son, Harold, announces his appointment to a position of merit with the Continental Oil Corporation, he now being a clerk of the district office at Big Spring, which has jurisdiction over the West Texas Plains and Eastern New Mexico operations.

When you are looking for real values, come to the POPULAE STORE. 3-1c

BORGER FAMILY VISITS RELATIVES IN HEREFORD

Mr. and Mrs. James Rutherford of Borger were visitors here the latter part of last week in the home of his mother, Mrs. Hattie Rutherford. Mr. Rutherford has been transferred from the Borger oil field to the Sberveport oil field as an engineer for one of the large construction companies there. Mr. and Mrs. Rutherford left the first of the week for their new home in Louisiana.

O. H. Dixon Announces New Oakland-Pontiac

O. H. Dixon, Oakland-Pontiac dealer of Hereford, is advertising this week in the Brand the advent in this city of the new models of those automobiles. Many new features have been added to each of these popular cars, Mr. Dixon says, and each is a distinct improvement over what former patrons know of Oaklands and Pontiacs. The outstanding feature of the new models is the making of the Oakland into an eight cylinder car this year, and Hereford auto fans are eagerly awaiting the arrival of the new cars for demonstration.

McAdams Announces Low Prices on Automobile Line

S. C. McAdams, local dealer for the Willys Overland line of cars, says the price on all Whippet four-cylinder models has been reduced until the sedan now sells for the least money of any four cylinder sedan made in America. The Willys Overland Co. points to this fact as significant of the trend toward greater economy benefits to motor car buyers this year, and gives a new importance to four cylinder cars.

Mr. and Mrs. J. T. Swaggerty and two children reached home last Thursday evening from a visit with relatives, Mr. and Mrs. J. W. Wilson, Mrs. Swaggerty's parents, in Fort Worth. Mr. Swaggerty also shipped cattle to the Fort Worth market a few days prior to leaving here.

Mr. and Mrs. Virgil Bradley of Abilene, Texas, spent the week end here visiting with Mrs. Bradley's parents, Mr. and Mrs. J. P. Wood.

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

Mrs. J. A. Hornbeak, mother, and Misses Molly Ray and Kathleen, daughters of Mrs. J. T. Cron-

in, came home Sunday evening from spending the week end visiting her in Elk City, Oklahoma. A sister of Mrs. Cronin, Mrs. S. Jack-son, of Waurika, returned with them for a visit in Hereford.

FRIDAY and SATURDAY Specials

CHEESE, per pound	29c
SALMON, Concho brand, two cans	35c
APPLES, Ortanna brand, gallon	43c
PRESERVES, 2 pound jar	28c
PINEAPPLE, 2 1-2 can	29c
RAISINS, two pound package	17c
PICKLES, sweet mixed, 2 1-2 size can	37c
SOAP, Big-Four, ten bars	36c
TOMATOES, two No. 2 cans	21c
COFFEE, Admiration, 3 lb can with 1/2 lb can free	\$1.29
COCONUT, bulk, 1 pound	26c

BEST ASSURANCE
—of winter driving comfort lays in using Phillips "66" Gasoline.
WEST & SNYDER

USED PIANOS
One Kimball, good instrument, and at a bargain \$100.00
One Camp, a good Piano at a very low price \$75.00
JONES FURNITURE STORE
Phone 111

Carl's Cash and Carry Grocery
Phone 324

ONCE IN A BLUE MOON

J. O. NEWELL

NO BUNK! NO BLOW! NO BOMBAST!

BUT A GENUINE LANDSLIDE!

LET GO SALE!

LOOK FOR OUR BIG 4-PAGE CIRCULAR

VALUES LIKE THESE



Starting Friday, January 31, and Lasting for Fourteen Days, a Genuine Sale, With Bargains You Never Dreamed of. As the Buying Public Knows, we do Not Have the Sale Habit, So When Newell Says "Sale," He Means SALE! COME AND BE CONVINCED!



The New Atwater Kent Screen Grid Set

are now hailed as the finest radios in the world by thousands upon thousands of satisfied owners. Through the magic of this Atwater Kent Screen Grid Radio, the voice of the radio in all its beauty comes clearer, fier, farther than ever before—with mighty volume, if you like, or with the intimacy of a softly played guitar. Always a new, fresh stock of batteries, all accessories.

TAILOR SHOP

Farmers' Short Course at Tech College to Attract Many From Over Panhandle-Plains Area

Lubbock.—With a predicted attendance of from 1000 to 3000 the second annual Farmers' Short Course and Home Improvement Conference will be held at Texas Technological College February 3, 4 and 5. The schools of agriculture and home economics will cooperate in giving the three-day program. For men the first day will include a marketing program, the second day will be given to community work and the third day to livestock. The programs and demonstrations for women will include such subjects as home decoration, child management problems, school lunches, ready-made clothing, marketing problems and other matters of interest to housewives.

In addition to several Tech faculty members who will appear on the program, many visiting speakers will take part in the programs. J. D. Tinsley, agricultural agent of the Santa Fe, will discuss History and Reminiscences of Agricultural Marketing on the Plains-Panhandle. Harry Williams, manager of the Texas Farm Bureau Cotton Association, will speak on the Status of Marketing Cotton in Texas. R. F. Cook, manager of the Texas Wheat Growers Association, will make an address on the Status of Marketing Wheat in Texas. These addresses will be made on the first day. In the afternoon the machinery of the textile department will be in full operation so that visitors may see how students are being taught the textile industry.

On the second day Sterlief C. Evans, Texas agricultural agent, Texas A. & M., will make a report on the Progress of the One-Variety Cotton Communities Project in Texas. In the afternoon Mrs. Chas. Sewell of Chicago, a director of the American Farm Bureau Federation, will speak to both men and women. She will feature sev-

eral of the women's programs. Livestock day comes Wednesday, February 5. With the marked interest in dairying and dairy cattle on the Plains-Panhandle this subject will be given special emphasis on the program. Feeding and cow testing by mail will be featured. Permanent and temporary pictures for cattle and hogs will be discussed, and sheep feeding and fattening for market will be on the program. The farm flock in poultry will be given special consideration. A full list of speakers and subjects will be announced in the near future.

The first day's session will be held in the Tech gymnasium which has a seating capacity of more than 2000. Smaller group meetings will be held during the three days in other buildings of the college. Demonstrations for women will be held in the home economics building. A reception for both men and women will be given by the school of home economics in the new Home Management House Wednesday afternoon at 3:30.

President Paul W. Horn will deliver the address of welcome at 7:00 p. m. on the first day in the College gymnasium. The response will be made by Lynn Stokes, president of the Texas Farm Bureau Cotton Association. Texas Technological College is extending a cordial welcome to all who are interested to attend these meetings.

Home Missions.

Old Lady: "Where did you get all those nickies, sonny?"

Sonny: "Down at the church."

Old Lady: "Did you steal them, your naughty boy?"

Sonny: "Oh, no; the minister said that this money is for the heathen. Me and pa is athletes, so I took a handful."—Selected.

TRY A WANT AD IN THE BRAND.

A CENTURY OF CHANGE

The National Electric Light Association Bulletin reproduces in a recent issue a notice giving the rules and regulations of a mill in 1890. The mill in question started work 10 minutes before sunrise and continued until 10 minutes past sunset, except on certain days in winter when work was continued to as long as four hours after sunset.

The mill workers were entirely subject to the wishes of the overseer and no appeal was allowed under any circumstances. Anyone wishing to quit his job was forced to give a month's notice or lose four weeks pay. Absence from work or tardiness were heavily penalized.

On the average, men worked 12 to 14½ hours for poor wages, under conditions that would not be tolerated today. In some cases children worked from 5 a. m. to 8 p. m.

The change a century has effected in working conditions needs no comment. It is a long stride from the mill hand of 1890 to our industrial employes of today, with their short hours, high wages and fine living and working conditions.

The reason, of course, is the change in the attitude of industry—from exploitation to humanitarianism. Modern big business has realized that its duty is to render public service to its employes as well as to its customers. The worker of the past barely hung on to the bottom of the social scale. The American worker of the present occupies an enviable position at the top in our modern civilization.

We've Wondered, Too.

The celebrated soprano was in the middle of her number when Johnny noticed the orchestra leader.

"What does that man keep hitting at her for?" he asked his mother.

"He's not hitting at her," replied mother. "Be quiet!"

"Well, then, why does she keep hollering?"

Farmer Finds a Good Side Line

Perryton.—Cows and chickens have proved a profitable side line for O. A. Gibson, Ochiltree county wheat farmer, who has sold a total of \$1989.86 worth of milk, butter and eggs from January 20 to October 28. Starting with three cows and 84 hens his income steadily increased, especially after adding seven cows to his dairy herd through the spring months. Aside from native pasture, wheat pasture and sudan grass, his total feed cost was only \$230.

The sudan pasture was an important item in Mr. Gibson's feeding program, so Guy R. Shields, county agent, points out, for the 10 cows were pastured on it for 25 days straight and then were alternated on it and native pasture for another 25 days. During this time the cows showed a decided increase in milk production.

The Prospect of Trouble.

She: When we are married I'll share all your troubles and sorrows.

He: But I have none.

She: I said when we are married.

TELEPHONE AHEAD OF THE TIME

No industry is called upon to respond more quickly to the progress and changes made in the world than the telephone. It not only gives the service required today—it must be years ahead of the time in preparing for the future.

The great telephone achievements of recent years, such as international long distance and the general improvement in facilities throughout the world, have played an inestimably important part in the development of modern civilization.

Corrected.

"Half the City Council Are Crooks," was the glaring headline.

A retraction in full was demanded of the editor—under penalty of arrest.

Next afternoon the headlines read:

"Half the City Council Aren't Crooks."

Willing to Risk It.

Mother: Johnny, if you eat any more cake you'll burst!

Johnny: Well, pass the cake and get outa the way.—C. & O. Magazine.

"I try to have no plans the failure of which would greatly annoy me. Half the unhappiness in the world is due to the failure of plans which were never reasonable, and often impossible."—Ed Howe.

Makes No Difference. Smith: Say, what college is we are attending, Jones? Jones: Search me, Smith, didn't catch the name either. Pomona Sagehen.



**THINK!
HAVE MONEY!**

The Thrifty Squirrel HAS Something

because he puts it away in a SAFE place, LEAVES it there and takes out only what he NEEDS.

Follow HIS Example

Start Saving Regularly NOW

Have your money SAFE in our Bank.

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

HEREFORD, TEXAS



Joe Mitchell

Will Buy Your

Horses and Mules

"Penetrative Lubricity" MEANS

1. Freedom from Friction.
2. A "Carry-Over" Film by Metal Penetration.

To lubricate, an oil must decrease friction between metal surfaces. A motor oil does this by separating the metal surfaces, and theoretically keeping them separated under all operating conditions. It may amaze you to know that many oils frequently fail to do this.

Think how this "separation" of moving parts is accomplished. The oil forms a wall or "film" between opposing surfaces... and it is upon this film that the reputation of every oil must rest. The film is thin, of course, for it must ride in the tight crevices of bearings, cylinder-walls, etc... But it must also be of extraordinary strength... it must cling tenaciously... or the pressure of your motor will squeeze and hurl it from the vital points that must be kept separated.

Penetrative Lubricity... The New Gauge of Motor Oil Merit

Penetrative lubricity is the outstanding characteristic of the new Conoco Germ-Processed Motor Oils. This characteristic is the direct result of Germ-Processing.

You must know this story of Germ-Process. Briefly, it is the patented result of 16 years' experimentation by the British scientists Wells and Southcombe. Back in 1901, when everything of fundamental importance was known about the refining of mineral oils... these two scientists foresaw that additional improvements must be made, in order to keep lubricants abreast of the future development of the "gasoline buggy."

They knew that animal and vegetable oils

were "oilier" than mineral oils could ever be, but were impractical for use in internal combustion motors which operated at high temperatures.

Finally the Germ-Essence, containing the "oily" property lacking in mineral oils, was isolated. And a method was devised for combining this essence with highly refined mineral oils.

Only Conoco Oils Are Germ-Processed... This Gives Them Penetrative Lubricity

Continental Oil Company now owns the exclusive right to Germ-Processing for North America. Only with these new oils can you secure a *leather-proof* film which actually penetrates the metal surfaces of your motor! What does this mean?... It means that the all-important film no longer may be buried and squeezed from moving parts. The Germ-Essence carries the oil into every minute crevice... into the very metal itself. And there it clings—clings when the heat of high speeds seeks to scorch and drive it away... clings when bearings try to squeeze it out... clings, too, when you stop your motor... And it's most important... for the oil you are now using drains away as the motor stops, and require 5 to 15 minutes to resume their guard duty when you next tread on the starter. That's why 40% to 60% of your motor wear occurs in those first minutes of operation.

Save your motor by the use of this new oil. Introduce it to Conoco Germ-Processed oils today at the sign of the Red Triangle.

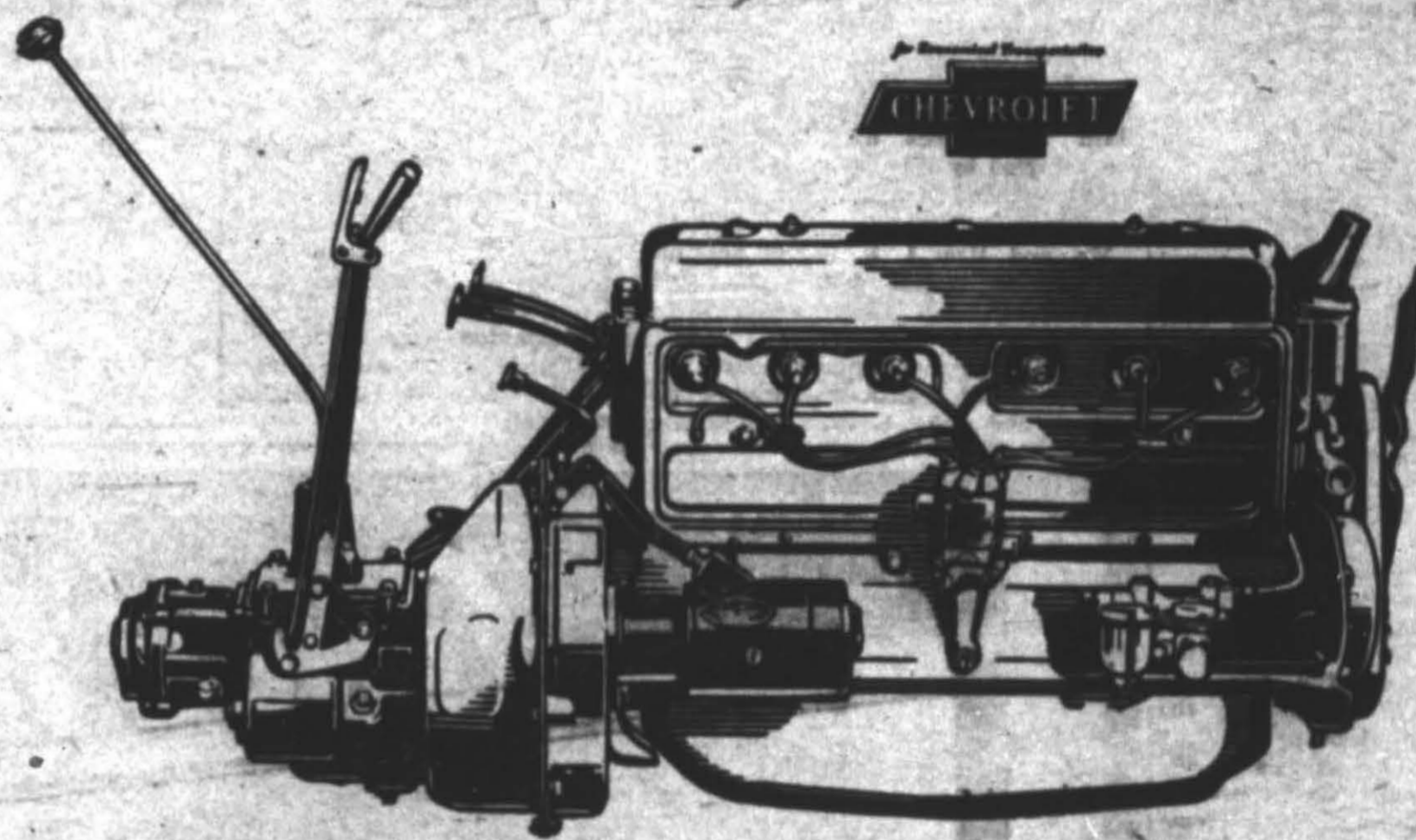


Abo Filling Station

R. M. Gunn, West Way Filling Station

Carroll & Morgan, Chevrolet Filling Station

Oscar Easley, Agent



50 horsepower six cylinder engine

Not until you see a new Chevrolet Six can you appreciate what a wonderful improvement has been made in its famous six-cylinder valve-in-head engine. With its capacity increased to 50 horsepower, it has great reserve energy for sweeping up the steepest hills—for swift acceleration

—and for sustained high speeds. Its power flows evenly and smoothly. And it is extremely flexible in traffic. In fact—it does everything you could possibly want a motor to do. Yet it is remarkably economical in its use of gasoline and oil. Come in today for a demonstration.

—at greatly reduced prices!

The ROADSTER	\$495	The CLUB SEDAN	\$625
The PHAETON	\$495	The SEDAN	\$675
The SPORT ROADSTER	\$525	The SEDAN DELIVERY	\$695
The COACH	\$565	The LIGHT DELIVERY CHASSIS	\$365
The COUPE	\$565	The 1 1/2 TON CHASSIS	\$520
The SPORT COUPE	\$625	The 1 1/2 TON CHASSIS WITH CAB	\$625

All prices f. o. b. factory, Flint, Michigan

The New CHEVROLET SIX Brumley Chevrolet Co., Inc.

Hereford, Texas

A SIX IN THE PRICE RANGE OF THE FOUR

Daniel News

BY MISS KATHERINE HERSHEY

(Notice to Correspondents. To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week.—Editor.)

The basketball teams of Dawn school are planning to play against Summerfield next Friday afternoon. The contest will be at Summerfield.

R. V. Bond, principal of Dawn school, took six pupils to Canyon to see the basketball game between the Buffaloes of the college and the Phillips 66 star team.

The Dawn E. A. A. met Friday night with a large attendance. The Association was favored with several delightful readings by Miss Doris Lauder of Canyon. The next meeting will be held February 7.

Mr. Duncan, cow tester for the Deaf Smith-Randall county association, was at work in this community the latter part of last week.

The Glenn Greer family were guests of Mr. and Mrs. Joe Greer Sunday night.

Mr. and Mrs. W. L. Harris and children visited Misses Vera and Fred Harris in Canyon Sunday. Forty-two people attended Sunday school here last Sunday afternoon.

Miss Doris Lauder was a house guest of Mrs. Jim White last weekend.

HEREFORD GIRL ELECTED QUEEN AT W. T. S. T. C.

Miss Zella Mae Walser of Hereford was elected All-College Queen by the students of the W. T. S. T. C. in a spirited election which just took place.

Miss Walser is a senior and will receive her Bachelor's degree in June. During her four years in the Canyon College she has been a leader in the girls pep organizations, president of the house organization of the dormitory in which she lives and an outstanding student.

Her parents are Mr. and Mrs. S. L. Walser and she is a graduate of the Hereford high school.

ANNOUNCEMENT

I now have this territory of Hereford and vicinity for the Huber tractor line. Have a new engine on the floor and I will be glad to show you this new creation that has stood the test for number of years. J. A. WEAR, First door south of City Hall. 3-1c

FEDERAL TIRES

Western Chain Tire Stores
Second and Main Streets

POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

The Brand is authorized to announce the following candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1930:

For County Judge and Ex-Officio County School Superintendent:
EARL W. WILSON

For County Attorney:
JOHN A. COFFEE

For Sheriff and Tax Collector:
JOHN B. MILLER

For Tax Assessor:
IRA RICKETTS
H. M. (Mack) BEACH
R. A. (Artis) DANIEL

For County Treasurer:
J. H. HEAD

For District and County Clerk:
L. H. FOSTER
RAYMOND HAWKINS

For Commissioner, Precinct No. 1:
C. J. PADDOCK
P. J. (Jack) ROSE

For Commissioner, Precinct No. 2:
W. M. COGDELL
J. T. GILBREATH
W. B. PHILLIPS
W. A. KNOX
S. L. WALSER

For Commissioner, Precinct No. 3:
J. T. GUINN

For Commissioner, Precinct No. 4:
W. M. (Mal) STEWART

William Ash of Umbarger was here Tuesday on a business mission.

ANNOUNCEMENT

To the Voters of Deaf Smith County, Texas:

I want to announce to you, the voters of Deaf Smith County, Texas, that I am in the race for County and District Clerk, subject to the Democratic Primary in July. Being raised here in Hereford, having finished high school in Hereford, and having three years training in college, specializing in bookkeeping and business administration, and with nine years experience in business, I feel myself qualified to fill your office I am now seeking.

If the voters of Deaf Smith County will allow me the privilege of serving you in this capacity, I will assure you your trust to me will meet your best approval. 3-1p
RAYMOND HAWKINS.

FIRST PRESBYTERIAN CHURCH

Sunday, Sunday school 9:45, morning worship 10:45, meeting of the Session 2:30, Junior Endeavor 5:00. Vira Wederbrook leader. George Conklin will play a piano solo. Will start to make the Bible Library. Christian Endeavor at 6:30, Addine Hastings, leader; piano solo by Mary Broadwell. Remember the contest. Union meeting at the Baptist church to hear a speaker of the Ten Million League, at 7:30. Tuesday at 3:00. Guild at home of Mrs. Voin Downs. Orchestra rehearsal at 8:00 under direction of Mr. Schick. Wednesday W. M. S. Choir rehearsal under direction of Mr. Frasier. A most cordial greeting awaits you at all of the services of the church.

W. F. Gibbs and C. R. Smith were business visitors in Amarillo Tuesday.

Messrs. J. A. Wear and J. W. Lusk were in Amarillo Tuesday of this week attending the Huber tractor school.

HOME FROM TRIP TO ARKANSAS.

Mr. and Mrs. B. R. Fulkerson and son and Mrs. B. F. Fulkerson reached home last Friday from a motor trip to points in Arkansas and Missouri. They were accompanied to Hereford by Mr. and Mrs. Robert Boyd and daughter, formerly of this city. While in Arkansas the Fulkersons visited friends and relatives in War Eagle and in Missouri visited in the home of Mr. and Mrs. L. A. Boyd and family at Marionville.

Mr. Fulkerson said that on their trip home they encountered deep snow and impassable roads and much disagreeable weather.

Messrs. C. C. Rockwell and S. R. McKinnon of Carlsbad, New Mexico, were here Tuesday of this week on a business trip. Mr. Rockwell is making preparations to engage in the lumber business in his new location.

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

Gas Forces Woman to Sleep In Chair

"Nights I sat up in a chair. I had stomach gas so bad. I took Adlerika and nothing I eat hurts me now. I sleep fine."—Mrs. Glenn Butler.

Even the FIRST spoonful of Adlerika relieves gas on the stomach and removes astonishing amounts of old waste matter from the system. Makes you enjoy your meals and sleep better. No matter what you have tried for your stomach and bowels, Adlerika will surprise you. Rice's Drug Store.—Adv.

NOTICE TO ROAD TRACTOR COMPANIES

The Commissioners' Court of Deaf Smith County, Texas, will receive bids on one or more crawler type road tractors at 10:00 a. m., on Monday, March 10th, 1930.
EARL W. WILSON,
County Judge.

Charlie Ringer of Sulphur Springs, Texas, was here the first of this week on a business trip.

Atwater Kent radios have wonderful tone, simply constructed so that troubles are almost nothing. OR SHOP. Phone 16. 1-1c



WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed Is Well Dressed"
Clothes called for and delivered—Phone 885

Everything Is Cash

After February 1 There Will Be
No Charge Accounts Made

Cash will be expected on all shop work, gas, oil, parts and accessories.

Closed Every Night and All Afternoon
On Sunday.

Hereford Motor Co.

Wrist Watches and Jewelry

RICE DRUG STORE

Real Estate

Farms and Ranches—City Lots and Residences.

We have large and small tracts suitable for ranches and the small farmer.

For quick sale list your land with us.

Hill & Ricketts

Clark Building. Phone 358

PUBLIC

FARM SALE

TUESDAY, February 4 Beginning at **10:00 a. m.**

I will sell at public auction on my farm fourteen miles southwest of Hereford, eighteen miles northwest of Dimmitt, seven miles east of Black, one mile east and six miles south of Summerfield, by the Rance school house, the following:

16-Horses and Mules—16

This Is All Good Work Stock.

- 1—Black mare, 9 years old, weight 1200.
- 1—Bay mare, 7 years old, weight 1150.
- 2—Gray horses, 4 and 5 years old, weight 1000 each.
- 1—Gray horse, 11 years old, weight 1200.
- 1—Blue mule, 10 years old, weight 900.
- 1—Team black mules, coming 5 years old, weight 2100.
- 1—Team sorrel horses, coming 4 years old, weight 1150 each.
- 1—Black horse, 8 years old, weight 1100.
- 1—Black mare, 9 years old, weight 1100.
- 1—Team bay horses, 8 and 9 years old, weight 2200
- 1—Team bay and brown colts, coming 2 years old, weight 2,000.

Farming Implements

- 1—P. & O. lister, two-row, in good shape.
- 1—Two-row Emerson go-devil.
- 1—Two disc Emerson plow, in good shape.
- 1—McCormick row binder, in good shape.
- 1—Avery two-disc plow, good as new.
- 1—One-row Emerson lister.
- 1—John Deere three-disc plow.
- 1—John Deere 10-foot disc harrow.
- 1—3/4-inch wagon with bed.
- 1—Team P. & O. lister, cultivator, in good shape.
- 1—Set of leather harness.
- 1—Set of chain harness.

Household Goods

- 3—Dozen fruit jars.
- 1—Iron bedstead.
- 1—Bed spring.
- 1—Dresser.
- 1—Center table.
- 1—Duofold.
- 1—Dining table.
- 1—Cook table.
- 1—Heater, average size.
- 1—Oil cook stove.
- 1—Kitchen cabinet.
- 1—Incubator.
- 1—Milk and water separator.
- 1—Meat box.
- 1—9 by 12 rug.

6-Hogs—6

- 1—Sow and five shoats.

14-Cattle—14

- 1—Roan Durham cow, 6 years old, giving milk now.
- 1—Motley-faced cow, 4 years old, giving milk now.
- 1—Red Polled cow, good milker, giving milk now.
- 1—Whiteface cow, well bred, 4 years old.
- 1—Jersey cow, 3 years old, giving milk now.
- 1—Red bull calf.
- 1—Holstein bull, three years old.
- 2—Holstein bull calves.
- 1—Red heifer calf.
- 1—Heifer, coming two years old.
- 2—Heifers, coming three years old, fresh soon.
- 1—Jersey cow, six years old, a good milker.

MANY OTHER ARTICLES TOO NUMEROUS TO MENTION.

LUNCHEON WILL BE SERVED AT NOON BY LADIES OF SUMMERFIELD CLUB.

TERMS—CASH.

H. G. BEHREND'S, Owner

CLIFF ESTES, Clerk.

G. F. SJOGREN, Auctioneer.

A SALE for EVERYBODY

MOTHER

FATHER

You must see these shoes to appreciate the quality. We have one lot of children's high top shoes at **HALF PRICE**—just the shoe for school.

SISTER

BROTHER

Prices Range 20 to 30 Per Cent Lower

SPROWLS - CRONIN & CO.

Ford Doings

By Miss Edith Mann

(Notice to Correspondents: To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week.—Editor.)

The Community Welfare Club will have its club social Friday night, January 31. The audience will be entertained with moving picture scenes from China, shown by Mr. Vaughn, Chinese missionary. Refreshments of sandwiches, cake, coffee and cocoa will be served. Everybody is invited to attend.

The school boys and outsiders played basketball Friday of last week, the score being 19-14 in favor of the school. Several from this community were on the sidelines to watch the game, which proved to be an exciting one.

Mrs. Howard Morel was out for Sunday school and singing Sunday for the first time since having her tonsils removed.

Mr. and Mrs. O. D. Frazier returned from Mountain View, Oklahoma, last week after a long visit there with relatives.

Maurine Norton spent Thursday night with Viola Rempie.

Visitors at the Mann home on Thursday night were Mr. and Mrs. J. Y. Norton, Dorothy Norton, Justin Cooper, J. B. and Bob Shurman.

Visitors at the C. L. Goad home Sunday were Mr. and Mrs. Alfred Walker, Frank Vance, James Garrett, Clyde and Edith Mann, and Mr. Tyce of Hereford.

Clyde Mann ate supper at the J. S. Garrett home Sunday night.

Jewel and Dorothy Norton, Vineta Simpson and Oscar Smith were visitors at the Mann home Sunday evening.

Fred Brunson and family moved to the A. K. Webster farm Tuesday of this week.

Mr. and Mrs. John Rempie went to Oklahoma last week and were snowbound and unable to return at the time planned.

Here and There.

By Mrs. C. E. Tice

(Notice to Correspondents: To insure prompt publication of your letters, mail so that they will reach the Brand office not later than Tuesday at noon. Otherwise, we may be forced to hold them over until the following week.—Editor.)

There was a good sized crowd at preaching services Sunday morning.

Mrs. Grant, of Gary, Oklahoma, who has spent the past month in the home of her daughter, Mrs. C. E. Beauford, left for her home last Saturday.

Mr. and Mrs. Erks Williams spent Sunday in the J. B. Harlin home.

Owen Stagner was called to his home near Flagg last Tuesday by the serious illness of his mother. Her condition was such that she was removed from her home to a Plainview sanitarium Sunday. The Stagners are old residents of this community and her many friends here are hoping for her speedy recovery.

Miss Mattie Andrews taught school part of last week while Owen Stagner was away.

Mr. Sparkman of Happy spent the week end in the home of his son, Lester Sparkman.

Mr. and Mrs. Henry Allman went to Amarillo Monday.

Mr. and Mrs. H. M. Mobley spent Sunday in Hereford.

Joe Andrews was called to Oklahoma the latter part of the week by the serious illness of a brother-in-law.

J. J. Lindsey made a business trip to Breckenridge the first of the week. Harvey Lindsey, who has been attending school near there accompanied him home.

Mrs. Andrews and daughters

and Mrs. J. J. Lindsey and children spent Sunday afternoon with Mrs. C. E. Tice.

The public sale of C. M. Bell was well attended and things sold well. The ladies cleared a neat sum from the lunch.

Mrs. G. F. Springer, Misses Tiny Lee Springer, Gladys Jones and Georgia Sparkman attended a big community dinner at the Finche home in the Wyche neighborhood Sunday.

Marion and Chunkie Bell spent Sunday with Wilson Link.

PRESBYTERIAN MISSIONARY MEETING

Members of the Presbyterian Missionary Society had a pleasant as well as profitable day in the home of Mrs. Henry Hastings on Wednesday, January 22.

Each took some article of food and after quilting for a time an elaborate dinner was served. Rev. Gelsner, the pastor, was a guest of honor. After dinner the quilting was resumed and three quilts finished. The lesson for the day was the third chapter of "Crowded Ways." Mrs. Barnhart read the

scripture lesson and prayer was offered by the pastor. In the business meeting a committee was appointed by the president to nominate officers for the coming year.

Mrs. Palmer's home will be the place of meeting, January 29. REPORTER.

TEXICO-FARWELL HAS GOOD POULTRY SHOW

On Friday and Saturday of last week there was held at Farwell under auspices of the Department of Vocational Agriculture the third annual Poultry Show. This was composed of approximately 300 birds, making it the largest show ever held at Farwell.

The expense for this show was defrayed by money won as prizes at two large fairs in this section of the country by the class in vocational agriculture of the Farwell high school. The awards were placed by Prof. T. M. Moore of the agricultural department of the W. T. S. T. C., assisted by Prof. George Heath, who teaches agriculture in Friona high school. This is one of the largest shows of its kind held on the Plains of Texas.

Genuine Cordova Leather Goods

RICE DRUG STORE

Even *Wilted* vegetables

become
crisp and
fresh in the



Frigidaire
HYDRATOR

This new moist air compartment gives lettuce and celery that "fresh from the garden" taste. See it demonstrated at our showroom...NOW.

FRIGIDAIRE
MORE THAN A MILLION IN USE

Blythe Bros.
PHONE 340

Good Meat

IS HEALTH INSURANCE

—Insure your family by making our choice, home-slaughtered fresh meats the center of each well-balanced meal.

Texas Meat Market

Phone

353

LOANS

WE HAVE PLENTY OF MONEY TO LOAN

On brick business buildings at 7 per cent; on residence at 8 per cent, or on the monthly payment plan.

LET US FIGURE WITH YOU.

Plains Insurance Agency

PHONE 50

For Home Convenience

For lightening those usual tasks and chores about the home, try the aid of these husky servants. Splendid variety of usable things—and splendid values, too.

Kerr - Anthony
Hardware Co.

PHONE 169



Why This Trade-Mark?

During the past thirty years users of lumber have learned that they can depend on the uniform quality of lumber from Long-Bell mills.

Naturally a manufacturer of lumber with so enviable a reputation takes pride in such a reputation—and as an assurance that you may know this lumber, the company brands the end of each board with the name "Long-Bell."

This is a buying guide that lumber users can best appreciate by comparing Long-Bell lumber with ordinary lumber.

A. C. Thompson
LUMBER

Phone 456

McKinley and Third

L. Baskin's mother died in Oklahoma City. Baskin returned Monday from Oklahoma City where he had gone to attend the funeral of his mother, Mrs. Sarah A. Baskin, who died last Thursday at the age of 80 years. Of the eight living children, seven were present, one brother living in California not being able to attend. Mrs. Baskin had been an invalid for the past four years and a fifth stroke of paralysis was the cause of her death. William Baskin, father of L. Baskin, died on March 4, 1913, the day Woodrow Wilson was inaugurated president, and was past the age of 70 at the time of his death. The Baskin family were pioneers of Oklahoma county, having moved there in 1880. The funeral services were largely attended by many of the early settlers of Oklahoma county, having moved there in 1880. The funeral services were largely attended by many of the early settlers of Oklahoma county, having moved there in 1880.

WHY EAT

A butter substitute when the real article contains eight times the food value of any butter substitute.

All grocers handle CREAM O' PLAINS BUTTER and the price is lower than it has been for several years.

Farmers Creamery Ass'n, Inc.

Hereford

Phone 3.

FEDERAL
TIRES
Western Chain Tire Stores
Second and Main Streets

Funny Grams

from RICE'S

First O. W.: "I found out where my husband spends his evenings."
Second O. W.: "You did? How did you find it out?"
First O. W.: "I got home early one evening and found him there."

BRUNSWICK STANDARD 4-PLY BALLOONS MUST GIVE YOU AT LEAST 12,000 MILES OF SERVICE AND WE WILL SEE THAT THEY DO!

"I'll do that often," said Sandy McGregor as he made a hole in one; "It'll save wear and tear on the ball."

20,000 MILES GUARANTEE ON BRUNSWICK SUPER-SERVICE TIRES AT NO EXTRA CHARGE!

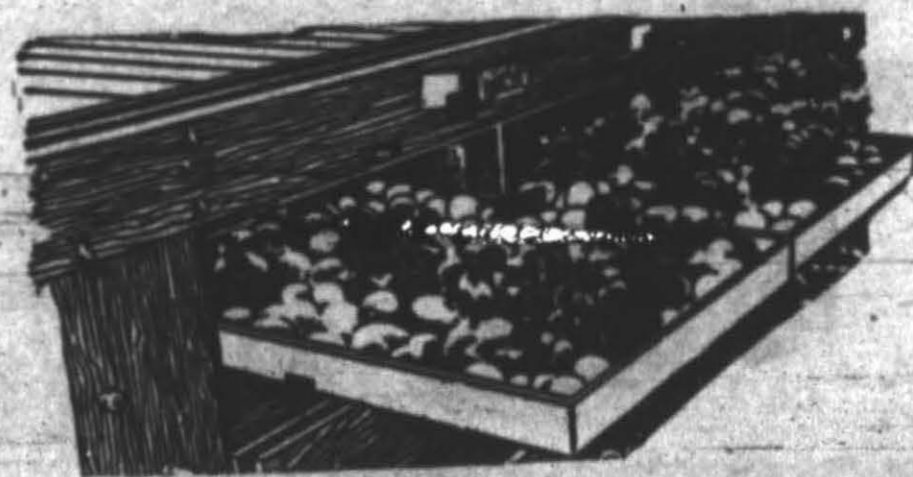
"What are you two darkies doing walking so slowly up those stairs?"
"We is workin', Boss; we is carryin' dis here desk up de stairs."
"I don't see any desk."
"Fo' de law's sake, we done forgot the desk!"

BRUNSWICKS ARE "FAMOUS FOR QUALITY!"



H. L. RICE

BRUNSWICK
TIRES



INCUBATORS

"Buckeye" and "Safety Hatch"

NOW OFFERED IN NEW AND ADVANCED DESIGNS—THEY SET THE STANDARD FOR BIGGER HATCHES OF BETTER CHICKS!

The World's Greatest Hatchers

After all is said and done, the "cheapest" incubator you can possibly buy is the one that hatches the highest percentage of big, strong, healthy chicks.

BUCKEYE BROODERS

EITHER COAL OR OIL BURNING

A brooder that raises more chicks; a brooder that raises more vigorous, stronger chicks; a brooder that uses less fuel; a brooder that takes less time and work—that's the brooder that is the "best buy." The percentage of chicks your brooder raises and the economy in fuel, time and work are the things to take into consideration.

Streu Hardware

International Sunday School Lesson

BY DR. J. E. NUNN

FEBRUARY 2, 1930.

PUTTING GOD'S KINGDOM FIRST

Matthew 6:5-13, 19-21, 31-33.

5. And when ye pray, ye shall not be as hypocrites; for they love to stand and pray in the synagogues and in the corners of the streets, that they may be seen of men. Verily, I say unto you, They have received their reward.

6. But thou, when thou prayest, enter into thine inner chamber, and having shut thy door, pray to thy Father who is in secret, and thy Father who seeth in secret shall recompense thee.

7. And in praying use not vain repetitions, as the Gentiles do; for they think that they shall be heard for their much speaking.

8. Be not therefore like unto them; for your Father knoweth that things ye have need of, before ye ask him.

9. After this manner therefore pray ye: Our Father who art in heaven, Hallowed be thy name.

10. Thy kingdom come. Thy will be done, as in heaven, so on earth.

11. Give us this day our daily bread.

12. And forgive us our debts, as we also have forgiven our debtors.

13. And bring us not into temptation, but deliver us from the evil one.

19. Lay not up for yourselves treasures upon the earth, where moth and rust consume, and where thieves break through and steal.

20. But lay up for yourselves treasures in heaven, where neither moth nor rust doth consume, and where thieves do not break through nor steal.

21. For where thy treasure is, here will thy heart be also.

22. Be not therefore anxious, saying, What shall we eat? or, What shall we drink? or, Where shall we be clothed.

23. For after all these things do the Gentiles seek; for your heavenly Father knoweth that ye have need of all these things.

24. But seek ye first his kingdom, and his righteousness; and all these things shall be added unto you.

Golden Text. Seek ye first his kingdom, and his righteousness; and all these things shall be added unto you.—Matthew 6:33.

Introduction.
"A prayer sweetened by the name of Father, makes me confident of getting all I ask."—The Venerable Bede.

"Christ commands us to pray briefly, because he knows that our minds are easily led into wandering thoughts."—Cyril of Jerusalem.

"We pray for our Father's honor, dominion, service; and then for our own preservation, pardon, protection."—Griffith.

The Lord's Prayer teaches: 1. Our dependence upon God—give; 2. Modesty in request—bread; 3. Trustfulness—this day; 4. Brotherhood—us, our.—Gen. Dana Boardman.

"Why do you lay up where you may lose; and where, if you do not lose, you cannot always stay?"—Augustine.

"And let me know my Father reigns, and trust his tender care."—Anne Steele.

Dries Up Colds In a Few Hours

The most disagreeable and embarrassing part of a cold is that constant, nasal discharge, which you can now stop in a few hours with Aspirinal, the latest and most scientific "Liquid Cold Remedy."

Aspirinal is guaranteed to stop the irritation that causes sneezing and nasal discharge; dispel the congestion and relieve grippiness, neuralgic pains, at the same time causing a gentle and complete evacuation of the liver and bowels. All druggists carry and guarantee Aspirinal, the largest selling liquid cold remedy in the world. (Adv.)

RICE'S DRUG STORE

ANY KIND OF WORK Done in wood.

REPAIR OR NEW WORK

See Me at My Home In North Hereford.

Phone 313 After 5 p. m.

J. (Scotty) BUCKNER

The Model Prayer.

"The Model Prayer" is a most fitting designation of the one recorded here: "After this manner therefore pray ye." That is, it may be regarded as an outline, suggestive, rather than a set prayer. On the other hand, it is so perfect and complete that at times we find it entirely adequate, voicing our whole heart's cry and need.

Thy Father Who Is In Heaven.

"Pray to thy Father who is in secret." Perhaps there is some thought here of the dark Holy of Holies in the temple, consecrated to the secret Presence of the Almighty. Not the token of individuality, "thine inner chamber," "thy door," "thy Father," emphasizing the personal nature of true prayer. We are, of course, to enjoy prayer with others, and Christ elsewhere speaks of the presence of the Father where even two or three are met together in the name, but they meet to no purpose in social prayer unless each by himself has become acquainted with God in solitary prayer. "And thy Father who seeth in secret shall recompense thee." "Openly" is omitted from the most ancient manuscripts, and so from the modern translation. God's most blessed reward for secret prayer is a secret recompense, the consciousness of fellowship with the Father, the constant presence of the Holy Spirit of our lives. There are open rewards also, but they are as nothing compared with this.

Vain Repetitions.

"And in praying use not vain repetitions, as the Gentiles do." The heathen, all that are not Jews. "Use vain repetitions" is one word in the Greek, properly, to stammer; then to babble or prate, to repeat the same formula many times, as the worshippers of Baal and of Diana of Ephesus (1 Kings 18:26, Acts 19:34) and the Romanists with their pater noster and aves."—Marvin E. Vincent. A conspicuous illustration is the Buddhist prayer wheel, containing printed prayers whirled around by hand, every revolution counting as a repetition of the prayers inside the wheel. "For they think that they shall be heard for their much speaking." Christ does not forbid the repetition of prayers that are born of earnestness and not of empty formalism, and we are to remember his parable of the widow who wore out the unjust judge by her passionately reiterated appeals. Neither is Christ forbidding long prayers, if they are real prayers; he is only forbidding

prayers that are false, unreal.

"As In Heaven, So On Earth."

"Thy will be done, as in heaven, so on earth." "God's will is that we should do justly and love mercy, and walk humbly with our God. It is done in heaven by the angels host. These, we are told, keep his commandments, harkening unto the voice of his word. God's angels do his will contentedly and unquestioningly, whatever it is. They do it zealously, swift as the hurricane, vividly as the lightning, and they do it harmoniously; there are no jealousies among the angels. Christ's life and death are the eternal model of how God's work should be done, alike on earth and in heaven."—F. W. Farrar.

Lead Us Not Into Temptation.

"And lead us not into temptation." This is a prayer for God's leading. "You are in the world of temptation and you have never passed this way before. How can you avoid anxiety? How many souls tremble at the shadow of tomorrow! Your Father will be the same tomorrow as today. Take his hand and boldly say 'Lead us: lead us not into temptation.'"—Rev. James A. Francis, D. D. "There must be some great blessing in temptation. It is to the soul what storms are to the tree, fixing its roots deeper in the soil."—Fannie Casseday Duncan. Why, then, do we ask God not to bring us into temptation. Because we dread it, we fear the power of Satan, we know our weakness, we pray that God will not bring us within the reach of any temptation without at the same time providing a means of escape from it.

Treasures Upon the Earth.

"Lay not up for yourselves treasures upon the earth." This precept does not forbid us to accumulate wealth, honors, possessions, but forbids us to treasure them, set our hearts upon them, obtain them at the cost of higher life, use them for ourselves alone. Our attitude toward a very slight possession may make it a treasure upon the earth, while many a person has owned vast wealth and yet made it a means of securing treasures in heaven.

Federal Tires and Tubes



WESTERN CHAIN TIRE STORES
Second and Main, Hereford

C. T. KIBBE Phone 9018-F4 Office 207
W. A. ROBINSON Phone 194 Office 207

KIBBE & ROBINSON

CHIROPRACTORS
9 to 12 Buckner-Lambert Bldg. 1 to 6



STARTING MASH

MERIT STARTING MASH is the ideal ration for baby chicks just starting on their venture of life. This scientifically balanced ration contains the body building essentials so necessary during the first few weeks of the chick's existence. It contains yellow corn meal, pulverized oat groats, wheat gray shorts, mill run bran, meat and-bone scraps, raw bone meal, O. P. linseed oil meal, corn oil cake meal, corn gluten feed, alfalfa leaf meal, dried buttermilk, cod-liver oil, calcium carbonate, charcoal and one-half of 1 per cent salt. These essential ingredients are mixed and perfectly blended by special machinery of latest design. Cleaning, cracking, sorting, grinding and mixing machines are fed automatically, which insures exact percentages and uniformity.

USE MERIT STARTING MASH THIS SEASON

West Texas Feed & Seed Co.

PHONE 265

Treasures In Heaven.

"But lay up for yourselves treasures in heaven." "Such treasure is laid up by active faith in Lord Jesus Christ. We lay up treasure of love in heaven, the outflow of generous piety in loving assistance to the needy. Such treasure is laid up in our support of mission work. And then there is heart treasure in heaven. We have lost loved ones who have gone before; and so with much thought of them, and of God, and of the dear Saviour, our conversation is in heaven." "Treasures in heaven is lasting treasure. The man who has given his heart and his life to Christ, who has set his affections upon things above, is in no fear of losing his riches. The man who has laid up treasures on earth loses it all when he dies, but the man whose treasure is laid up in heaven looks forward to an inheritance incorruptible and undimmed and which fadeth not away."

Heart With Treasure.

"For where thy treasure is there will thy heart be also." "If we

lay up treasure in heaven, live pure, useful, Christian lives, our hearts will be where our treasure is; we shall love God, and good men, and the noblest things. If we lay up treasure upon earth, alone, live only for selfish and worldly purposes, our hearts will also be with our treasure; we shall love things and men unworthy our affection, and become incapable of appreciating or enjoying what is better than ourselves."

A. D. Mayo.

Consider the Lilies.

In regard to worldly possessions, avarice, which we have just considered, is the special temptation of the rich, and anxiety, which we are now to consider, is the special temptation of the poor. "Jesus warns us against anxiety. Of course he does not forbid foresight and prudence; but he would keep us from that carefulness and worry which destroy our peace and hamper our usefulness. He points us to the birds to show that the heavenly Father will provide necessary food. He suggests the folly of

anxiety which can shorten but never lengthen the life of man.

He bids us 'consider the lilies of the field' in their beauty, in order to assure us that the heavenly Father will clothe those who trust in him. It is indeed a confident dependance upon the care of the heavenly Father which banishes anxiety."—Prof. Charles R. Erdman.

Seek First His Kingdom.

"But seek ye first his kingdom, and his righteousness." Other things may be sought, but sought secondarily. Our main aim must be to promote the reign of God—that is, God's righteousness—in our own hearts and in all the world. First things first, and these are the first things.

Special Lessons.

"This verse 33 is in a sense the

summing up of the whole lesson

of the Sermon on the Mount up to this point."—Prof. Benjamin B. Warfield.

"Think what would have happened to the world if man had not been so busy putting bread and butter first."—Rev. William Thomson Hanzache.

"Banish forever from your minds that religion is subtraction. It does not tell us to give things up, but rather gives us something so much better than they give themselves up."—Henry Drummond.

"First things first."—Put God's kingdom first.

Freshman (entering crowded barber shop): How long will I have to wait for a shave?

Barber (eyeing him critically): Oh, I should judge about two years.

DR. D. K. ROBINSON Residence Phone 78-J
DR. R. R. WILLS Residence Phone 114-W

DRS. ROBINSON & WILLS

CLARK BUILDING
Phone 282

DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
—Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

DEAF SMITH COUNTY ABSTRACT CO., Inc.

114 West Third Street
C. P. McCOLLOUGH, Manager
ABSTRACTS LOANS

The Drug Store In Hereford

RICE DRUG STORE



"Don't get up.. I'll get breakfast downtown"

Helen was puzzled. Lately, Bob seemed actually *anxious* to eat downtown, and at first, after they were married, he enjoyed so much those happy half hours in their sunny breakfast nook.

He suddenly began telling her she looked tired in the morning and he insisted she stay in bed and sleep when she didn't want to.

Why? Why? Her breakfasts were as good and as varied as ever. She took pride in them. She took pains with the coffee...

Come to think of it, the coffee *was* peculiar and never the same.

Helen went to the telephone and told her troubles to Janet Thatcher.

"Why, of course, it's the coffee, Silly," Janet laughed. "Listen; you try White Swan Coffee on Bob this evening at dinner and I'll wager he'll be eating breakfast at home from now on."

Janet was right.

Of course, you would rather breakfast together at home. Everyone would when White Swan Coffee is served. Its tempting aroma and satisfying flavor lend a zestful spirit to the start of every day.

Modern roasting ovens bring out the natural flavor of the selected coffees which are so artfully combined and balanced in achieving the full, rich quality of the White Swan blend.

Supervision as exact as that in your own kitchen is enforced in each important process.

After roasting, White Swan is packed in sealed tins for shipment. No chances are taken with the freshness of its flavor. Prompt distribution is effected from 22 strategically located Waples Platter Houses. Fleets of motor trucks operate over a system of routes, making regular deliveries from all the units of this institution of the Southwest to its 10,000 dealers.

The best of modern method and time-tested custom are thus combined with the skill acquired by more than a half century of experience in developing the famous White Swan quality.

Now, and whenever you need a fresh supply, White Swan Coffee is available at your grocer's freshly packed in one and three pound cans.

FREE—Expert advice on cooking

Perhaps the biscuits don't turn out right... or you always have trouble with some other dish your family likes. Write to Waples Platter Better Cooking Bureau, Waples Platter Co., Ft. Worth, Tex. Expert advice on any recipe sent FREE.



WHITE SWAN COFFEE

WAPLES PLATTER COMPANY • TEXAS • OKLAHOMA • NEW MEXICO

9 OUT OF 10
EVERY
PERSONS
Need a New Hair Brush!

See our SPECIAL BRUSH COUNTER, week beginning Friday, January 31.
Brushes from 50 Cents to \$2.00

Also, fifty Bottles, Glasses, Ice Buckets and Bon-Bon Dishes filled with BATH
SALTS, in varied colors—

Every One Priced at 50 per cent off Regular Retail Price.

This Week Phone 220-J wins choice of our \$1.00 Hair Brushes.

Corner Drug Store
The Rexall Store
Day Phone 105 Night Phone 238 or 403-W
"A PHARMACY"

Local's

Messrs. Lowell Green, Jack Russell and Franklin Frost of Clovis, enroute to Canyon to witness the Yearling-Clovis high school basketball game Friday afternoon, stopped over here to visit Manager R. E. Kessie of the Brand.

BAKE SALE
Next Saturday the Young Matrons Missionary Society will hold a bake sale, the place to be announced by posters and window cards. 3-1c
Rollins Full Fashion Chiffon, ladies' hose, all shades. Extra special, value \$2.00 going at \$1.49. THE POPULAR STORE. 3-1c

ANNOUNCEMENT
To the Voters of Precinct No. 2: After being solicited by a number of good citizens of this county, and as I have lived in the county for a number of years and during part of that time have had considerable experience in the grading and overseeing of our county roads, I have decided to make the race for County Commissioner for Precinct No. 2. I will appreciate your influence and support in the Democratic Primary election next July.
S. L. WALSER.

Mr. and Mrs. J. C. Cummins and son, J. C. Jr., and Mr. Cummins' brother, Grover, motored to Amarillo last Sunday.

F. H. Oberthier and E. E. Fridley motored to Amarillo last Monday on business.

Rollins Full Fashion Chiffon, ladies' hose, all shades. Extra special, value \$2.00 going at \$1.49. THE POPULAR STORE. 3-1c

NOTICE—BUSINESS CHANGE
The business heretofore conducted under the firm name of the "Hereford Jewelry Store," and owned exclusively by J. H. Ray, has been transferred to W. H. Ray, who becomes sole owner of the said jewelry business, including stocks, fixtures, accounts, etc.

All the indebtedness of the said store will be paid by W. H. Ray and all money due the store should be paid to him.
Effective as of December 26, 1929.
J. H. RAY,
W. H. RAY.

WANTED—To buy shoats and light hogs. H. C. BOWSER, Phone 137. 3-1c

Mr. and Mrs. A. H. Vincent of Longview, Texas, were here Friday of last week on a prospecting trip. They left Saturday morning for Muleshoe where they will visit for a short time in the home of Mrs. Vincent's parents, Mr. and Mrs. F. W. Henning.

Mr. and Mrs. J. C. Cummins had as their guests over the week-end Mr. Cummins' brother, Grover Cummins of Hollywood, California. He was enroute to his home after a visit with his parents in Hannibal, Missouri.

MRS. C. A. WELLS DIES
Mrs. C. A. Wells, 77, passed away last Friday. Funeral services and interment were held here from the Methodist church the following day. Mrs. Wells did not have any relatives here, but made her home with Mr. and Mrs. D. R. Atchley, west of Hereford about forty miles.

John Patton, district deputy Grand Master of the local I. O. O. F. order and his subordinate officers motored to Vega last Thursday evening for the purpose of installing new officers for that organization.

HATCHERY
The Golden Rule Hatchery started with 2000 eggs January 7, and will complete its first hatch Tuesday, February 4, with a fine lot of baby chicks of all heavy breeds. Get your early supply from us. Raise a few broilers for the early market.

Custom Hatching as Usual. Get Our Prices.

Golden Rule Hatchery

Leslie Robeson, Manager

LIST OF PETT JURORS FOR LAST WEEKS OF COURT

The list of petty jurors for the third week of District Court, February 17: O. J. Lady, O. H. Lloyd, F. E. Dyer, A. E. Holberg, G. W. Koonce, Henry Hastings, J. C. Copeland, E. E. Edwards, A. H. Davis, W. E. J. Joiner, Earl Lance, O. L. McKee, W. A. May, J. J. Kropff, R. F. McConnell, Ed East, Pat Wederbrook, Frank Gyles, J. M. Ware, J. E. Dyer, Alfred Ellison, Kelly Grimes, C. C. Cook, F. L. Lucas, F. W. Lambert, A. J. May, E. V. Holman, W. R. Harrison, A. B. Norman, J. A. McGowan, W. C. Ekins, O. E. Eastley, DuBois Walker, W. R. McLain, R. P. Conaway, Carl Luke.

List for fourth week: W. H. Gilbreath, Elmer Mathies, E. H. Hare, S. L. Harman, R. A. Gilliam, W. P. Gregory, R. A. Fullwood, H. T. Goldston, R. E. Grant, L. H. Holman, C. T. Kibbe, Ross Fuller, L. O. Gore, Andy Hendrix, C. C. Lisenbe, G. P. Garrison, W. A. Gentry, D. O. Fox, W. H. London, J. P. Gatlin, Frank E. Givan, R. H. Harlin, H. A. Gray, E. A. Heinle, Joe Greer, Oris Jacobson, V. L. Martin, Carl Jennings, W. C. Fite, H. E. Gossett, W. O. Fox, A. D. Godwin, B. R. Hamlin, Roy Hancock, L. T. Ray, John Jacobson.

Judge Reese Tatum and Ben Richards, district attorney, will be here early Monday morning at the opening of court, February 3.

Only a few boys overcoats left, going at half price. POPULAR STORE. 3-1c

Twenty or forty acres close in for sale or trade. Modern, eight room residence close in to exchange for farm or unimproved land. RALPH BARNETT. 3-2c

Miss Ethel Rice, teacher in the Lockney schools, was in Hereford over the week end to visit her parents, Mr. and Mrs. H. L. Rice.

E. Y. Roshing, Friona business man, was trading in Hereford and visiting friends Tuesday afternoon.

Roger Corbett arrived home last Saturday from Dallas where he attended the Churchill Tailoring Convention held there the first of the week.

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

Messrs. E. E. Fridley and Tom Curless of Wichita Falls made a business trip to Parmerton last Saturday.

WANTED—To buy ear corn and bundle feed. H. C. BOWSER, Phone 137. 3-1c

Only a few boys overcoats left, going at half price. POPULAR STORE. 3-1c

W. F. and Johnnie Orr were in Amarillo last Tuesday attending a Majestic radio show.

Mrs. W. A. Perciful and daughter, Miss Glennia Lee, spent the week end here in the home of her mother, Mrs. Hattie Rutherford.

Mr. and Mrs. J. F. Ward reached home the first of this week from Mineral Wells. Mr. Ward has been receiving treatment at these famous wells and has made considerable improvement since going there. They also visited points on the Gulf Coast before returning home.

We solicit your listing of real estate for sale or trade. RALPH BARNETT. 3-2c



DELIGHTED!
—Long bobbed or twisted—two, your hair will be waved in a manner to bring out its full beauty at Orr's Beauty Shop. Our operators achieve marvels of flattery with their deft, artistic fingers. You will be delighted.
Our regular price for DUART PERMANENT Waves is \$5.00 and \$10.00
ORR BEAUTY SHOP
Phone 16

Bargain SALE
—We have an accumulation of damaged doors and odd-sized windows that we are offering at reduced prices. These articles are in our way and must be sold. Also short lengths of siding, flooring, shiplap, 2x4's up to six foot lengths. All this material can be used in many places such as the construction of feeders, chicken houses, brooders, etc. If you want a bargain in this material we have it for you.
R. H. Kemp Lumber Co.

Plan your home now, or rebuild—we will furnish the money on monthly plan. Low rate of interest, and ten years to pay. RALPH BARNETT. 3-2c

W. E. Arnold was a business visitor at Panhandle last Saturday.

Louie Buckert of Summerfield, and son-in-law, John Heiselman of near Vega were here Tuesday of this week attending to business.


It's Your Bank
We want you to feel at home here. Every kind of service we offer—saving, checking, commercial, trust, safety deposit—is yours to command. Every employee and every officer is eager to assist you. It's YOUR bank.
Western National Bank
"There Is No Substitute for Safety"

BIG CARLOAD OF NEW FURNITURE
—Has just been unloaded. We think we have some of the most attractive new furniture we have ever shown. Like those who supply the newest creations in dresses for the ladies, we are deeply concerned to buy for the trade the very best in house furnishings.
—We have extraordinary buying power in our organization, and we are satisfied with small profits—hence we can undersell most dealers anywhere.

E. B. BLACK COMPANY
A \$300 value living room suite, January Special \$225
A \$225 value living room suite, January Special \$175
A \$175 value living room suite, January Special \$135
A \$195 value bedroom suite, January Special... \$145
A \$150 value bedroom suite, January Special... \$110
A \$ 95 value bedroom suite, January Special... \$72.50
A \$250 value dining suite, January Special... \$185
A \$175 value dining suite, January Special... \$135
A \$125 value dining suite, January Special... \$ 95
—Every department of our big store is brimming full of good values. We can save you money on your gas appliances—give us a chance to figure with you. Come with us, we will do your good.

SUNNY SIDE UP
Monday
Tuesday
Wednesday
Original songs, story and dialog
DE SYLVA BROWN
and
MENDELSON
with
JANET GAYNOR
and
CHARLES FARRELL
DANCES STAGED BY
SEYMOUR FELDY
DIRECTED BY
DAVID BUTLER
COMING SOON—
Harold Lloyd in "WELCOME DANGER," "RIO RITA" and "LOVE PARADE"