

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

28th Year—Number 13.

Hereford, Deaf Smith County, Texas, Thursday, April 12, 1928.

Seth B. Holman, Publisher.

## GOVERNMENT APPROVES FREE CITY MAIL DELIVERY FOR HEREFORD

### COMMERCE CLUB SPEAKERS URGE CITY TO GET BEHIND CLEAN UP MOVEMENT HERE

Importance of Civic Beautification Program Urged in Addresses At Regular Meeting of Organization Monday. Committee Plans to Secure Co-Operation of All Citizens to Put Over This Big Project.

Clean-Up Week in Hereford and efforts to make it the greatest of its kind ever held here were discussed at the regular luncheon meeting of the Chamber of Commerce held Monday at the Stockman's Cafe. Nearly thirty members and guests were present.

According to D. F. Ashbrook, chairman of the committee on civic development, his committee intends to take definite action toward a general clean-up of the junk yards and other eyesores with which the city is infested. Those having piles of old junk displayed in lots near the downtown section will be asked to remove them or to construct fences about the lots.

Rev. J. T. Ross speaks. Principal address of the meeting was the talk by the Rev. Jas. T. Ross of the Presbyterian church, who urged the importance of the campaign and pointed out that to visitors in the city, a town's progress is measured to a large extent by the cleanliness and neat appearance which it presents.

"Hereford has continually strived for the best," Rev. Ross declared, "and it is the best which should be our aim in this great city movement. A little effort on the part of each individual will help Hereford to become a beauty spot of the Panhandle."

Plans for National Music Week to be observed throughout the country from May 6 to May 12 were also outlined by Rev. Ross, who asked the support of the Chamber of Commerce in making the celebration this year the biggest ever.

"Love Feast" Held. After the regular business of the day, the Chamber of Commerce turned its meeting into a veritable "love feast," voting thanks and appreciation to Postmaster J. A. Wear on the occasion of securing free mail delivery for Hereford; to G. W. Brunner, for his part in securing and transporting a delegation to the dairy show at Plainview last week; to R. O. Dunkle, county agent, who is devoting much time to the development of dairying here; and to the women of Hereford who presented the radio program at Amarillo Monday morning.

Visitors who spoke were three well-known Deaf Smith county dairymen, R. M. Tankersley, O. D. Rutherford and Herman Schults. The Chamber of Commerce will meet next Monday noon at the Hereford Hotel. President T. E. Seigler urges a large attendance.

Cloyd To Have Feature Part At Convention. Hereford will be represented by a small delegation at the ninth annual session of the Panhandle Baptist Sunday school and B. Y. P. U. conventions to be held April 12-14 at Paducah, Texas. It was this morning by Rev. V. M. Cloyd. From this church will go Cloyd, Rev. C. E. Saxton and Mr. and Mrs. John Bligg.

As address on "Sunday School and B. Y. P. U. Evangelism" by Rev. Cloyd will be the feature on the program of the session Thursday night, April 12.

Ray Cloyd will leave Hereford again next Sunday afternoon to conduct a two weeks revival service at the Second Baptist church, Amarillo. He has announced that he will meet his congregation as usual Sunday morning.

W. Don Mitchell spent the weekend with relatives in Clovis.

### Senior Class Gives Annual Play Thursday

"The Winning of Latane," a four-act comedy drama, has been chosen by the senior class for its annual play and will be presented at the high school auditorium next Thursday night, April 19, it was announced this morning.

An excellent cast, made up mainly of Seniors who have had previous experience in dramatic work, has been hard at work on this production for several weeks. According to Ralph Smith, one of the directors, the play is "one of the best amateur bills seen here in years."

Action of the play is centered around the attempts of the villains (Edgar Pickett and Glenn Weber) to get possession of the company and daughter (Mollie Ray Cronin) of the eager-to-be-rich Mr. Cashton (Alton Higgins), as well as the patents and secret processes of the hero (Howard Eberle). Their schemes and the effects of them on father, daughter and hero, form the thread of a story which, with combined interest, romance and humor, holds the attention of the audience from curtain to curtain.

### Film Influence Grows Rapidly, Says Authority

Because people want clothes and homes and cars and manners like those of the people they see on the screen motion pictures are doing the work of 100,000 salesmen in expanding the business of the United States, declared Carl E. Milliken, former governor of the State of Maine, now secretary of the Motion Picture Producers and Distributors of America, at a Boston Chamber of Commerce luncheon.

"Ask any small town merchant and he will tell you the influence of the moving picture," challenged Mr. Milliken. "He will tell you there aren't any more out-of-date towns. Customers ask for and get as good clothes, as fine household goods, as good merchandise of every sort as their city brothers and sisters, and this is true because they have been influenced by the motion picture to demand the best."

He added instances of how films have helped to introduce American styles into other countries. "Because of motion pictures a certain type of California bungalow has come into wide use on the South American continent," he said. "Shoe manufacturers in Great Britain protested not long ago because they were forced to install shoe machinery to make shoes like those the American film star wears."

### Commissioners Asking Bids On New Bridges

Construction of two bridges in Deaf Smith county has been planned, it was announced this morning by County Judge Earl W. Wilson. The county commissioners court will receive bids on the construction of these bridges up to 10:00 a. m., May 14th.

The proposed bridges will be across the Tierra Blanca creek, one on Twenty-Five Mile Avenue and the other at the W. H. Harris road.

### Business Men Hear Address On Marketing

Co-operative marketing in Canada and the United States was discussed here Wednesday noon by J. F. Booth, agricultural economist of the United States Department of Agriculture, at a special meeting of business men and others interested, at the Stockman's Cafe. Mr. Booth, in company with Judge L. Gough, president of the Texas Wheat Growers Association is making a tour of Panhandle cities discussing marketing.

The recently authorized government division of co-operative marketing shows that this country is recognizing the increasing importance of this phase of the farmer's problem, Mr. Booth declared in his introduction.

Successful operation of gigantic wheat pools and other co-operative methods of marketing and buying by farmers were exhibited by the speaker as evidence that similar plans might be of value in this country also.

So far as the scheme has been tried out in this country, he said, the local co-operative elevator has proved the most satisfactory method of co-operative marketing.

Following the luncheon, which was attended by more than fifty Hereford men, Mr. Booth made a trip of inspection of the Hereford territory and was shown a number of the irrigation wells in operation here.

### Black Elected Head of Group On Farm Show

Definite action on the exhibits to be sent out to Middle Western states by the Panhandle Development Association was taken on Thursday, April 5, at a meeting of the exhibit committee held at Plainview. Present from Hereford were E. B. Black and R. O. Dunkle, county agent. Mr. Black was elected chairman.

Important business transacted in the meeting included decisions to select from the county exhibits at the Dallas Fair a composite exhibit to be sent to county fairs in Northern and Middle Western states, and that any souvenirs taken on the trip by exhibitors be confined to green cotton bolts stamped with indelible ink.

R. O. Dunkle, P. G. Bennett and W. H. Upchurch were named as a committee to determine the products which should be used as the representative exhibit of this section.

### Hereford Masons Plan Celebration Next Week

Hereford Masons are planning next week a real event. On Tuesday, Wednesday and Thursday nights, Master's Degree work will be held. The climax of the series of big meetings will come on Thursday night, after the final session, when the lodge will repair in a body to the Stockman's Cafe for an oyster supper.

According to Worshipful Master Saak Hamey, this is the most important work which has been put on this year, and Master Masons all over the country are expected to attend.

### TENNIS MATCHES FORFEITED

Hereford high school's tennis teams took their second match by forfeit Wednesday afternoon, when the players from Farwell failed to arrive for the matches scheduled for that afternoon. Friday, March 30, the Canyon high school team failed to appear, forfeiting their match. Hereford's team is made up of Edgar Pickett, singles; Edgar Ireland and Wright Ireland, doubles.

### LOCAL COWS TAKE PRIZES AT EXHIBIT

Hereford Dairymen Enthusiastic Following Showing Made at Plainview Show Last Week.

Taking a high percentage of awards, cattle from Deaf Smith county made one of the best showings made by any single county in the Panhandle-Plains dairy show held last week at Plainview. With 11 animals entered, of which only nine were in competition for prizes, dairymen from this county took two first places, one second, one fifth, one sixth and one Junior Champion of the Jersey division.

All of the individuals entered in competition went under the heading of Deaf Smith county bull circle entries. But for two cows owned by J. L. Lipscomb, entries were all made by members of the bull circles.

A further indication that the high quality of dairy stock raised here will be improved was furnished when J. E. Robinson of Hereford purchased the Junior Champion of the Jersey show. Thus the two Jersey Junior Champions are now being used in Deaf Smith county bull circles for the purpose of increasing the butter-fat production of cattle in this region.

According to County Agent E. O. Dunkle, the showing made at the Plainview exposition is remarkable for a section of the country which has made such a comparatively recent start in the industry. Mr. Dunkle foresees bright prospects for dairying here.

### Revival Services Draw Large Crowds to City

Large crowds have been attending the revival meetings now in progress at the Methodist church. It was said today by Rev. E. B. Bowen, pastor. Meetings are held each night at eight o'clock.

Miss Winnie Wiggs, of Paris, Texas, arrived Tuesday night to take charge of the musical part of the meetings. Miss Wiggs, who appears as soloist at the night sessions, also conducts meetings for children at four o'clock each afternoon and for young people at seven-thirty each evening.

### Hereford and Bovina In Diamond Clash Here

Seeking revenge for the 7-3 defeat handed them by the Hereford Whiteface baseball team recently, the Bovina nine will come to Hereford Friday afternoon, April 13, in a return engagement on the local diamond. The Hereford team has been working out hard of late and presents an appearance much improved over that of the team which took such a drubbing at the hands of a town team a few weeks ago.

Fans here are of the opinion that the game at Bovina was a good one for this time of the season and that the game tomorrow afternoon bids fair to be better still as both teams have had much practice since their initial games. The game will be called promptly at 3:30 p. m.

### Dimmitt Broadcasts Band Program Tonight

As part of Castro county's place on the Panhandle Development Association's advertising plan, the Dimmitt town band, under direction of Ralph Smith of Hereford, will go to Amarillo tonight to broadcast a musical program over Station WDAG from 9 to 10 p. m. The group will be augmented by several instruments from the Hereford high school band.

Most of the counties in the Panhandle have entered the development project and the advertising by radio is the phase of the work now being stressed in many places. Hereford has already presented two programs over Station WDAG.

### Golfers Elect Officers For Coming Season

Election of officers, disposition of a number of questions concerning ground rules, and a scrappy debate over proposed changes in the by-laws were high lights in a called meeting of the Hereford Golf Club participated in by eighteen members Tuesday night. The meeting was held at the E. B. R. Implement Company's office.

The annual January meeting had been postponed for one reason or another and Tuesday night the usual annual routine work was completed. S. P. Rosson was selected as the new president for 1928, Harry Rice as vice-president, C. C. Acker, secretary-treasurer, and Dow Mercer chairman of the greens committee. Mr. Rosson succeeds J. A. Pitman. Mr. Rice follows E. S. Ireland, and Messrs. Acker and Mercer are holdover officials of the organization.

The report of the secretary-treasurer showed about forty members, a club clear of debt, and with money in the bank. President Rosson re-appointed J. J. Clark as chairman of the tournament committee, but deferred other committee appointments until he has time to study the personnel. Mr. Clark now has out a number of lines for tournaments this summer, both at Hereford and on other courses, and a busy summer is in prospect for the followers of the ancient Scottish pastime.

### Bank Selected As Depository for Novel Plan

With an expected attendance of more than one hundred thousand members of the American Legion and their families at their convention to be held October 8 to 12 at San Antonio, officials of that city and of the Legion are making preparations to make their meeting among the most interesting and important events of the year. A novel feature of the preparations is an arrangement between Legion officials and the Save-to-Travel Association, a non-commercial organization of banks and transportation lines. By this arrangement, Legionnaires who intend to make the trip will have at their disposal the banking facilities of member banks of the association and may use the facilities to help them save for their trip to San Antonio.

The Western National Bank of Hereford has been appointed as depository for the plan, according to the president, G. A. F. Parker, the bank will be glad to explain the save-to-travel plan.

### Friends Here Shocked By Death of Keiser

Shocking to friends in this city was the death Wednesday night of C. O. Keiser, of Canyon, internationally known importer of horses and cattle. Mr. Keiser died at St. Anthony's hospital, Amarillo, following an illness of less than a week.

### Three Stores Razed by Fire At Friona

Fire of unknown origin completely destroyed three Friona store buildings early Tuesday morning. The stores destroyed, which were located on the Clovis highway, were the Dixie Filling Station, Wooddell Produce and Restaurant and the Highway Garage.

### OFFICIAL CONFIRMATION OF POSTMASTER'S APPLICATION RECEIVED FROM WASHINGTON

All Requirements Have Been Met So that Service Should Begin Morning of July First. One Carrier to Handle All Work for Present, With Additions Later If Necessary. Enthusiastic Over Move.

### Local People In Second Big Radio Program

Hereford speakers and musical talent broadcast the second of a series of radio programs early Monday morning from station WDAG, Amarillo. The program, which was arranged by T. E. Seigler and sponsored by Geo. Parr of Amarillo, was one of a group being presented by Panhandle counties in connection with the advertising phase of the Panhandle Development Association.

Following an introduction by President T. E. Seigler of the Chamber of Commerce, a musical program was presented, consisting of two violin duets by Mrs. A. C. Thompson and Mrs. J. H. Hendrix, a vocal solo by Mrs. H. K. Fox, and a vocal duet by Mrs. Fox and Mrs. A. C. Thompson. Mrs. G. A. F. Parker played the accompaniment.

In the main speech of the program G. A. F. Parker discussed at length the "Citizenship of the Panhandle." Pointing out the agricultural and cultural supremacy of this section Mr. Parker stressed the importance of a high type of citizenship which made such supremacy possible.

### Short Illness Ends Fatally Here Saturday

Following an illness of a little more than a week and an operation from which her strength would not permit a recovery, Mrs. Cecil Turner died at 4:00 a. m. Saturday morning, April 7, at the Deaf Smith county hospital.

Mrs. Turner, daughter of Mr. and Mrs. J. M. Stevens, was born January 20, 1858, in Henderson county, Texas. In 1912 she was married to Cecil Turner in Hereford, following which, with the exception of two years spent at Clovis, she lived in this city for the remainder of her life.

She is survived by her parents, one sister, two brothers, her husband and three children, Louie, Walding and William. Funeral services were held Saturday afternoon at the First Presbyterian church, the Rev. Jas. T. Ross officiating. Interment followed at the West Park Cemetery.

### Former Resident Here Enters Political Race

Former Hereford resident who has attained some fame in his line is R. E. Brazil, superintendent of the consolidated schools at Porter, New Mexico, for the past four years. Mr. Brazil has just authorized the use of his name as a candidate for the office of county superintendent of schools.

Mr. Brazil is thirty-two years old, was born in McClellan county, Texas, and spent the greater part of his early life in Hereford, where he has many friends. He is a graduate of Wayland College, of Plainview.

Mr. and Mrs. A. E. Chamness returned Sunday from a three weeks visit with relatives at Moran and Rising Star, Texas.

Further indication of Hereford's rapid growth was furnished this morning by the announcement by Postmaster J. A. Wear that this city will have free mail delivery within the city limits, beginning July 1st.

The news came in answer to Mr. Wear's application for such service here some time ago. In October, 1926, an application was made at Washington, at which time postal authorities submitted a list of requirements which must first be met. Included in these were proper street lighting, house numbering, etc. Application was again made about a month ago, and was answered favorably Sunday morning by the first assistant Postmaster General at Washington.

Requirements regarding number of people receiving mail had long ago been met. Mr. Wear indicated. More than 6,800 people are now receiving mail from this office, including those on the rural routes.

All plans for the new service have been perfected. Mr. Wear said, and will be put into effect beginning July 1. Free delivery service will be available to all those receiving mail within the city limits, who will meet the single requirement of putting up a mail box at the front door.

Route Outlined. For the present, one carrier will handle all of the delivery. His route will start at Main Street, east on Third to the hospital, then back on Fifth, west on Third to 25-Mile Avenue; thence east on Fifth to Main Street. This will include side streets.

According to Mr. Wear, delivery will be made only to those homes which comply with the government postal regulation providing for a proper receptacle to be placed on the front porch or on the front door. No mail will be delivered at side or back doors.

Five letter boxes will be located in the residence districts, where mail may be deposited for carriers. Each home will be placed up at each home where desired. A complete line of government-passed mail boxes is now on sale by local dealers, Mr. Ware said.

### Easter Cantata Well Received By Big Crowd

Despite inclement weather, what is said to have been the largest crowd ever attending a similar event was present at the Christian church Sunday night to hear the special Easter cantata, given by the first class of the church school.

Young voices handled a difficult subject remarkably well, and the program was brief enough to remain interesting throughout. Some of the solo and duet work was outstanding.

The girls glee club, under the direction of Miss Maurine Beyer, is fast making a name for itself in this part of the country. All of the Hereford churches combined in the community service.

D. L. McDonald was in Hereford on business Friday.

Pearl Singleberry was a Friona visitor Sunday.

Misses Sylvia Scott and Evelyn Jackson motored to Roswell, New Mexico, last week-end.



# THE HEREFORD BRAND

Published Every Thursday at  
HEREFORD, DEAF SMITH COUNTY, TEXAS.

**ARTHUR B. HOLMAN** Editor and Publisher  
Also Publisher of  
**THE PRIONA STAR, PRIONA, FARMER COUNTY, TEXAS.**  
**MRS. BETH B. HOLMAN** Associate Editor  
**HERBERT W. SMITH** Local Editor  
TELEPHONE 30

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### NOTICE TO THE PUBLIC.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street.

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ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

## Texas & Texans

By WILL H. MAYES

### Mohair Industry Increases.

From every section of Texas where attention is being paid to the mohair industry, reports are that the yield this spring is larger than heretofore and that growers are pleased with prices and profits. The goat is no longer the humble and neglected ranch animal, but the pride of the place. In Lampasas county there has been a ten-fold increase in mohair production in the last five years. The shipments this spring are expected to reach ten carloads. San Marcos estimates are that the Hays county production will bring in \$150,000, the fall clip having been approximately \$100,000. The price ranges from 62 to 65 cents a pound. There is hardly a farm in Texas, unless it be the small fruit or truck farm, on which at least a few goats may not be kept to profit and with little trouble.

### Milk Goats Popular.

The prejudice that once existed against the use of goat milk has almost gone and as people are learning the healthfulness of the milk and its value as a nourishing food, especially for invalids and young children, many farms and town homes now have a few milk goats. The milk goat is about the cleanest of the domestic animals. It is easily and inexpensively kept and is gentle and docile. Many families throughout the country, that reluctantly began the use of goats' milk for some invalid or the recommendation of a physician, have found it so wholesome and nourishing that the milk has been substituted entirely for cows' milk for family use.

### Millions of ants Killed.

According to reports compiled by

### Political Announcements. Deaf Smith County.

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1934:

For Representative, 123rd District: **CLYDE W. WARWICK**, Canyon, Texas.

For Sheriff and Tax Collector: **JOHN B. MILLER**, **E. F. CONNELL**, **J. D. (Doyle) ROSE**, **JAMES L. MAUK**, **L. I. WEST**, **ED CURTSINGER**.

For Tax Assessor: **IRA RICKETTS**.

For County Treasurer: **J. H. HEAD**.

For County Judge: **EARL W. WILSON**, **P. W. PRICE**, **D. W. HAWKINS**.

For District and County Clerk: **L. H. FOSTER**.

For Commissioner, Precinct No. 1: **G. J. PADDOCK**.

For Commissioner, Precinct No. 2: **H. G. CONKWRIGHT**.

For Commissioner, Precinct No. 3: **J. T. QUINN**, **L. M. WILLIAMS**.

For Commissioner Precinct No. 4: **W. T. WOMBLE**.

### POLITICAL ANNOUNCEMENTS CASTRO COUNTY

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1934:

For Sheriff and Tax Collector: **BILL BURNAM**.

grown products estimated at \$200,000. Many items like vegetables and fruit are not included in the estimates of Rowena-grown products. This paragraph explains why Rowena is not complaining of hard times.

### Blackberry Picking Time.

Blackberry picking has begun in Smith county where the acreage is larger and the crop better than ever before and stained lips and teeth all over the country will soon be giving testimony to the popularity of this delicious Texas fruit. Lindale and Swan are the leading berry centers of the county, there being 4,000 acres grown in the Lindale community.

### Winter Garden Organization.

The sectional Chamber of Commerce in the winter garden district of Texas is so pleased with the results of its organized efforts that it has decided to continue its operations along the same lines another year. The headquarters will be moved to Asherton with J. G. Fraser as secretary. Texas truck and fruit growers have learned that the closest and most efficient organization is essential to their success. Some day the farmers, and especially the cotton growers, will learn this valuable lesson from the experience gained by those in allied lines.

### Frog Shipping Picks Up.

The Eastland frog story, so extensively circulated throughout the country, has stimulated renewed activity in the frog business. Frogs are frogs now, or rather, horned frogs are horned frogs. Northern and Eastern folks want to know what they look like. Boys are searching woods and fields for them and selling them for shipment. The Lockhart postoffice handled a shipment of six in one day recently, the frogs being consigned to Boston, Mass.

### Carrizo Springs Water.

At a depth of only 320 feet, Carrizo Springs has brought in a water well that produces 650 gallons of water a minute and affords an abundance of pure, cool water to supply the city water works and sewage system now being installed. Carrizo Springs is right in the heart of the shallow-water irrigation district southwest of San Antonio, the famous winter garden area of Texas.

### Small City Paving.

The small cities of Texas in proportion to their population keep fully up with the larger cities in

the matter of street paving and other improvements. For instance, Uvalde with a little more than 5,000 population, has 14 miles of paved streets and will soon vote a \$100,000 bond issue to be used for paving side walks and other improvements. McGregor is soon to asphalt some twenty-four blocks of streets in the residence districts of the town. These items were noticed in the papers of one day and are but instances of what is going on all over Texas. A town or village is never too small to keep itself in the first class in matters of civic improvement.

### Beautifying Contest.

The Dilley Civic League has put on a contest of a kind that might well be inaugurated in every place in Texas. The town is divided into four sections by the intersecting highways entering there. Those sections will strive to see which can be made the most beautiful, the prizes being rosebuds to be awarded by the Civic Club, which, of course, will be used to still further beautify the winning section in the contest.

### Junction Waterworks.

Junction has long been famous for its good water, but has been rather behind in its facilities for distributing the water to citizens. That is to be overcome by the building of a water system as a result of a bond issue recently voted. Junction has for a long time been a natural health resort for Texans but since completing a fine hotel, putting in waterworks, putting up tourist camps and other things for the convenience of tourists, it will become even more popular with travelers.

### YOUR 1934 FLOCK OF PULLETS

By F. W. Kazmeyer, Bryan, Texas

It is not too early to be thinking about this important thing, if you want Fall and Winter eggs. It is a mistake to keep too many old hens instead of growing pullets. It is true, that it takes time and money to grow good pullets, however, it does not cost but very little more to grow a good pullet, than a poorly bred pullet. The

**\$3.50 PRINCESS MARY**  
Perfume and Powder, 8c.

During this Sale  
Thursday, Friday, Saturday  
**CORNER DRUG STORE.**

only difference in cost is in initial cost of the baby chicks. The cost of feed and labor is alike on both the well bred pullet as on the nondescript pullet.

Many people make a serious mistake in keeping a too big a part of their flock, consisting of old hens or even young hens. At least 50 per cent of the flock should consist of well developed pullets and sometimes we think that 75 per cent is not too high. Pullets will lay when eggs are high in price, and that is early in winter and fall. They will also lay just as many later in the year. Many poultry flocks are unprofitable because too large a number of them predominate in two and three year old hens. The mortality also is greater among old stock than among old stock than among young stock. Some have said that pullets are not desirable for breeders, this however, is not true, well matured pullets make the best of breeders. This is just another old idea that has been exploded.

We have found that the same applies to male birds. Early hatched cockerels make better breeders than two and three year old male birds. Profitable poultry keepings calls for renewing from 50 to 75 per cent of the entire flock each year.

### Barred Rocks and S. C. R. I. Reds

Breeds like the Rocks and all other breeds should be hatched earlier than the smaller breeds like the Leghorns and Anconas. For fall layers Rocks and Reds and similar breeds should not be hatched much later than last of April to May 15th. There is good money in growing poultry for the broiler and fryer market. Today I was offered 38c per pound for broilers delivered and weighed in New Orleans, or 32c per pound my weight f. o. b. Bryan. On this basis a two and a half pound fryer would net

80c each, which is a profitable price.

### White Leghorns and Small Breeds.

It is true that produce men are paying White Leghorn broilers about 2 cents per pound, but in spite of this, our experience and observation leads us to believe that they are the most profitable from standpoint of egg-production. Leghorns and other small breeds, however should not be hatched before April, if they are hatched before April, they will almost be sure to go into the early Fall moult, which of course, knocks them out as fall and early winter layers. Last year practically all early hatched Leghorn flocks, on account of extremely cold weather in December, were thrown into a premature moult.

### TEXAS UNIVERSITY ALUMNI REMOVE OLD BUILDINGS

Former students of the University of Texas from all parts of the state, parents of students in the University now, and others who are interested in the institution are becoming more generally interested in the quick removal of frame shacks from the campus and the substitution of fire proof buildings since the burning of the old men's gymnasium, according to T. W. Gregory, chairman of the University Union campaign. The campaign is being conducted for the purpose of raising funds for the financing of three buildings which will be devoted to student use.



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## THEY ARE FLOCKING IN...

To take advantage of the wonderful bargains which we are offering every Friday and Saturday. Our large volume buying enables us to sell at much lower prices than elsewhere.

**Specials This Friday and Saturday**

LETTUCE	Large Crisp Heads	6c
STRING BEANS	Nice & fresh from South Texas, lb.	15c
DRY SALT BACON	To cook with these good beans, lb.	17c
COMPOUND	SWIFT'S JEWEL 8 lbs.	\$1.13
CRACKERS	6 lb. CADDY	73c
SOAP	5 Bars P. & G., for	19c

**YES, WE DELIVER PHONE 249**

Hey, Fellers,—They're Choosin' Up! ————— By Albert T. Reid

“NOW SLING ‘ER FITTEEN FEET OVER YER HEAD!”



Albert T. Reid  
ARTIST

## THE FUMBLE FAMILY

A DEAD ISSUE by Dunkel



SAY! ARE YOU GONNA 'FREEZE' ON TO THAT PAPER ALL DAY, THERE MONTY?

NO POP—ALL I'VE GOT HERE IS THE SPORTS PAGE

MOLLY HAS SOME OF THE PAPER LEM— I'M READING TH' HOME PAGE

HUM! I THOUGHT YOU KNEW ALL THERE WAS TO BE KNOWN 'BOUT THE HOME!

WHADDA YA SAY MOLLY OL' KID—DO I GET A PAGE OF THAT PAPER?

SURE, POP HERE YOU ARE—

GREAT JEHOSOPHAT! SHE HANDS ME THE OBITUARY NOTICES!





**For Sale or Trade**

**FOR SALE OR TRADE**—Good young mules, horses and cows. O. E. SHEPHERD. 13-1tp

**FOR SALE OR TRADE**—Two 240-egg Safety Hatch incubators and coal brooder, all nearly new. M. E. Latane, Dimmitt, Texas. 11 3 p

**TO TRADE**—Ford touring car in first class condition, good tires. To trade for work stock, mares preferred, not under 1200 lbs. C. C. Steele. 11 2 p

**BABY CHICKS**—For sale or trade. JIM CHAMBERLAIN, two miles north of Dawn, Texas. 7-14tp

**FOR SALE OR TRADE**—Twenty acres in cultivation; close in. Also have bundle mules, harness and sorghum for sale. FRED MILLARD. 10-11

**BROODY HENS**—We have for sale a few broody hens that will mother baby chicks. Clover-Dell Farm, Phone 9023-72. 11 3 c

**EGGS FOR HATCHING**—Single comb Rhode Island Reds. Our breeding flock consists of 75 hens picked from our own flock and the M. L. Powell purchased flock and headed by five good sons of Grand Champion S. C. Red Male, December, 1926. Plains Circuit Poultry show. Eggs, 15 for 75c. Clover-Dell Farm. 11 3 c

**FOR SALE**—Improved 20 acre tract, close in. Fine for poultry farm. Phone 9023-72 or see Berry Orr, Hereford, Texas. 11 3 c

**Wanted**

**WANT TO BUY**—A one-way, nine foot plow. Will pay cash. Write N. W. Boone, Dimmitt, Tex. 12-2p

**TAXI AND TRANSFER**—Business phone 188; res. phone 9014-73. ARCH CONNELL. 12-1r

**NOTICE**—Will stand two good jacks and one horse at my place 7 miles southeast of Hereford. Will not breed on Saturdays. R. W. Elliston. 10 4 p

**GARDEN FLOWING**—Saw and dirt hauling; basement work or most any kind of team work, including cattle moving. Can furnish our own saddle horses. See Al Vaughn and sons, west Hereford on W.H. Carroll place. 10 4 p

**WORK WANTED**—Tractor and truck work of any kind; satisfaction guaranteed. P. O. Box 697. Phone 9025-72. GEORGE W. SMITH. 7-1r

**FOR GARDEN FLOWING** or dirt hauling, phone 220-J. RUSSELL DANIEL. 6-1r



**FOR SALE**—Eclipse 10-foot windmill; also tower and pipe. One storage tank and tower. P.O. Box 27, tag wire. One piano box. See E. E. FRIDLEY. 12-2p

On July 28th Vote for Connell.  
**FOR SALE**—Modern home, choice residence lots. Good terms. The Panhandle Lumber Co., Hereford. 12-15-c

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

**FOR SALE**—Grape vines from stark nurseries. Three vines are two years old and will bear some this year. 15 cents each. O. L. RUTHERFORD. 6-1r

**FOR SALE**—I have first year Kasch cotton seed grown on my farm last year for sale at \$1.50 per bushel, re-cleaned, sacked and delivered your station. F. W. Alexander, Albany, Texas. 11 9 p

**FOR SALE**—One section of land, 12 miles south of Hereford on the Dimmitt highway. \$25 per acre cash or \$30 terms. For particulars write M. A. Johnston, Box 190, R. F. D. No. 2, Independence, Mo 10 4 p.

**FOR SALE**—Barred Rock eggs; the aristocratic strain. \$3 per 100. Phone 9019-72. Olive Perkins. 10 12 c

**FOR SALE**—Three room house and lot; bath and all modern conveniences; one block from pavement. H. D. REED. 8-1r

**FOR SALE**—Good assortment of grape vines. Phone 250. J. F. WARD. 8-1r

**For Rent**

**IT'S NO SECRET**, Connell wants the Sheriff's office.

**Lost and Found**

**STRAYED**—One black Jersey cow, TL connected on right shoulder. Will give a reward. Phone 165 or notify R. J. KIBBE. 13-1r

**LOST**—A young dog, brown brindle; tall and ears trimmed. W. G. HARRIS, Summerfield. 13-1tp

**Lodge Directory**

**HEREFORD LODGE** No. 476, I. O. O. F. Meets Monday, 8:00 p. m. Visiting Brothers welcome. E. Givan, N.G. L.H. Foster, Sec.



**HELP WANTED**—Someone to act as nurse and caretaker for invalid. Make home with us. Good salary and steady position. For particulars see or phone H. B. WEBB. 13-1r

**Judge**: "Auto going fast?"  
**Officer**: "Going so fast that the bull-dog on the seat beside him looked like a dachshund."

"Your tailor has hired me to bill from you."  
"You are to be congratulated on obtaining a permanent position."

The Hibernian laborer paused in front of the book store and a sign in the window caught his eye:  
Dickens' Works  
All this week  
for  
Only \$4.00.  
The devil he does," he exclaimed.

**Rajah Weds American Girl**



Nancy Ann Miller, an American girl, has become the bride of the former Maharajah of India. The wedding was held in oriental splendor at Bombay. Miss Miller has renounced her Christianity to embrace the Hindu faith. She is a Seattle heiress and former University of Washington Student.

**The Boy Is Good; But Not Good Enough**

That even being president of one of Hereford's leading dramatic clubs has very little weight in the eyes of the law was proved conclusively recently by Dee Mitchell, comedy star of the recent dramatic success, "The Ghost Bird."  
Mr. Mitchell made the discovery when he climbed into his high powered chug-chugging limousine and sped down the street. The word "sped" was chosen intentionally—that is, Mr. Mitchell chose it. So also did the officer who held up a commanding hand for him to stop.  
"Where," was the query, "is the fire? Why not paint that wagon red and install a siren?"  
"What," Mr. Mitchell asked, "were the charges?"  
"You were going thirty miles per hour."  
"Why, officer," demurred the actor-president, "I hadn't been out an hour yet."  
As he left the office after paying his \$2.00 fine, actor Mitchell was heard to remark:  
"I would rather have been right than president!"

Keep off the grass—you'll dull the blades.  
Married Man's Motto: "United we stand, divided we'd stand better."

There was an old woman in Spain Who was so exceedingly vain That she'd look in a glass While the hours would pass Till the overworked glass got a pain.

**Lubbock Ready for Convention of Rotary Clubs**

**LUBBOCK**—Lubbock Rotarians and other Lubbock citizens are waiting with open arms for the coming here April 19 and 20 of some 500 visiting Rotarians and "Rotary-Anne" when the 41st district convention of the Rotary International will be held.  
"It is to be Ellis H. Boyd's party," Jed A. Rix, of Lubbock, general chairman of the Lubbock committee says in speaking of the District Governor, and over fifty towns and cities of West Texas will have delegations here. Fort Worth and other towns are to run special trains to Lubbock for the convention.

There was a young lady named Anna Who hammered an upright piano. In the midst of the din The neighbors broke in And hammered poor Anna, Hosanna!

Minerva: "What do you expect to do when you graduate?"  
Bobby: "Guess I'll turn highway man and knock people's brains out, and gather up their money and use it."  
Minerva: "Why not gather up the brains?"

Ecstasically the young man heard the girl beside him whisper the delightful words. Quick rushes of joy pulsed thru his frame. He felt a soft pleasant wave pass over his cheek.  
It was a Marcel wave.

**Buick Service Station**

LANDRUM AND LEWIS

Miller Tires and Tubes, Marland Gas and Oils, Accessories, Washing, Greasing.

TOW-IN SERVICE.

Phone 392

**Notice to Case Tractor and Combine Owners**

We have secured the services of **MR. M. H. KOELZER** as mechanic and service man. Most of you are already acquainted with Mr. Koelzer's work, but for the benefit of those who do not know him, will say that he has worked with a number of the Case branch houses and is the man the Case Company selected to send to Canada last year to start the first combines sold in that country.

If you need help in repairing or operating your machinery, Mr. Koelzer will be glad to assist you.

C. A. SKELTON

**Hereford Wins Three School Event Friday**

Narrowly nosing out the Farwell high school track team, Hereford's trackmen emerged victorious with 63 points in the tri-school meet here last Friday afternoon. The schools finished in the following order: Hereford 63 points, Farwell 61 points, Texico 13 points.

Hereford men were consistently good throughout the meet, finishing near the top in every event. Whiteface trackmen took five first places. Farwell took four and Texico took one.

**Russell High Man.**

Bill Russell of Hereford was high point man of the meet, with sixteen points. Russell took three firsts and a third. Hereford's Flippin came in as second high individual scorer with 15 points, scoring a first, a second, a third and a fourth. Lovelace of Farwell, with 13 points, was third.

Letter men on the track stand this year are Russell, Cogdell, Higgins and Flippin. Higgins in the mile and Gilliland in the half look good for new men.

**How They Finished.**

Results of the meet by events are as follows:  
120 yard high hurdles, Russell, Hereford; Flippin, Hereford; Hanna, Farwell; time, 10 seconds.  
100 yards dash, Russell, Hereford; Hawkins, Farwell; Flippin, Hereford; time 23 2-5 seconds.  
One Mile, Higgins, Hereford; Heard, Hereford; Graham, Farwell; time 5:35.  
440 yards, Lovelace, Farwell; Thompson, Texico; Hughes, Hereford; time 59 2-5 seconds.  
880 yards, Overstreet, Farwell; Gilliland, Hereford; Thompson, Farwell; time 2:24.  
220 Yards, Russell, Hereford; Hanna, Farwell; Triplett, Texico; time 22 2-5 seconds.  
Pole Vault, Triplett, Texico; Ciennin, Hereford; Russell and Cogdell, Hereford tied for third; height 10 feet.  
Discus, Lovelace, Farwell; Cogdell, Hereford; Eberle, Hereford; distance 97 feet.  
Javelin, Flippin, Hereford; Cogdell, Hereford; Hiner, Farwell; distance 131 feet, 9 1-2 inches.  
Broad Jump, Hall, Farwell;

Triplett, Texico; Lovelace, Farwell; distance 20 feet.

Shot Put, Hawkins, Farwell; Lovelace, Farwell; Gregory Hereford; distance 35 feet, 4 inches.

High Jump, Hiner, Farwell; Hall, Farwell; Roberson, Hereford; height 5 feet, 8 inches.

**Women's Clubs Convene Soon In Many States**

WASHINGTON, April 11.—Conventions of State Federations of Women's Clubs are being held in 26 states this spring. Programs of local, state and national inter-

est built up around the departmental program of the General Federation of Women's Clubs in which all State Federations hold membership, will be presented. The election of officers, at which at least a partial new board will be chosen, constitutes another interesting feature.

Mrs. John D. Sherman, president of the General Federation, will be an honor guest and speaker at several of the spring meets, her itinerary being as follows: Independence, Kas., April 24-26; High Point, N. C., May 2; Alexandria, Va., May 3; Lexington, Ky., May 10; Chicago, May 17; Rehoboth Beach, Del., June 22.

Florida was the first to hold its convention, the meeting having been held at Coral Gables last month.

**DR. T. M. MONTGOMERY**

Associated With Hyden's.

620 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.

**R. & F. CASH GROCERY AND PALACE MEAT MARKET**

SATURDAY SPECIALS

Fore Quarter Beef Roast, pound ----- 15c  
Pure All-Pork Sausage, pound ----- 15c  
Post Toasties, limit six packages ----- 10c  
Potatoes, limit 10 pounds; 10 pounds for 25c

We Give Purple Stamps.

PHONE 293

WE DELIVER

**Two Big Dollar Days!**

FRIDAY and SATURDAY



Take a moment to look over these attractive DOLLAR ITEMS which we are offering this week-end, and then watch your dollar grow. Plan your purchases around the fine dollar items and save the difference.

**WHAT \$1.00 WILL BUY**

Clark's O. N. T. Thread, 25 spools for \$1.00	Unbleached L.L. Muslin for canvassing house, 20 yards for \$1.00
Corticelli Sewing Silk, 12 spools \$1.00	Bleached Pillow Tubing, 40 inch width, 4 yards for \$1.00
Creme Paper Napkins, folded, 9 packages \$1.00	Turkish Towels, 17x34, 8 for \$1.00
Ladies' Hose, service weight or chifton, pair \$1.00	Turkish Towels, 22x44, 5 for \$1.00
Ladies' Lisle Hose, 3 pairs \$1.00	Infant's Hand Made Dresses, each \$1.00
Children's Hose, regular 25c quality, 5 Pairs for \$1.00	Infant's Machine Made Dresses, 2 for \$1.00
Children's Hose, two 50c pairs and one 25c pair \$1.00	Ladies' 75c tight-knee, knit Union Suits, 2 pairs \$1.00
Girl's Union Suits, bloomer-knee, nainsook two pairs for \$1.00	Men's Sox, black, white, tan, brown, navy, gray Seamless toe and heel, good top, best value, 10 pairs for \$1.00
Boy's Nainsook Union Suits, 2 pairs \$1.00	Men's Lisle Hose, highly mercerized, 5 pairs \$1.00
Ladies' Voile Teddies, pair \$1.00	Men's 50c Silk Hose, plain and fancy col. ors, 3 for \$1.00
Ladies' Voile Gowns, each \$1.00	Men's Springback Athletic Union Suits, best on the market, each \$1.00
Children's Rayon Bloomers, regular 50c two pairs \$1.00	Men's Checked Nainsook Athletic Union Suits, 3 for \$1.00
Children's Cotton Vests, 7 for \$1.00	Men's Soft Nainsook Handkerchiefs, dozen \$1.00
Poxeroff Bleached Muslin, 10 yards for \$1.00	
Hope Bleached Muslin, 8 yards for \$1.00	
Unbleached L.L. Muslin, fine for tea towels, 12 yards \$1.00	

**SPROWLS-CRONIN & COMPANY**

"Is dere any smut on yo' face?"

Whether there is or not.

DON'T FAIL TO SEE

**TRUSTY**

in

**"The Winning of Latane"**

High School Senior Play

THURSDAY, APRIL 19th, 8:00 P. M.



## SCOUTING THE SHOPS

By ELBERT W. SMITH

Well, another day, another dollar! Seems like only yesterday that we came over from the old country and started to wisecrack regarding one thing and another. To begin, as one usually does, at the beginning, let's introduce all of the visiting celebrities to the Shop Scout, "sole owner of my name," and whatnot. Just a voice with a smile, engaged to scribble off a few lines of bologna regarding what merchants here would like to have you buy and what we should like to have you laugh at. Don't never use a preposition to end a sentence with.

Spring has come! Winter has went! Moreover, Sprowls-Cronin & Company is now proving this assertion by displaying men's straw hats. Sailors, panamas and others in fifty styles and patterns. Price? Not so bad, not so bad.

Hey, hey, m'lads! Pick this one on your ukeleles. One guy says "Jones bought a dog for \$5.00 and sold him. How much did he lose?" Well the other guy wants to know what did he sell him for? "For chasing the neighbors' chickens," says the first bricklayer.

Something new, something different. That's what we like about the new arrangement whereby the latest model Hoover vacuum cleaners may be transformed in an instant into efficient floor polishers. Better than any mop. For sale, you remember, by the Texas Utilities Company.

Now this is very confidential. A group of young ladies is going to hold a bake sale Saturday at Womack's grocery store. The reason one hesitates to mention their names is the one doesn't know 'em. But the suggestion is here-with offered that you investigate the proposition yourself and incidentally buy a cake or two. You're welcome, girls, you're welcome, but that'll just cost you a pie.

Our musical banker friend warns us that if you don't look sharp you'll be flat air long. Think it's about time to retire.

Don't forget to remember the One Cent Sale to be held at the Corner Drug Store April 19, 20, 21. They'll sell you two for the price of one, plus one cent. Two what? Well, whaddaya want?

This is Clean-Up Week in Hereford, believe it or not. To those who would paint up, the famous Duo line of paints and varnishes is heartily recommended. "I'd like to introduce you to the well known Duo line," said the traveling salesman to Mr. Streu. "The duke o' what?" sighed the hardware merchant, opening a keg of nails.

Look, girls! Clothes make the woman and lack of them help you make the men.

Mr. Pickett informs us that within a few days we'll have a chance to see Lon Chaney again in "The Hunchback of Notre Dame," which has been revived at popular request.

That, gentlemen, reminds us of the football aspirant at Notre Dame who told Coach Rockne that he would like to be halfback, quarterback or fullback, but that he'd rather be the hunchback he'd heard so much about.

The good-looking gentleman over there in the corner is C. P. Ringer, newly appointed agent for Oakland-Pontiac automobiles in Hereford. If you ask us, Mr. Ringer peddles a neat line of cars. But then, nobody ever asks us about anything.

As Ad Riter, the boy friend, remarkal the other day: what a difference of scent just a few whales make.

Harry L. Rice is offering a mean lunch of bargains in Brunswick tires this week. Listen, imagine buying a guaranteed tire at dealer's list price plus only one dollar. No, that is NOT a fairy story, is it, Mr. Rice?

## "Big Bill"



Photo shows "Big Bill" Tilden, former tennis champion, en route to Mexico City as a member of the American Davis Cup Team.

Introducing little Rudolph, just a big syrup and molasses man from Sweetwater.

Besides his regular business of writing all sorts of insurance, Frank Barber has annexed another job—that of manager of the new Hereford Land Company, located at 205 Main Street. "Good lands!" exclaimed Mr. Barber in surprise, when interviewed.

Go on, daddy, let's see ya gimme a sentence with the word "nigh." Okmox, baby, let's you night get married.

"Burns Improving After Dog Bite" is the edifying headline in the Plainview News of April 5. Maybe so, maybe so, but we'll stick to Ungentine yet awhile.

Who said the Shop Scout isn't getting popular? Mr. Brumley promised this week to let us drive a new Chevrolet coupe some Sunday afternoon soon. Pen up the livestock, men, we'll be coming.

This, as we have remarked before, is clean up week. Stop me if you've heard this old one before. One gentleman in Chicago remarked, "Cleanliness is next to Godliness." His companion retorted: "Yeah, but it's next to impossible in Chicago." Rotten no end, what?

## News from Bethel.

The regular monthly meeting of the Parent-Teacher Association was held at the school house last Thursday night when a good attendance was noted. Mmes. J. C. Benton and Vern Lust were elected to represent the organization at the district meeting in Lubbock April 10 to 12. The program for the evening was good and included an address by Judge Avery.

The Embroidery Club met with Mrs. J. G. Davis Thursday afternoon and the time was spent making flowers for Easter decorations. Mrs. Davis, assisted by her daughters, Mrs. Albert Smith and Miss Ira Davis, served a delicious plate luncheon to Mmes. Leland Smith, Vern Lust, J. C. Benton, C. E. Head, Jim Bagwell, Kay Roberts, Earl Lust.

Mrs. Jim Pennington was ill with tonsillitis last week.

A large crowd attended Easter services Sunday morning. Following the services a program was rendered by the children, and this was followed by a sermon by Rev. Naugle. At noon dinner was spread and enjoyed by all. The children derived great pleasure from an egg hunt in the afternoon and this was followed by another sermon by Rev. Naugle.

Mrs. Albert Smith and little daughter of Big Spring visited her parents, Mr. and Mrs. J. G. Davis last week.

Mr. and Mrs. Morris Kimball and children attended Easter services at Bethel Sunday morning.

Mr. and Mrs. Vern Lust were in Clovis Wednesday.

Boyd Kimball and family visited relatives in Dimmitt Sunday. Several from here attended the show in Hereford Wednesday.

Jim Bagwell, J. G. Davis and Vern Lust held the election for school trustees Saturday when T. F. Crawford and Mrs. Vern Lust were elected.

## PRIMITIVE METHODS IN BRIDGING CANYON

GRAND CANYON, Ariz.—In at least one feature of the construction work on the new Kaibab suspension bridge over the Colorado River in Grand Canyon National Park, primitive methods of transportation are proving effective.

Giant cables weighing 2154 pounds each, are being packed by man power from the railway to the bridge site at the bottom of the canyon, the difference in elevation being 4500 feet.

With forty Havasupai Indians, spaced about fifteen feet apart, the cables are being carried down the scenic Kaibab at the rate of one cable in two days.

## Progressive News

Mr. and Mrs. D. C. Webb are the proud parents of a baby boy, born April 9.

Mrs. Jim Parks visited with Mrs. Hershey Friday.

The choir will meet with Mr. Gregory Friday evening at 7:45. Mr. Hershey has put a cement floor in his hen house and fixed a brooder house for his baby chicks.

Rev. Cloyd regrets that he can not fill his appointment at Progressive Sunday.

The singing class from Ford is invited to meet with the Progressive singing school the fourth Sunday night in this month. On the fifth Sunday afternoon the Progressive class will go to Ford. The classes are practicing for the singing convention which meets at Ford in May.

Singing program for April 15:  
Song: Frank Smith.  
Song: Miss Vernon.  
General selections: Mr. Reeves.  
Quartet: arr Mrs. Ramsey.  
Reading: Glennis Cockrell.  
Song: Millard Gregory.  
Songs in Sparkling Gems: Mrs. Bowman.  
Song: Miss Samuelson.  
Quartet: arr Jess Caldwell.  
Song: Visitors.  
Song: Irvin Reeves.  
Three Songs: Mrs. Ramsey.  
Benediction: Mr. Caldwell.

## Northeast Corner

The light snows which fell last week were encouraging to the farmers and crops are looking fine.

Miss Dovie McBroom spent Saturday night with Oia Ware.

Mrs. Chester Wilheight is visiting in this community.

Kim Ware spent the past week with Clarence McBroom.

Almeta Moore spent Sunday afternoon with Lorraine Daniel.

A number of the young folks spent Sunday with the Norman children and Mr. and Mrs. A. R. Norman gave an Easter egg hunt in the afternoon.

Mr. and Mrs. Elmer Wombie and Misses Zoe Beavers and Vera Hines spent Sunday afternoon in the Olie Smith home.

Several attended the show at Hereford last Wednesday.

H. J. Orlesby and family were in Amarillo Friday and report that their daughter who is ill in that city is slowly improving.

W. A. Daniel spent Sunday in the J. E. Thomas home.

J. M. Ware was in Amarillo one day last week.

Mrs. Frank McClain of Amarillo was here last Tuesday.

Mrs. Toy Price and daughter spent Sunday afternoon in the J. E. Thomas home.

Mr. and Mrs. J. M. Ware were in Amarillo Monday.

Leda Smith spent Monday night with Mary Lee Ware.

Mr. and Mrs. John McClain were in Hereford one day last week.

A number of the young people spent Sunday in the J. M. Ware home.

Elbert Brisco who is in this community working made a trip to Amherst Sunday.

CHICAGO.—Inebriety resulting from hard habitual drinking in the United States since the adoption of national prohibition, according to J. Kent Greene, president of the oldest home for inebriates in this country, has fallen off very sharply.

Mr. Greene bases his conclusions on figures from the Washington-

ian Home of Chicago, a quasi-public establishment, which dates back 60 years. It is, he reports, one of the few remaining institutions of the kind in America.

The decline in alcoholism among women is indicated as more marked than among men. Mr. Green also pointed out from the records of the home.

It was incorporated in 1867 by a special act of the State Legislature which provided that the city of Chicago should pay the home 10 per cent of all money received from liquor licenses in the city and county. In return the institution took care of inebriates for the city, receiving persons afflicted with drunkenness committed to it by the local courts.

## Dimmitt News

Misses Fannie and Mabel Kimbell returned last week from a visit with their sister near Kress. Ralph Smith, with the Dimmitt band, will broadcast a program from WDAG at Amarillo Thursday night from 9 to 10. Friday morning at 6:30 Carlos Reynolds will advertise Castro county.

John Sneed of Plainview spent Monday night in the C. C. Reynolds home.

J. H. Workman made a business trip to Amarillo Tuesday.

Mr. and Mrs. Hamit of Hart were here Tuesday.

Mmes. Clarence Gains and daughter of Hart were business visitors here Monday.

Lee Posey made a trip to Memphis Sunday.

Floyd Reynolds was in Kress and Plainview Monday.

Six of the business men installed an automatic pressure pump and tank this week. This was purchased from J. C. Cummins of Hereford.

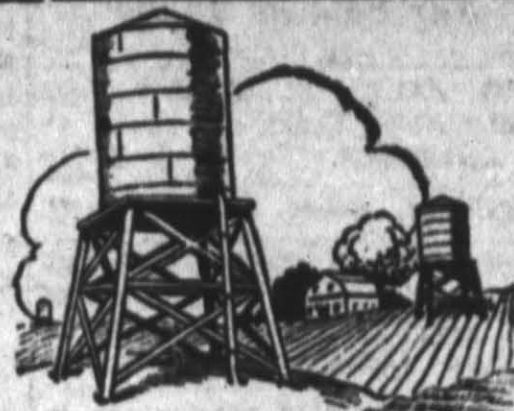
WASHINGTON.—One by one, lawyers in the United States Senate seem to be making way for journalists. It may be nothing but a coincidence, but it is a fact that editors have been put into three of the vacancies filled by state governors, following the passing of the incumbents in recent times.

Gerald F. Nye of North Dakota, now in the limelight as the oil investigation chairman, was taken from his newspaper desk to succeed Edwin F. Ladd. Last winter Bronson Cutting of New Mexico was called away from his editorial sanctum to fill the seat of Andrieus A. Jones, and during the past few days the Governor of Michigan has appointed Arthur H. Vandenberg of the Grand Ra-

pids Herald to succeed Woodbridge N. Ferris. So the senatorial group of scribes grows apace. It already included Arthur Capper of Kansas, Carter Glass of Virginia, Geo. H. Moses of New Hampshire, F. L. Greene of Vermont and Royal S. Copeland of New York. Robert M. La Follette of Wisconsin qualifies for the fraternity through his editorship of La Follette's Weekly.

## WATER TANKS

—We make a specialty of building tanks of all sizes, from one gallon on up! If you need a tank, let us figure on it with you today.



Hereford Sheet Metal Works

## WOMACK'S CASH GROCERY

### Specials for Friday and Saturday

Glen Rosa Preserves, Apricot, Reach, Strawberry, four-pound jar ----- \$1.20  
P. and G. Soap, 25 bars ----- \$1.00

Patronize the Bake Sale by the Willing Workers Class of the Presbyterian Church to be held here Saturday.

Market Price Paid for Eggs

We Deliver

Phone 87

## REPAIR WORK IS OUR SPECIALTY

Generators, magnetos Batteries, etc—we fix 'em; and they stay fixed.

## Willard Battery Station



Wholesome Meats

## Better Meals

Good meat is the foundation of every meal. Every housewife knows how impossible it is to plan a meal without it. At this shop you receive only the finest cuts at the most reasonable prices. Try us once and be convinced

## Texas Meat Market

PHONE 353—WE DELIVER

## NOTICE THESE POINTS

As you unroll the wrapping from a FEDERAL TIRE NOTICE—

THE EXTRA HEAVY TREAD  
THE EXTRA HEAVY TREAD  
THE LIVE RUBBER

All of these and many other important features will convince you that in the FEDERAL Tire you are really getting something for your money.

## Abo Filling Station

## SOME REAL BARGAINS IN USED TRACTORS and EQUIPMENT

We are now able to offer you a few good tractors, slightly used, as well as other power farming equipment. All of this equipment is in first-class condition, ready to operate.

Our force has recently been enlarged by the addition of Mr. E. F. Harman, formerly of the Kemp Lumber Company. Mr. Harman will have charge of the book-keeping department and we should be glad for our friends and customers to come in and meet him.

### IN USED MACHINERY WE HAVE:

Two good cream separators, two 15-30 tractors in A-1 shape, one 10-20 McCormick-Deering tractor, with lister and four-disc plow in good condition; one 10-20 tractor, just overhauled, in fine shape; one good 10-20 tractor.

See Us For Parts and Repairs.

## R. B. R. Implement Company

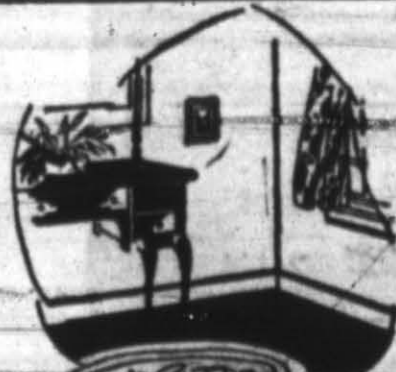
FRIONA

HEREFORD

DIMMITT

The Home of International Products.

We Are Strong for the New Baptist Church.



## Mello-gloss makes bright and cheerful rooms

LOWE BROTHERS MELLO-GLOSS is an oil paint for your walls and ceilings. It dries to a smooth, satiny, semi-gloss finish. It can be easily cleaned with soap and water or Lowe Brothers Cleaner. Comes in a wide variety of tints and shades. Suitable for every room in the home but especially good in the bathroom and kitchen.

FREE—The Art of Color in the Home, a new book containing a chart from which hundreds of color combinations can be chosen. Come in and get a copy.

Kemp Lumber Co.



## Auction

Please let me know what dates you prefer. My winter and spring dates are filling up fast. The splendid results obtained in recent sales of live stock and farm equipment have convinced the farmer and stockman to sell at auction. The well known method in which you can convert your property into ready cash in a day and receive full value.

My knowledge of values enables me to render an efficient service which means dollars and cents to you the day of your auction sale.

My best references are the many satisfied customers that I have sold for, and being a graduate of the Reppert Auction School, of Decatur, Indiana.

YOURS FOR A REAL SALE.

## Ray Barber

Phone 241 Auctioneer Hereford, Tex.

SUPERIOR SALES SERVICE



## Tech Announces Opening Of Its Summer School

LUBBOCK, April 4.—The summer school at Texas Tech will open June 4 with the first term lasting until July 14. The second term will begin July 16 and last until August 24. In addition to the regular faculty members a number of teaching experts will offer various courses which will be of special interest to teachers. Of the approximately 100 students who will graduate at the college this year about 35 percent will take work in the summer session in order to finish the work necessary for their degrees. Those interested in the summer session are asked to request a catalog giving full information as to courses offered. It is stated that 250 courses will be offered in history, biology, art, economics and business administration, education and psychology, chemistry, English, French, government, geology, music, physics, physical education, Spanish, German, public speaking and expression, home economics, engineering and agriculture.

## Beauty at the Bar



New York City, N. Y.—Miss Frieda Hennock, pretty 23 year old woman lawyer, will defend the Henkedto brothers, who are charged with murder. Miss Hennock is an accomplished linguist, a musician, and a student of medicine, and though she is strictly feminine—as emphasized by her long hair—she says she gets more thrills from her court experience than she could from love.

## High Schools To Send Teams To Big Contest

LUBBOCK, Texas, April 4.—Thirty high schools from the Panhandle and South Plains are being invited to send teams to the third annual judging contest for vocational agriculture which is to be held April 14 at Texas Tech. Each school may send three teams of three members each to participate in stock judging, poultry judging and plant production. A number of schools have already indicated that they will not only send three teams but that other students will come along to see Texas Tech. Silverton will send 30 boys, Farwell 12, Sudan 10, besides several others have reported good delegations. Three silver loving cups are offered to the winners by the Lubbock chamber of commerce. These cups will be the permanent property of the school winning them for three years in succession. At present Littlefield holds the stock judging cup, Otton the poultry and Balls the plant production.

**CONVERTING CHEAP EGGS INTO CHICKS**  
By F. W. KAZMEIER, Bryan, Tex.  
Now is the time to convert a large number of your cheap eggs

into baby chicks. Let us figure on 600 eggs at 1 1/2 cents each, or 18 cents per dozen, are worth \$9.00. To have these hatched would cost about \$18.00, or a total of \$27.00 to convert 600 eggs into 400 or 450 baby chicks. This would make the chicks cost about 6 cents each. Out of the 450 chicks you should raise at least 350, or 80 per cent. These 350 fall will be worth at least \$200 on the market, they will come in handy to help supply the family table with meat all summer, fall and early winter. The average family can consume to advantage 350 fryers each year. This meat supply will be cheaper than any other you can provide. Chickens are easier to digest and better for the average person than many other meats. Chickens may be killed on short notice and help supply the family table with the choicest of meats. The chickens will pick up much waste feed, seeds, bugs and grass about the farm and convert them into juicy fryers and roasters. There is enough scrap lumber around the average farm to build a roosting coop of say 10 by 20 for this flock. The total cost on the average farm raising these 350 chickens including cost of eggs, cost of hatching and raising should not exceed \$100 and where allowed free range and with good management may be kept under this figure. Here is just an illustration of some of the many farm possibilities still undeveloped. Some of the boys and girls in the family will be better off if early in life they are trained

in a few simple principles of business, such as they would get in taking care of a flock of chickens. All the way around this proposition is a good one. If you have 350 fryers on the place and are forced to get some cash in a hurry to meet some past due accounts or to pay for the Easter bonnet, your fryers may be quickly converted into cash. There is always a cash market for fryers and roasters.

**Opportunities in the Poultry Business.**  
The other day at a poultry meeting the question of unsatisfactory prices for eggs and chickens was brought up. Eggs were bringing 17 cents, fryers 30 cents per pound. It is of course true that good eggs are worth more money, but we are still making good money producing eggs at 17 1/2 cents per dozen and fryers at 30 cents per pound. It is true also that the poultry business from a standpoint of interest goes up and down, very much similar to the hog business. Last year many farmers cut down their flocks of chickens and others continue to do so this year. Gov-

ernment figures show less eggs and chickens in cold storage this year than last year, in fact a few weeks ago there were no eggs in cold storage. All indications lead us to believe that we are in for a few years of high prices for chickens and eggs, beginning this fall. Are you going to be out at the wrong time and in at the wrong time?

DeLeon — A luncheon club for civic service is being organized here.

Anson — Over thirty thousand dollars worth of business and residential building is under way here at the present time.  
Baird — Over \$500 has been raised toward payment of bounty for wolves caught in Callahan county.  
Flomot — Flomot has good openings for a first class dry goods business, a bank, a prescription druggist and doctor.  
Try a Want Ad in THE BRAND.

## What's Doing in West Texas

Childress—The Panhandle Press association will meet in Childress April 20 and 21.  
Lockney—The Lockney chamber of commerce is sponsoring a week of cleaning up.  
O'Donnell—O'Donnell is observing a Better Homes week, in connection with the home demonstration work of the county.  
Hermleigh—The Hermleigh Herald is sponsoring a "Lawn and Tree" club and has suggested that it advocate a prettier home program for the town.  
Lamesa—Lamesa and Dawson Co. celebrated their twenty-third birthday this month.  
Sterling City—An ice factory is to be erected here in time for spring and summer trade.  
Lometa—Sheep of a local stockman took first prize at the Fort Worth Fat Stock show.  
Crowlton—Contract for the new postoffice here has been awarded and work is to start at once.  
Merkel—Merkel is one of numerous towns that have responded to request of the WTOC that all-year-round fire programs be inaugurated.  
Petersburg—Within a short time, two main business blocks of the city will be paved.  
Stamford—Grand championship prize on a carload of bull calves was won by R. V. Colgett & Son at the Fort Worth Fat Stock show on their Herford stock.  
Fost—Site for Post's new \$18,000 city hall has been selected and plans for the building are being drawn.  
Shamrock—Miss Edith Benu of Wheeler Co. is one of two Texas girls who has won a trip to Washington for her splendid club work.  
Swenson—The Swenson Hatchery operating since December, is filling a good demand in this section.  
Amherst—More than one hundred thousand dollars is on deposit in local banks than was on deposit in the same period last year.  
Margaret—Repairs on the Orient line between Crowell and Margaret have been made with new and finer quality steel than formerly was used.  
Knox City—Knox Co. is in a healthy condition as indicated by building both in towns and rural communities of the district.  
Bowie—Construction of mercantile, church and school buildings of this city is being inspected preparatory to making a new specific fire rate book for Bowie.

and milk to drink. Sour milk is best given in crocks, wooden troughs or aluminum dishes. Milk may be given as sour milk, sour buttermilk, semi-solid buttermilk dry skim milk or dry buttermilk. If fresh products are not available locally, try some of the semi-solid products. Milk is valuable for its mineral contents, growth promoting qualities, also because of its value in controlling coccidiosis.

**Green Feed.**  
Chicks do not need any green feed before they are 3 or 4 weeks old, however it is a good idea to start feeding small quantities of fine cut tender green feed of some kind when they are three weeks old. Providing green feed, help keep the chicks busy, increases and aids digestion, has some food value from vitamin contents and mineral standpoint. Any green food will answer the purpose. At this season of the year cut up burr clover is wonderful, cut green oat, lawn clippings, sprouted oats in fact any green, fresh and succulent vegetation will answer the purpose. In some of the arid regions fine cut cactus has been fed to great advantage. Green cabbage, yellow carrots, tomatoes, alfalfa, clover, bermuda grass, sudan grass and many others will be satisfactory.

**Big Spring**—The WTOC membership drive at Big Spring resulted in a record of 88 members, more than doubling last year's record and placing the city's next largest member between Sweetwater and El Paso.

## \$16.00 in your pocket for every extra inch of milk

AN EVEN BREAK  
This milk pays the board  
labor.

PROFIT  
This extra milk is where your profit comes from

Jones & McLean  
Phone 1

PURINA CALF CHOW  
HIGH COSTS

## SAVE THE BABY CHICKS.

By F. W. Kazmeier, Bryan, Texas.  
**Brooder House Ventilation.**  
As a general rule, a house with wood floor is recommended and so constructed that there are no floor drafts. Floor drafts are very dangerous in a brooder house. Allow the fresh air to enter several feet above the floor. A house that is poorly ventilated, is almost as dangerous as one over-ventilated. Chicks cannot live without plenty of fresh air. A close, foul smelling brooder house is a death trap for chicks. The air should be fresh, sweet smelling and comfortably warm.  
**Make-Shift Brooders.**  
To save is commendable, but to save to where it causes waste is not commendable. It is poor economy to try to raise chicks with make-shift brooders, such as lamps, lanterns, kerosene stoves, hot water jugs, etc. If you are going to raise several hundred chicks or even as many as 100, it will be a profitable investment for you to buy a good brooder. In the raising of chicks the proper brooding temperature is just as important as the feed and other essentials. Why invest in good chicks and good feed and then take a chance a firetrap for a brooder?  
Milk is a wonderful feed for chicks, nothing quite as good. As a general rule, in the case of chicks in brooders, it is best to give it sour. Provide both water



## "Putting the Cart Before the Horse"

BORROWING money and not paying it back when due is like putting the cart before the horse—it gets you no where. It is important to borrow money when you need it, but it is equally important that you pay it back when due. That builds credit standing with your bank.

YOU ARE CORDIALLY INVITED TO AVAIL YOURSELF OF OUR BANKING SERVICE.

# The First State Bank

Hereford, Texas

## Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Remedy. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Scabies, Tetter or Cracked Hands, Festered Oint, Ringworm, Sores, Blistered Feet, Sunburn, Old Skin Sores—all of these have yielded to its wonderful healing power. 50c and \$1.00 a Jar; Soap 25c.

City Drug Store

## Baby Chix

OF QUALITY.  
Poultry Supplies  
Garden and Field Seeds  
Plants of All Kinds  
Incubator Supplies  
Ask for Price List.

C. E. WHITE SEED COMPANY  
Plainview, Texas.

## STUCCO WORK

All kinds of concrete and Stuccoing.  
Sidewalks and Cement Work a Specialty.

BOB VAUGHN  
At Panhandle Lumber Co.

# Valve-in-head Supreme

-in the Sky  
-at the Speedway  
-on the Road

The famous Buick Valve-in-Head Engine has given conclusive proof of leadership in all elements of performance over a period of twenty-four years. Lindbergh, Maitland, Chamberlin, Byrd—the famous fliers of the day—use engines employing the Valve-in-Head principle in their record-breaking flights.

Practically every racing car entered in all the major speed classics of the past twelve years, has been Valve-in-Head equipped.

Choose Buick—powered by the famous Valve-in-Head Engine—supreme in the sky, at the speedway, on the road!

# BUICK

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1895  
SPORT MODELS \$1195 to \$1525

All prices f. o. b. Plant, Mich., government tax to be added. The G. M. & Co. finance plan, the most desirable, is available.

## Norton Motor Company

Hereford, Texas

When better automobiles are built, Buick will build them

# CHEVROLET USED CARS

"with an OK that counts"

Because we are delivering more new Chevrolets than at any other time in our history, we are offering a number of exceptional values in reconditioned used cars.

Our used cars carry an official O. K. tag which is reproduced on this page. Attached to a used car by a Chevrolet dealer it signifies that every vital part of the car has been inspected, properly reconditioned and where worn replaced by a new part. This plan enables anyone to select a used car with absolute confidence as to its satisfactory operation, and the price is absolutely fair and right.

**Reasons why you should buy your used car from a Chevrolet dealer**

- 1—Chevrolet dealers have been selected by the Chevrolet Motor Company on the basis of their financial responsibility and dependability.
- 2—Chevrolet dealers offer used cars on a plan originated and endorsed by the Chevrolet Motor Company.
- 3—Chevrolet dealers have the necessary modern tools and equipment to properly recondition used cars.
- 4—Chevrolet dealers desire the good will of used car buyers the same as they enjoy from new car buyers.

A few of our exceptional Used Car values "with an OK that counts"

- '27 Chevrolet Roadster  
Five balloon tires, new motor meter; motor completely overhauled. Practically a new car at used car price. \$125.00 down, balance in 12 months.
- 1925 Ford Roadster  
Motor in good condition—plenty of snap. Will cheerfully demonstrate. \$125.00 cash, or 50.00 down and terms.
- Essex Six Touring Car  
Essex Six touring car. The appearance and mechanical condition will satisfy critical buyer. It is an unusual bargain at \$200.00 and must be seen to be appreciated.
- 1924 and 1925 Ford Tourings  
Good running condition and at your own price, almost, for quick cash sales.

Brumley Chevrolet Co., Inc.  
Hereford, Texas

Dependable, Satisfaction and Honest Value



# Ladies' Ready-To-Wear Department

14

—All ladies' Coats and Spring Suits during our 14th Anniversary Sale, your choice at a 25 per cent reduction. This is your chance to buy a coat or suit and get a full season's wear out of it at a BIG REDUCTION.



## Silk Dresses

—Ladies' Silk Dresses in all the new spring shades and materials—and at prices you cannot afford to miss if interested in anything in this department.

Range In Price from \$4.95 Up

## Ladies' Union Suits

Ladies' Union Suits, open gore, 36 to 44.  
Special, 44c Suit

## House Dresses

—House Dresses in beautiful Prints, Pongee Prints, Gingham and solid color Gingham.

## Your Choice, 90c Up

Including all children's Dresses, ages 6 to 14 years.

## Ladies' & Misses Rayon Bloomers

Rayon Bloomers	Sale Price
\$1.75 Grades	\$1.39
\$1.25 Grades	.90
\$.98 Grades	.79
\$.79 Grades	.59
\$.50 Grades	.44

## Extra Special

Munsingwear Hose No. 825, all silk Chiffon Full Fashion, regular \$1.95 grade

Extra Special \$1.48

Colors Tansan and Nude only.

## Flaxon

—40-Inch Flaxon, in small floral designs—Fourteenth Anniversary

Sale Price, 34c

## Lingerie Cloth

—Lingerie Cloth in white, flesh, orchid and peach.

\$1.00 Quality	79c
\$.85 Quality	69c
\$.75 Quality	59c
\$.65 Quality	48c
\$.50 Quality	41c
\$.40 Quality	33c
\$.35 Quality	28c
\$.30 Quality	24c

## Indian Head

—Solid color Indian Head. All the new spring shades, fast colors. 14th Anniversary

Sale Price, 39c

## Non-Cling Cloth

—36-inch Non-Cling Cloth. Colors, blue, tan, peach, rose and lavender.

Special for 39c

## Silk Special

40-inch Crepe de Chine, 14th Anniversary Sale Price	\$1.45
40-inch Crepe de Chine, a little better quality, Sale Price	\$1.68

## Crash Toweling

Linen Crash Toweling

15c Yard

## Feather Ticking

Eight ounce Feather Ticking, striped only. 14th Anniversary Sale Price, 26c

## Wide Sheeting

Pullman Sheeting

10-4 Bleached, Sale Price	43c
9-4 Bleached, Sale Price	41c

## Gossard Corsets and Brassieres

\$10.00 Grades	\$8.45
\$ 8.50 Grades	\$7.25
\$ 7.50 Grades	\$6.35
\$ 5.00 Grades	\$4.25
\$ 3.75 Grades	\$3.19
\$ 3.50 Grades	\$2.95
\$ 2.75 Grades	\$2.19
\$ 2.50 Grades	\$1.98
\$ 2.25 Grades	\$1.90
\$ 1.75 Grades	\$1.38
\$ 1.50 Grades	\$1.21
\$ 1.25 Grades	\$.95
\$ 1.00 Grades	\$.82
\$.85 Grades	\$.69
\$.75 Grades	\$.59
\$.65 Grades	\$.48
\$.50 Grades	\$.44

Including all corsets, corsetlettes, garter belts and brassieres.

## Washable Crepe

—Washable Crepe, all silk, 40-inch width; all the wanted shades for spring. 14th Anniversary

Sale Price, \$1.59

## Silk and Wool Kasha Cloth

—Tan, rose and corn colors. Anniversary

Sale Price, \$2.69

Regular \$3.50 grades

## Rayons

Fast color Rayons in checks, fancy plaids and solid colors.

\$1.25 Grades	90c
\$1.00 Grades	79c
\$.85 Grades	69c
\$.75 Grades	59c
\$.65 Grades	48c
\$.50 Grades	42c

## Voiles

—Plain and floral designs, in Dress Voiles, 40 inches wide—

Special 45c

## Special

Monroe LL Sheeting, 36 inch width,

Ten Yards for \$1.00

## Ginghams

Twenty-seven inch Ginghams, in plaids only.

Your Choice, 10c Yard

## Shirting Madras

—36-inch Shirting Madras, woven stripe—not printed—regular 65c grade. 14th Anniversary

Sale Price, 47c

## Cretonnes

—36-inch floral design Cretonnes, regular 25c, 30c and 35c grades. All out on table.

Your Choice, 20c Yard

## Silk Pongee

—Natural color Silk Pongee. 14th Anniversary

Sale Price, 65c Yard

## Quilt Challies

—Quilt Challies, 36 inches wide. 14th Anniversary

Sale Price, 17c Yard

## Children's Coveralls

One of the best Coveralls we can buy for the price; in Khaki and blue stripe. Size 1 to 8 only, for

90c

Your Ideas of Merchandise Values! This Big Selling Event Will Change

Store Closed Thursday to Arrange Stock

**F**OURTEEN YEARS—FOR THAT LENGTH YOU UNIFORMLY THE BEST MERCHANT ACHIEVEMENT, PROUD OF THE EXCELLENCE SUCH A RECORD. TO SHOW YOU THAT WE ARE HOLDING NOT MERELY A SALE, BUT A BIRTHDAY TO COME IN AND HELP US ENJOY THE ADVANTAGE OF FOURTEEN YEARS IN BUSINESS IN HEREFORD, TEXAS. OPPORTUNITY TO SAVE WHICH YOU WOULD HAVE

**FOX, MERCHANDISE COMPANY**  
Hereford, Texas



# Men's and Boy's Furnishings

## MEN'S WEAR



Hart, Schaffner and Marx, Curlee and Merit Clothes. Beautiful new Spring patterns. Most every suit has two pairs of trousers. Guaranteed to be all wool and to give you perfect satisfaction in wear or replaced with new ones.

14th Anniversary Sale Price from \$19.95 Up to \$42.50

### Men's Dress Pants

Large stock of new Spring patterns to pick from

Prices Range from \$3.50 Up

### Shoes

Florsheim Shoes and Oxfords, regular \$10.00 \$11.00 and \$12.00 grades. 14th Anniversary Sale Price, \$8.75, \$9.75 and \$10.50

### Shoes! Shoes!!

We will have several tables of Ladies' Slippers and Oxfords; all broken sizes; in high heels and low heels; patent leathers, kids and calf skins, including light shades. These are good styles, only sizes are broken and you can buy them almost at your own price.

Prices range from Table No. 1

\$1.98 \$2.98 \$3.98

Values from \$3.50 to \$8.50

### Men's Dress Shirts

One lot of Dress Shirts, collars attached, regular \$1.25 and \$1.50 values

Sale Price 90c

### Men's Socks

Men's Socks in black, brown, grey, blue and white, good quality

15c Pair

### Boy's Overalls

Fits Overalls, double knee, high back only. Sizes 2 to 9 90c  
Sizes 10 to 16 98c

**No Goods Charged During This Sale**

Special  
Men's and Boys' Caps  
20 Per Cent Discount

### Boy's Waist Overalls

Boys' Waist Pants, brass riveted, leather trim sizes 4 to 10, for \$1.25  
Large Sizes \$1.45

### Special

Canton Flannel Gloves, 8 ounce knit wrist  
Special, 10c Pair

### Special

Men, Look at this one rack of fifty suits, including Hart, Schaffner and Marx and Style-Plus, out-of-stock, broken sizes. Values up to \$50.00

Your Choice During Our 14th Anniversary Sale, \$15.95

Don't wait—they won't last long. Remember these are broken sizes.

### Curtain Scrim

—Curtain Scrim and Madras—

\$1.50 Quality, Sale Price	\$1.19
\$1.25 Quality, Sale Price	.90
\$1.00 Quality, Sale Price	.79
.85 Quality, Sale Price	.69
.75 Quality, Sale Price	.59
.65 Quality, Sale Price	.45
.50 Quality, Sale Price	.39
.40 Quality, Sale Price	.33
.35 Quality, Sale Price	.28
.30 Quality, Sale Price	.24
.25 Quality, Sale Price	.19
.20 Quality, Sale Price	.16

### Special

Table Damask, white only

Special 48c Yard

### Pillow Tubing

—36-inch Linen Finish Pillow Tubing. 14th Anniversary

Sale Price, 23c Yard

### "Reliable" Cotton Batts

A better cotton

For 90c

### Boys' Suits

14th Anniversary Sale Price :  
20 Per Cent Discount  
On All New Spring Suits.

### Khaki Pants

One of the best Khaki pants we can buy for the small amount of

\$1.50

Trunks, Suit Cases and Hand Bags  
20 Per Cent Discount

### Special

Men's Athletic Union Suits, sizes 36 to 46  
Sale Price 42c

### Special

Men's Athletic Union Suits, genuine broad-cloth, all sizes

Special for 59c

### Work Shirts

Guaranteed work shirts, cut full; grey only, sizes 14 to 20

Special, 95c

### Lee Unionalls

Children's Lee Unionalls in khaki and blue stripe. Sizes 1 to 8, price \$1.25  
Size 9 to 12, price \$1.48

### Special Towel

Extra heavy, double-thread Turkish Towels, 20 x 42, blue and pink border.

Your Choice, 24c Yard

### Bed Special

Rayon Bed Spreads, sizes 81 x 105. Colors blue, rose, yellow and white. Special for only \$2.85  
\$4.50 grades Imperial Quilts, 80 x 105. Sale Price \$3.75  
\$9.00 Grades Imperial Quilts, 86 x 108. Sale Price \$7.25

### Percales

—36-inch fast color Percales in new Spring patterns.

Your Choice, 15c Yard

### Anna Mae Pongees

—36-inch Anna Mae Pongee in beautiful figured patterns and solid colors to match.

Your Choice, 24c Yard

### Colored Shirting

—Colored Cheviots in tan and blue stripes.

Sale Price, 17½c Yard

### Oil Cloth

Special Oil Cloth in both light and dark patterns.

Your Choice, 29c Yard

### Cotton Batts

Melba Cotton Batts, size 72 by 90 inches

Sale Price, 72c

FRIDAY, APRIL 13 SALE STARTS

WITH THE TIME THIS GREAT STORE HAS OFFERED  
EXCELLENT SERVICE. WE ARE PROUD OF THIS  
SUPPORT WHICH HAS MADE POSSIBLE  
DO APPRECIATE YOUR BUSINESS. WE ARE  
DAY CELEBRATION AS WELL. WE WANT YOU  
ADVANTAGES WHICH WE HAVE RECEIVED AFTER  
INCIDENTALLY, WE ARE OFFERING AN OP-  
PORTUNITY TO GO FAR TO DUPLICATE.

**HEREFORD COMPANY** Hereford, Texas





**Addresses Indian Farmers**

Russell Hill of the Tonawanda Reservation, near Buffalo, N. Y., speaking over the radio to his brother, Indians who are farmers in the Seneca tongue. Hill has been appointed Assistant U. S. County Agricultural Agent in charge of corn honor control.

**First Baptist Church**

V. M. CLOYD, Pastor

The sketches for our new church building have been approved by the building committee and the architects are busy on our final plans and specifications.

The pastor goes to begin a revival at the Second Baptist church, Amarillo next Sunday evening, but will be in his pulpit at the morning hour.

Baptismal service at the close of the morning preaching hour. Men's Bible class at 9:30. Bible school 9:45, preaching service at 10:45, B. Y. P. U. 7:00-8:00.

A cordial welcome to visitors. "He that toucheth his life, shall lose it; and he that loseth his life for my sake shall find it."—Matt. 10:39.

**First Presbyterian Church**

JAB. T. ROSS, Pastor

Sunday school at 9:45, morning worship at 10:50. No evening preaching service, our congregation being dismissed to attend the revival services at the Methodist church.

Christian Endeavors meet at 7 p. m. In the afternoon at three preaching services at Jumbo. Women's Missionary Society Wednesday at 2:30 p. m. Announcements to be made on next Sunday morning regarding Church-Nite for the coming week.

A most cordial welcome is hereby extended to all who shall desire to worship with us. Welcome in our Master's name.

**First Christian Church.**

THURMAN MORGAN, Pastor.

Sunday school at 9:45 a. m. Do not be on time.

Communion and preaching services at 11:00. Christian Endeavor at 7:00. No evening services. We will all go to meet Bro. Bowen in his revival.

Remember you are always welcome to worship with us.

**PRESBYTERIAN SENIOR (CHRISTIAN ENDEAVOR)**

Sunday, April 15, 7:00 p. m. Topic: The dangers of slang and cheap talk.

Scripture: Matt. 12:33-37. Leader: Mrs. Will S. Kerr. Preliminary song and prayer service.

Leader's talk. Can our thoughts be as forcibly expressed without as with slang? Miss Audrey Carroll.

How can we break the habit of using undesirable language? Herman Galbraith.

Does slang or cheap talk give value to any one's speech? Miss Agnes Fox. Song. Business. Misspah.

**THE SUNDAY SCHOOL LESSON**

Subject: Transfiguration and Service. Scripture Text: Mark 9:2-8, 17-18, 25-29.

Scripture Sidelights: John 12:20-28, Col. 3:9-23; John 1:9-18; II Cor. 3:12-18, John 15:1-8.

Golden Text: "He that abideth in me, and I in him, the same beareth much fruit; for apart from me ye can do nothing." John 15:5.

Suggested Music for Service: "I Would Be Like Jesus," "True Hearted, Whole Hearted," "Where the Cross Is Leading," "My Redeemer," "My Saviour's Love," "Onward Christian Soldiers," "What a Friend We Have in Jesus," "I Love to Tell the Story," "Help Somebody Today," "The Way of the Cross," "The Great Physician," "The Son of God Goes Forth to War," "Praise Him, Praise Him."

Transfiguration and service! How vitally the two are connected in this lesson! The mountain top for transfiguration; the valleys for service. The mountain top of inspiration is a necessary experience for those who would serve. The fact of service, noble as it is, is not the best that can be said about service. The manner in which that service is given also counts for much.

Service that counts for most is inspired service; service that comes of vision. There is a type of service which carries with it but little contagion of goodness, and service should spread a contagion for goodness. Service should be more than a matter of routine—it should manifest the power of a living spirit which produces it.

Like as the refreshing waters flow down from the mountain tops where they have been purified by the sweet sunlight and the air above the malarial valleys, even so, our purest and finest services for Christ are born on the high peaks of highest inspirations.

Where the trade marks of service for sectarianism, where the self-seeking of social eminence, commerce and politics, are left beneath in the valleys of sordid material circumstances, and the servant is lifted to the high peaks of thoroughly unselfish service, there are born the inspirations of the highest services for God and man.

Service born of such inspiration

is not only pure by origin and nature, but is also thorough-going in its scope. The mountain top gives perspective. It reveals the outlying valleys of human service, hitherto untouched by the holy ministry of human service. From the vision of the mountain top one goes forth to serve beyond the narrow valleys from which he ascended. He knows henceforth where lie the valleys of human need.

Progressive service requires the vision of the mount also. To be enlarging the scope of service requires the mountain ascent and the far look which it affords. Each ascent to the mountain top opens new views for one. The light and shadows rarely fall twice upon the same points of vision. We see each under new light when we ascend, and this new light of inspiration modifies and enlarges our service to ever greater purposes.

We need the vision of the mount for our own sakes. That vision keeps our service from dwarfing to insipidity. The frequent mountain ascent keeps the vision fresh and new. No one can lose the romance of Christy service who, as he did in his life on earth, frequents the mountain tops of inspiration. But anyone can and will lose the warmth of service who neglects the mountain top, whence come the inspirations and noble, larger and newer service.

We need the vision of the mount for the sake of others. In the hurry and grind of things we are so prone to forget some one who needs the help of Christy spirit. We do worse than that. We need only forget those who need help; we too frequently crush them by our lack of discernment.

Transfiguration and service! Yes, transfiguration by vision of service. Without it no transfiguration. Thus was it with Christ. It was upon the occasion of his transfiguration that the service of the redeeming cross was shown him. All the inspirations of humanity in the ages gone came to view in the conversations which took place between Moses, the representatives of the law, and Elijah, the representative of the prophets.

That was undoubtedly the purpose of the celestial visitation of the transfiguration. Jesus was transfigured in the vision of service brought before him and his glory glistened in this revelation of the meaning of his life and sufferings.

But it is easy to sin by virtue

**Relief** from Kidney and Bladder Trouble. Don't let these organs make a martyr of you. Heed the first warning that "things are not right." Drink freely of water and take Gold Medal Haaram Oil Capsules. A world famous remedy for kidney, liver, bladder and uric acid troubles since 1896.

**GOLD MEDAL HAARAM OIL CAPSULES**  
At all drug stores. In three sizes. Look for the name on the blue and gold box.

of our visions and in spite of them. A vision untranslated in service becomes a sin for us, and a greater sin because of the vision. When the vision reveals the service, if we draw back from that service we sin against the light which has come to us.

There is ecstasy in visions. But ecstasy is a personal enjoyment—not a service. There are those who want to live their Christian lives in terms of ecstasies, just as though the vision was given for their personal enjoyment. That is no compliment to the genuineness of their Christianity. Christianity is vastly more than pious indulgences of hallelujahs and "glory be's." It is service.

How absurd was the idea of the well-intentioned disciple who would fix the permanent abode of Christianity on the mountain top, when at the foot of that mountain was human need and suffering. Intoxicated by the enjoyments of that moment, they would have forgotten the human need in the valley beneath, or indeed, would not have seen it.

But the Christ came down from the mountain top to translate his vision into service. That high exaltation of vision found a corresponding need of service, just as all true visions do. At the base of that mountain was a poor human being who needed the touch of a heavenly empowered life, and it was truer to Christianity to come down to that need than to abide in the sun-crowned mountain.

Why could not we cast him out? asked the disciples. Jesus' answer explains it. His disciples were too respondent to the dictates of the earthly life about them. The crucifixion for a season of the unabated desire of the personal enjoyments of food and

**Endurance Queen!**



Photo shows Mrs. Lottie Moore Schoemmel, of New York, who has set a new world's record for endurance swimming, remaining afloat for thirty-two hours. The former record of thirty-one hours was set by Edith Johnson of England in 1880.

the feeding for a season by prayer upon the nourishment of superior spiritual resource was the only way by which the malignancy of sin and suffering would succumb.

**What's Doing In WEST TEXAS**

El Paso—J. B. Williams of the International Business College here has offered two scholarships in the Home Town Contest of the West Texas Chamber of Commerce.

Hamilton—Dates of the Hamilton County Fair have been changed to July 23, 26 and 27.



**Of priceless value as a protection to health**

Frigidaire maintains temperatures that keep foods fresh and wholesome and gives vital protection to health—a service that cannot be appraised in dollars and cents. Yet, its costs but little to buy, and easy terms can be arranged.

**FRIGIDAIRE**

J. C. CUMMINS  
Hereford, Texas.

PRODUCT OF GENERAL MOTORS

**It Beats--It Sweeps  
It Cleans**

Now---

**It Polishes!**

Ever in advance of the ordinary "vacuum cleaner," HOOVER now offers you at small cost an attachment which instantly converts your new HOOVER Electric Sweeper into an efficient, convenient floor polisher.

You'll be amazed at the work of this clever little attachment which lightens house-cleaning a thousand-fold. Come in and ask us for a demonstration. We'll be glad to show you.

**Texas Utilities Company**

**SELBY SHOES**

For Ladies

**SPECIAL FOR ONE WEEK  
APRIL 14-21**

This store is again ready to serve your needs in the newest of fashionable Spring Footwear. Fashion's every dictate has been observed in these attractive Shelby Shoes for Women.

Only this week we have received a shipment of these delightful shoes in the very latest of shades, including

Rose Biege

Black Patent

Many Others.

To properly introduce these shoes to the women of Hereford, from Saturday, April 14, to Saturday, April 21, inclusive, we will give free with every pair of Shelby Shoes costing \$5.00 or more, one pair of guaranteed Allen-A Silk Hose to match. Who will be the first one fitted?

**D. R. GASS & SON**

Ranger—Ranger was chosen 1929 host to the Oil Belt District convention of the West Texas Chamber of Commerce at the annual meeting at Dublin March 23.

Throckmorton—A huge old-fashioned barbecue will be staged here May 1, celebrating the advent of the Cleco Northeastern railroad.

Carbon—Carbon high school is editing a school paper entitled "The Echo."

Memphis—Memphis is making rapid strides on the 1928 program laid out at its annual chamber of commerce banquet which was attended by 177 people.

Bomarton—Bomarton entertains citizens from all over Baylor county at a singing convention recently.

**RHEUMATISM**

While in France with the American Army I obtained a noted French prescription for the treatment of Rheumatism and Neuritis. I have given this to thousands with wonderful results. The prescription cost me nothing. I ask nothing for it. I will mail it if you will send me your address. A postal will bring it. Write today. PAUL CASE, Dept. 5 579, Brookton, Mass.

**Good News**

You Can Get

**"J. N." Green Stamps**

At the following stores on cash sales and accounts if paid in full by the 5th of the month.

J. O. Newell

Dry Goods and Shoes.

Mont E. Baker

Groceries and Meats.

Corner Drug Store

"The Rexall Store."

Orr's Tailor Shop

Expert Dry Cleaners.

NOTE: Other Hereford Merchants will adopt this discount service later on.

**THE SPERRY & HUTCHINSON COMPANY**

"Serving American Merchants and Housewives Since 1896."



The Cream of the Tobacco Crop

VINCENT RICHARDS

Champion Tennis Player

writes:

"Immediately before and after my important tennis matches I take the most possible comfort and satisfaction from Lucky Strikes.

A tennis player must guard his throat carefully, and that is why I smoke only Luckies—they are mild and mellow, and cannot possibly irritate your throat, and my wind is always in splendid shape."

Vincent Richards

**"It's toasted"**

No Throat Irritation—No Cough

©1933, The American Tobacco Co., Inc.



## Forest Week Date Chosen by President

That the week from April 22 to 28 will be observed throughout America as American Forest Week was announced this week in a proclamation, issued from Washington by President Coolidge. Issuing a similar proclamation, Governor Dan Moody has set aside the same week to be observed in Texas.

According to Governor Moody's statement, an abundance of forest products such as lumber and timbers, railroad ties, poles, piling, paper pulp wood, fence posts, fuel wood, etc., are essential for the continued industrial development of Texas. Lumber at reasonable prices for homes and farm improvements is necessary in maintaining our high standard of living.

Progress has been made in forestry in Texas, but much remains to be done, both through concerted and individual effort. Forest fires which kill the young growth and damage timber must be stamped out. Methods of conservation and economical cutting must be encouraged, Governor Moody believes.

## Ford Doings

The children enjoyed an Easter egg hunt Sunday afternoon at the school house.

The Community Welfare Club will meet with Mrs. Hardy Benson Wednesday afternoon, April 18th.

Rev. V. M. Cloyd of Hereford will preach here next Sunday afternoon.

School will be out the 20th, and the children will give a program that night.

The trustee election was held at the school house Saturday, and Mal Stewart was elected trustee for this district.

Messrs. and Misses, Howard Morci and Barney McCaskey ate Sunday dinner with Mr. and Mrs. J. L. Helght.

Mr. and Mrs. Fielding Johnson spent Sunday with Mr. and Mrs. Rob Orr.

Mr. and Mrs. W. W. Small and Jess Small spent Sunday with relatives at Claude.

Mr. and Mrs. Sherm Garrett were dinner guests in the T. E. Major home Sunday.

Harold Wilson returned home one day last week from Hastings, Iowa, where he spent the winter with home folks. His brother, Marion, accompanied him to his home here.

## Abraham Lincoln Play Presented at Canyon

Heralded as the historical drama which has received the greatest reception ever, accorded one of its kind in many years, John Drinkwater's production, "Abraham Lincoln" will be given at Canyon, Saturday, April 14. It will be presented in Amarillo on Friday, April 13.

The play has been brought to Canyon by the West Texas State Teachers College and prices of fifty and seventy-five cents will be charged.

## Set New Air Mark



EDWARD STINSON  
GEORGE HALDEAN  
(AUGUST 1932)

## Parmer County Votes Favoring New Herd Law

By a vote of approximately two to one, voters of Parmer county expressed themselves last week in favor of the new stock law which will prohibit cattle and other livestock from roaming at large.

The largest plurality favoring the measure was voted at Farwell, while Friona cast the most ballots of any single community in the county. The final vote was 294 to 149. It is understood that the law becomes effective thirty days after the election.

Prof. (to student): I think you would have passed this history if you had paid a little attention."  
Stude (aggrievedly): "I paid as little attention as possible, I'm sure."

"Well I guess I'm all in," grunted Jonah as he finished his subway journey to the whale's interior.

Funny Freshman: "Maybe I didn't cut Jim today."  
Gullible Gladys: "Jim who?"  
Funny Freshman: "Gymnasium."

What is the world to a man when his wife is a widow?

A novel young noble of Munich dressed up in spats and a tique

This fashion debasement caused unbound amazement. His ideas were so really unique.

Wild Oats! What a multitude of sins are committed in thy name.

"Why don't you ask Tom to lend you that five? I'm broke."  
"Well I did, and he told me to go to the devil."

"What did you do?"  
"Naturally, I came here."  
Brand Want Ads Get Results.

## Dairy Exhibit at Plainview Voted Success

PLAINVIEW, April 11.—The Panhandle Plains Dairy Show which closed a successful four-day series of events Friday was generally considered to be a decided success. Many thought that it will result in more constructive benefit to the dairy industry in this section than any single event in the history of the marked development of dairying during the past few years.

At the close of the show, directors and citizens met and voted to hold the show annually in Plainview and to make an effort to increase its size and value each year. Eastern New Mexico was added to the Panhandle Plains counties from which the dairy animals were entered.

Many prominent dairymen, breeders and feature newspaper and magazine men attended the show and spoke highly of the quality of animals shown and the number of entries. J. W. Ridgeway, manager of the Mistletoe Creameries of Ft. Worth, and a leading Jersey judge of America, judged the dairy cattle and declared the show was three times what the most optimistic expected.

Three classes of dairy cattle were shown, Jerseys, Holsteins and Guernseys, with some excellent animals in each class.

In addition to the display of cattle there was an auction sale at which thirty animals were sold on Thursday and brought a total price of approximately \$5,000. A production contest of twenty-four hours ended Friday and on that day the boys' stock judging teams from twelve Panhandle schools entered a contest. The Tulsa high school boys carried away premier honors in this event.

Plainview was chosen as the permanent location of the dairy show because of its central location relative to the most highly developed section of dairy activities. In selecting Plainview the directors looked into the future and saw visions of great accomplishments in this section. One factor that must be considered is the location of Wayland College at

Plainview. The college was recently declared practically out of debt and plans are being made for a great expansion and growth. Wayland will not only grow in itself but will contribute to the growth of the surrounding territory because a well established higher institution of learning is often a deciding factor among the farmers and business men who are seeking a permanent location in a growing country.

## THE BATTLE OF THE BUGS

In a pamphlet called The Forest Primer, issued by the American Tree Association, are some interesting statistics about one of man's greatest enemies.

It appears that there are some two hundred thousand kinds of tree attacking insects and that these little insects cause far greater losses to forests than fires.

If undisturbed these little insects would destroy thousands of acres of valuable forests a year.

In one section of Oregon these pests have destroyed enough trees to build eight thousand homes at \$10,000 each.

Birds are one of the best preventatives of insects. In a way they are our best friends. Some insects prey upon others, thus protecting the trees.

But man must be constantly vigilant. He must fight the pine beetles, borers, timber worm, Bark beetles attack the trees of the Adirondacks.

The larch is the victim of the saw-fly worm. The pine beetle is well at the top of the list of insects enemies.

In addition to these trees have diseases, although their powers of resistance to disease are greater than their resistance to insects.

Dr. L. O. Howard says if man does not succeed in combating insects they will destroy man.

One of the greatest insects enemies is the termite or white ant. It penetrates the wood of floors, walls and foundations. Hence we must not only fight to save the timber but to save the buildings.

There must be no letup in the fight against insects.

We must either pay out more money to protect the forests or pay ever-increasing prices for lumber, and in the end see the forests disappear.

Much has been done in forest

try in the last five decades, but much remains to be done, and the care of the trees should be taught in every public school.

Who can fully describe the benefits of the tree? Its not only a thing of beauty that enhances the landscape, but is useful. We get from it the material for our houses, for many of our utensils, and for many other useful things.

Charles Lathrop Pack, who has devoted his life to the trees, and spent much money at this work deserves great credit.

Every town ought to have a municipal forest in its environment and ought to do something for the trees of the city.

AMARILLO, April 12.—More than 25 counties in the Panhandle, Eastern New Mexico and Western Oklahoma are staging old fiddlers contests, the winners to be entered in the championship old fiddlers contest to be staged by the Amarillo Tri-State exposition in Amarillo, April 27. The entrants in this big event in which \$250 is offered in prizes must be winners of county contests.

Milt Trout, Castro county, winner of second place here recently, is the first county winner to be announced. All county contests are to be finished by April 17 in order that the winners may be entered in the fair contest. The big event in Amarillo bids fair to surpass the first contest held in March in every respect. Twenty fiddlers competed before 2,000 persons at that time.

## Inside—Outside— all around the house



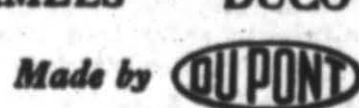
We have a du Pont paint for every purpose

YOU buy paints and varnishes for many different purposes. In the du Pont line of paints, varnishes and enamels there is a paint product for every possible need.

The same high and unvarying quality you find in Duco is in every other du Pont paint product. They must all meet the same high standards of quality.

We carry a complete line of du Pont paints, varnishes, enamels and Duco. Come in and look over our stock. Let us help you make an economical plan of paint protection.

PAINTS · VARNISHES  
ENAMELS · DUCO



Streu Hardware Co.

Jerome Buchanan went to Amarillo Monday to attend the hardware dealers meeting.

E. B. Black was in Amarillo on business Tuesday.

S. P. Rosson spent the early part of the week in Amarillo attending the hardware dealers convention.

Mr. and Mrs. Wes Anthony and daughter, Helen, spent the Easter holidays with Mrs. Anthony's sister, Mrs. C. W. Dixon, of near Friona.

## R. G. BRYANT RE-ELECTED MAYOR OF FORTALE

In an election held last night R. G. Bryant was elected to succeed himself as mayor of Fortale by a large majority.

Miss LaMoine Shaw of Plainview, spent the week-end here visiting her parents, Mr. and Mrs. C. D. Shaw.

Mrs. Paul Ansley of Amarillo was a visitor here this week-end at the home of her parents, Mr. and Mrs. W. W. Bennett.

## REAL ESTATE

CITY—FARM—RANCHES  
Real Estate Loans. Priced to Sell  
HILL & RICKETTS  
Phone 358

## THE GROCERIA

Specials for Friday and Saturday.

Coffee, Peaberry, pound	36¢
Peanut Butter, quart	49¢
Salmon, pink	17¢
Tomatoes, No. 2 can	9¢
Apricots, gallon	59¢

WE DELIVER.

We Give Gold Bond Stamps.

## Warning!

In conjunction with our regular business, which includes Frigidaire, Delco Lights, Plumbing and Electrical work, I have added the renowned

## "AUTOMATIC"

Electric Washing Machine  
None Better Are Made

Our Price Complete, Delivered Hereford

\$98.00

J. C. Cummins

Phone 340

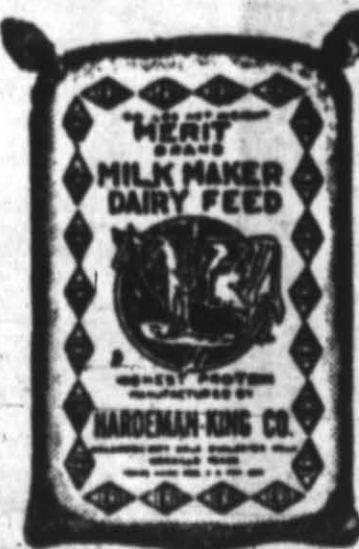
## ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE  
YOURS

## MERIT MILK MAKER



The feed that is winning popularity among dairymen throughout the Panhandle. May be bought here at the

West Texas Feed & Seed Co.

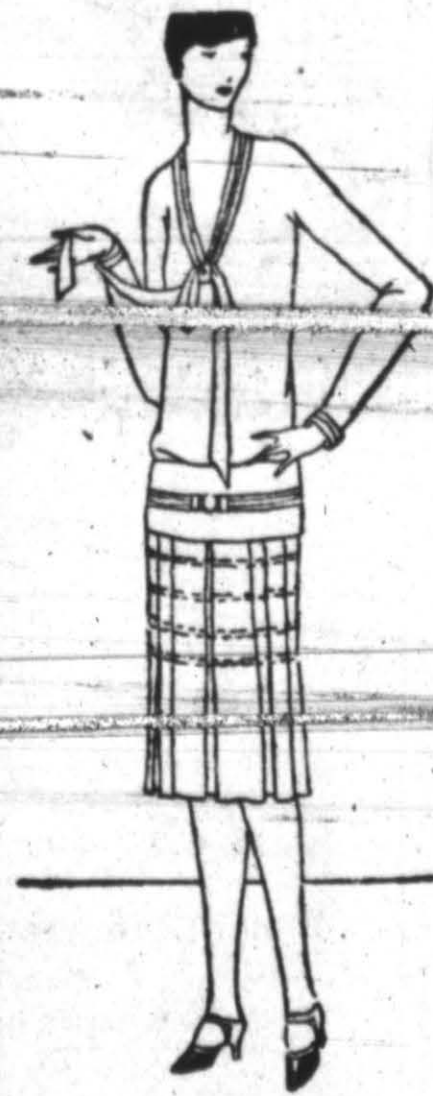
## ICE TIME WILL SOON BE HERE.....

Get ready now for those warm summer days, and be prepared to keep your food-stuffs in perfect condition even on the hottest days. Our line of RHINELANDER refrigerators—the most complete in town—is now ready for your inspection.

—prices are very reasonable now, too.

Anthony's Furniture Store  
Telephone 169.

## Spring Dress Goods That Are Attractively Different—



The very thought of Spring brings to the feminine mind thrilling visions of new fashions, and delightful materials from which these fashions may be designed. So, anticipating the desire for an early peek into the coming Season's charming color schemes, we have arranged this early showing.

In these assortments you will find lovely materials that will make the prettiest of frocks for Spring and Summer wear. Materials for every type frock—in a range of colors and designs that will furnish innumerable suggestions for smartly individual models. Now is the time to plan that part of your wardrobe which you will make yourself.

This season will specialize in Flowered-Organadies, Chiffons and Georgettes—also Flowered Organadies, Printed Flaxons and Dimities with solid-colored Organadies to match.

We have the agency for Delineator patterns.

For trimming, we carry a nice assortment of Buckles and Buttons in latest styles.

## J. O. NEWELL

WE GIVE 20% GREEN STAMPS. HEREFORD, TEXAS

## AUCTIONEER

W. S. WILLIAMS

Office, Newell and Ashbrook Building  
Phone, Office 7, Residence 136.

SEE ME OR THE HEREFORD BRAND  
FOR YOUR SALE DATES.

I pay the advertising on all sales that total

## 5% LAND LOANS

Correct Abstracts

## THOMPSON & IRELAND

Hereford, Texas



# ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee

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Released thru

Publishers Autocaster Service

## THIS WEEK

By ARTHUR BRINBANE

A REVIVAL OF HOPE.  
PROSPERITY FOR FARMERS.  
IMPORTANT "CROP NEWS."  
NATURE'S WISDOM.

There is revival of the hope that President Coolidge will consent to run for a second election this year. Everybody knows he meant it when he said "I do not choose." Everybody knows he meant it when he says now he does not want any of his friends to lift a finger to nominate him.

But the oil scandal makes a difference in the situation and everyone of intelligence reserves the right to change his mind.

Cotton pickers and strippers, replacing human fingers with machinery, are now working in northwestern Texas.

This is good news. Prosperity for farmers depends on machinery, on doing with the earth's products what Ford first did with automobiles.

In the Gary rolling mill half a dozen men roll out steel rails that ten thousand could not have produced with old sledge hammer methods. No human hand touches the iron until a tall young Scandinavian runs his keen blue eyes along the finished rail and signals another man, who straightens it. Machines dig the ore, put it in ships, unload it, handle it, cold and hot.

Six men, some day, will run a 1,000-acre farm, and multiply its crops by ten. Don't worry about over-population.

The infant death rate is down in Pennsylvania and New York. And that's the most important "crop news" of the year.

If only civilization took as much interest in babies as it does in young calves, pigs, boll weevil and corn borer.

Consider Nature's limitless recrudescence. Mr. Ringling shows you this year a sea-elephant weighing four tons that eats 5 per cent of his weight or 400 pounds of herrings at one meal.

Any one of a dozen fishes in one generation would fill all the oceans and seas of the world solid with fish if they and their descendants all survived. The elephant on the other hand, lives a hundred years and only has two or three children at most. Wise nature.

Canada has hanged George McDonald, forger, confidence man and murderer. His young wife, saved from the rope by public appeals, sent him word, "I shall never cease praying for you." She, poor woman, will have time to keep that promise in her life imprisonment. In Canada it MEANS life imprisonment.

Sparing that woman is a step toward civilization. Once thousands a year were hanged for petty crimes. Hence the expression, "As

## Neff Selected for Speech at Commencement

LUBBOCK, Texas, April 11.—Former governor Pat M. Neff will deliver the address to the graduating class of Texas Technological College on Monday, May 28 at 10:30 a. m. Mr. Neff at the present time is a member of the Federal Railroad Mediation Board with headquarters in Washington, D. C.

As governor of Texas Mr. Neff signed the bill which created the Texas Technological College, and he has never shrank in his interest in the institution, according to President Paul W. Horn.

Mr. Neff also made the principal address at the laying of the corner stone of the administration building in 1925.

Among the contenders who claim that they deserve a crack at Tunney is a man with two artificial legs. It seems to us that he has not a leg to stand on.

A dance fiddler claims that he taps his foot half a million times every year. Something should be attached to his shoe to utilize the energy produced.

Statistics of the vast number of people who are not working are quite alarming. What we would like to know is how many of them have jobs.

It is far better to write a sentence than to serve one. We do not print this for its own sake. We don't care what it says a bit. It's just to fill the space. "Say, Mike, I just got an invitation to Patty Murphy's wake and on the end of it is writ 'R. S. V. P.' Shure now, and what does that mean?" "It means, 'Rush in, shake hands vittell up and pass out!'" "The law library must be a very noisy place." "How come?" "It's so full of reports."

### NOTICE TO BIDDERS.

The Commissioners Court of Deaf Smith County will receive bids for the construction of two bridges in Deaf Smith County, one on Twenty-Five Mile Avenue across the Terra Blanca Creek and one on the W. L. Harris road across the Terra Blanca Creek. Bids to be filed with the County Clerk up to 10 o'clock, Monday, May 14th, when they will be duly opened and considered by the Commissioners Court.

Bidders are to submit their proposals, plans and specifications covering their proposed type of construction, and certified check for 5 per cent of bid.

The County reserves the right to receive or reject any or all bids. By order of the Commissioners Court. EARL W. WILSON, County Judge. 18-4c

(Continued from Last Week)

"Now I've caught up, chief," Grimstead was saying, "for heaven's sake tell me why you gave this fellow the right to limit sales for five years. You heard him talk. You'll be making batteries for rowboats only, if you don't watch out."

"Falls me!" returned Grimstead.

"I don't believe I get your idea."

"Well, you asked me if I heard him talk. Yes, I heard him talk and I've heard that kind of talk all my life. It always comes from a half-baked, impractical chump who is so full of impossible ideals that he never gets anywhere, and who couldn't see the main point if you wrapped it in his breakfast ragkin. You got to handle that kind, and handle 'em right, or you'll never get an inch."

"That's true enough," commented Gardner.

It is probable that Davenport would have broken in at this point in some spectacular fashion had not Burton held his arm and placed his fingers over his lips.

"All he sees is that these batteries of his will replace the world's power and that a lot of high fashion things will happen for the benefit of the human race and all that visionary rot that his never worked out yet and never will."

"What do we care what he thinks as long as we can sell the batteries?" queried Gardner. "It's going to take quite some few batteries of any size you name to replace the world's power, and that is the eventual market, if the thing works."

"We're assuming that it works," growled the older man, "otherwise there's nothing doing."

"Then why limit the sale to what this nut thinks proper?"

"You're nearly as bad as he is," said Grimstead, a note of good humor creeping into his voice. "I'll give you a demonstration that will impress it on you."

"Shoot!" observed Gardner.

"You asked me last night how many shares in this thing you get. Well, you don't get any."

### CHAPTER XVI

#### Treachery

A blank silence of some seconds ensued.

"I don't believe I understand," said Gardner in rather a strangled voice.

"Me and this young man will hold all the stock," emphasized Grimstead.

"Then where do I come in?" demanded Gardner with a note of rising indignation.

Grimstead chuckled. "You wouldn't come in one cent's worth if we should do as you seemed to think we would—begin to manufacture and market these things promiscuously!"

Gardner apparently regained his equanimity. "Well, chief, I don't get you yet; but I've been on the job long enough to know you have some notion of taking care of me."

"I told you that; and that I am going to use you."

"I think we ought to let them know we are here," whispered Davenport uneasily.

"I don't like this," she whispered back. "It's your business they're discussing—and mine!"

Davenport's heart leaped at the last words, but she was leaning forward again, eavesdropping with

"If I can get one good working model I don't care whether another of the things is made for 10 years, let alone five," stated Grimstead.

"You're right," Gardner replied slowly, "with capital—"

"Which I supply! I'll smash Corbuser first of all, blast his hide; and I'll twist the necks of the Northwest Electric bunch; and I'll have them in packs begging at my office door. They'll see the point don't worry; and those of them who don't will go to the poor 'My Lord, man! Think of those shake down! This is going to put every hydro-electric company, every public utility outfit out of business! Not to speak of all the oil and coal and such things. The securities of those companies won't be worth a red cent. The stock market, man! Think of the market! There are a hundred dollars to be had there for every dollar out of the mere sale of those things! Why, you and I will have the world by the tail!"

house. They'll be crying to get aboard; and you and I will sit there and decide the terms. We can buy their stocks and bonds for a song."

"And recall at the market," caught up Gardner, but that means secrecy as to this battery."

"That's one place where you come in. You should be able to handle the publicity."

"I can if there aren't too many of the confounded things attracting attention."

"I'll see to that. There won't be any of them! The contract says manufacture must start in six months; it doesn't say anything about marketing."

"There are bound to be leaks," said Grimstead. "A thousand of them. But who would pay any attention to the mere rumors of another perpetual motion scheme? That's part of your job."

A short pause ensued while the two men evidently envisaged the opportunity.

"Why, Chief!" cried Gardner at length, his voice vibrant with excitement. "It's tremendous! It's half the money in the world! It's all the power! You will rule the globe!"

"Just about that. Give me five years and I'll be the richest man in the world; that much is certain. But what is more, I'll have the old crowd down and out or taking my orders. There'll be the biggest smash in history, and you and I, Ross, my boy, will push the button and take our pick of the prices. Then when we've got the whole situation in our hands we can decide just how far we'll go with this battery proposition. One thing certain: We'll be in a position to do just as much or just as little with it as we choose."

Grimstead chuckled. "This man Davenport, isn't he likely to upset the apple cart?" inquired Gardner.

"That's part of my job," answered Grimstead. "I'll guarantee to handle that young man." There were sounds of rising "so you better string with me, Ross, and take orders, and not ask too many questions."

"I intend to," cried Gardner fervently.

They moved off down the street, and were almost immediately lost to sight around the lower bend.

### CHAPTER XVII

Burton was aflame with indignation, and was bursting out with

comments suitable to the occasion; but Davenport silenced her with a gesture.

"Please," he begged, "let me think."

He was very grave. "This is rather terrible," he said at length.

"It is atrocious!" she cried. "It is treacherous! That they should treat you so!"

"Me? Oh, I don't matter. But his ideas are all destructive! He sees a chance to tear down and to build up his own personal power from the debris. That had not even occurred to me! I saw only the releasing of pressure—"

"You aren't going to lie down and let them do this!"

"No; that must not be."

"What are you going to do, then?"

"I don't know."

He arose without further words, and the two took their way back to the camp. Grimstead roared at them jovially.

"Come and look at the rainbow!" he shouted.

Davenport stood gravely unsmiling before the chief.

"Mr. Grimstead," said he, "I overheard your conversation with Mr. Gardner at the head of the stream."

Grimstead's face flushed darkly. "Well?" he challenged.

"I cannot be party to the program I heard outlined."

Grimstead considered a moment. "Sit down," he invited. "Have a cigar. There's plenty of time to talk this thing out, so there's no excuse to go off half-cocked."

Davenport declined the cigar, but sat on the log.

"Now what's the trouble?" demanded Grimstead.

"The trouble is that your program is destructive," stated Davenport succinctly, "and aims merely at personal power without a thought to the welfare of other people. The thing is likely to prove a curse rather than a benefit. I think you are intelligent enough to understand my point without going into it further."

"I understand your point all right. And I understand your sort too well to argue with you. Argument's the long suit of your kind. So I'm just telling you. It's too bad you don't like my program but I play the cards I hold and that is final."

"In those circumstances I shall refuse to enter into this deal."

"In those circumstances it doesn't matter a damn whether you do or not. You've already entered into it."

"I shall refuse to sign the contract."

(TO BE CONTINUED)

**De Laval Golden Series**

**Tusier Turning**

YOU will be pleasantly surprised at the ease with which the new 1928 "Golden Series" De Laval Separators can be turned. They are easier to start and turn than any others and require less power to operate for the work they do. This is only one of a number of advantages you get with a 50th Anniversary De Laval—the finest separator ever made. Other improvements are:

**Golden Color.** These new 1928 machines are finished in beautiful gold and black colors, which are pleasing, durable and practical.

**Enclosed Gears.** All gears on the "Golden Series" are completely enclosed and protected for maximum durability.

**Regulating Cover.** A new type of regulating cover and float affords a flow of milk from the supply can in a smooth, even stream, without splattering.

**Turnable Supply Can.** A novel feature every separator user will appreciate. Permits bowl and covers to be removed or put in place without lifting the supply can from its position.

**Oil Window.** Shows at a glance the amount and condition of the oil and if the separator is being properly oiled.

**Floating Bowl.** The finest separator bowl ever made. Self-balancing, runs smoothly without vibration, with the least power, skims cleaner, delivers a smooth, rich cream, and is easy to take apart and wash.

"Golden Series" De Laval's are now on display at our store. We will welcome an opportunity of showing them to you.

**C. A. SKELTON**  
Hereford, Texas.

**50th Anniversary De Laval** First in 1878 Best in 1928

**W. E. Dunlap**  
**HARDWARE**  
Phone 256

**PIGGLY WIGGLY**

**NO WONDER**

PIGGLY WIGGLY Stores have succeeded, because they appeal to the taste, the thrift, the comfort and the convenience of every housewife.

**SPECIALS FOR FRIDAY AND SATURDAY**

<b>LEMONS</b>	Nice Large Size, Doz	<b>29c</b>
<b>BEANS</b>	Nice and fresh, Saturday only, lb.	<b>14c</b>
<b>COFFEE</b>	Happy Home Brand, with cup and saucer, Large can	<b>\$1.28</b>
<b>GRAPE JUICE</b>	Quart	<b>52c</b>
<b>CHINAWARE OATS</b>	Large Package	<b>29c</b>
<b>BANANAS</b>	Dozen	<b>28c</b>

**Extra Special! Heinz Baked Beans**

A factory representative will be here to explain the quality.

No. 1 Can	<b>10c</b>
No. 2 Can	<b>14c</b>
No. 3 Can	<b>25c</b>

**We buy eggs and pay as much as the market will justify**

**WE DELIVER ORDERS OF \$4.00 AND OVER FREE. ON LESS THAN \$4.00 A DELIVERY CHARGE WILL BE MADE**

**FRIDAY AND SATURDAY SPECIALS**

—These Prices Are For Cash Only—

Peaches in Syrup, No. 2 1/2 Can	<b>18c</b>
Apricots in Syrup, No. 2 1/2 Can	<b>25c</b>
Del Monte Pineapple, gallon	<b>73c</b>
Del Monte Peaches, gallon	<b>55c</b>
Post Toasties, package	<b>12c</b>
Raisin Bran, package	<b>12 1/2c</b>
Compound, four-pound bucket	<b>58c</b>

**Don't Forget—We Buy Eggs In Trade or Cash.**

**MONT E. BAKER**  
GROCERIES



**TRY THESE SPECIALS!**

Shortening, eight pound bucket ----- \$1.15  
 Blue Karo Syrup, gallon ----- \$ .55  
 Pink Salmon, six cans for ----- \$1.00  
 Red Karo Syrup, Gallon ----- \$ .63  
 Preserves, any flavor, one pound jar ----- \$ .23

**HEREFORD WHOLESALE GROCERY**

**Arney News Items**

(Last week's letter.)  
 Sunday was a beautiful day, a large crowd attended Sunday school and then at the 11 o'clock hour Brother Swartz filled his regular appointment with a very interesting sermon.  
 Lots of sod is being broken in our county, according to the farm implement dealers there are 175 and 200 tractors running. Many are running both day and night. This is an excellent indication of the progress being made toward settling up the country and breaking up the pasture land. This number running at an average of 12 acres each per day would run more than 1000 acres turned under daily.  
 A large number from our community attended the school fair and inter-scholastic meet of Castro county at Dimmitt Friday and Saturday, March 30 and 31.  
 All along Castro county has been trying to give incentives to her students, all who would enter these contests. To this end two large silver loving cups were offered—one by the Castro county chamber of commerce and the other by E. and H. Cash store of Hart. The P. T. A. provided a number of cups and medals too numerous to enumerate. Some of these were offered to the schools scoring high points, while others went to individual winners. Just at this writing it is not thoroughly known who each winner was. All who attended this meeting say it was the best of its kind in its history.  
 Mr. and Mrs. J. E. Boyd and two children, Pauline and Phil, returned home Thursday from Muldree where they spent several days visiting friends of that place.  
 We certainly have been having our share of the terrible sand storms the last few days.  
 Mr. Earl Davis visited in the home of his brother and family, Mr. and Mrs. Marion Davis one day last week.  
 Several from our community attended the concert given by the Plateau Singing Convention Journal quartet (Messrs. Low, Gunn, and Shepherd brothers) in Happy at the Methodist church last Tuesday night.  
 This part of the county is taking on its coat of green and the fruit trees are laden with blossoms. We are hoping that as Easter, when we nearly always expect a cold spell, is so late in April, we shall miss the freeze this year and have a good fruit crop.  
 Mr. and Mrs. Claud Fox and family spent Sunday in the home of Mr. and Mrs. Charlie Cox.  
 Misses Edna Burks and Althea Tipton who are attending school at Plainview spent the week end with their parents, Mr. and Mrs. C. E. Burkes and Mr. and Mrs. J. E. Tipton. They returned to their school Monday morning.  
 Mr. Ben Fortner who is making a crop on the plains this year, returned to his home at Crowell Friday, where he will stay for about a month before returning.  
 One of our boys, Mr. and Mrs. Wigginton, our teachers, plan to leave overland for their 2000 in Alabama.  
 Mr. Ross Campbell was in Plainview last Friday morning.  
 Several from our community attended the school county meet at Happy Friday and Saturday.

Miss Athalee Tipton who is attending school at Plainview was at home over the week-end.  
 Several from here attended the show at Hereford Wednesday.  
 Roy Cole went to Amarillo last Thursday on business.  
 Messrs. Burks, Wilson, Webb, Hammond, Fox, Wigginton, Cox, Boyd, Mr. and Mrs. Bratcher, Mr. and Mrs. Fergus, Mr. and Mrs. Tipton and Mrs. Smith and Misses Opal and Juanita Hutson and Katie Mae Burks were in Happy Friday.  
 Mr. and Mrs. Ray Cole and Mrs. Lydia Edmondson and children spent Sunday in the parental C. H. Cox home.  
 School will close here next week, and the teachers, Mr. and Mrs. Wigginton took the children and a number of parents for a picnic in the canyons when the day was enjoyed by all.  
 C. E. Burks transacted business in Hereford Friday.  
 Lee Edmondson of Amarillo was here over the week-end with relatives.  
 Beauford Tipton of Plainview spent several days last week visiting his brother, J. E. Tipton and family.  
 Messrs. J. E. Boyd and E. R. Roberson were in Hereford Wednesday on business.  
 The many friends of Mrs. Grady Bailey will regret to know of her illness.  
 A large number from our community attended the farm auction sale Tuesday at the C. P. Liston farm.  
 Ray Cole was in Tulla on business Monday.  
 Sunday was a very disagreeable day so a very few attended Sunday school.  
 Mr. and Mrs. John L. Hammond and children spent Sunday afternoon in the E. T. Wilson home.  
 Ray Cole spent last Sunday in Plainview.

**News from Bethel.**

Most of our people attended the school fair and inter-scholastic league meet at Dimmitt March 30 and 31. Our school was the only rural school in the county to be represented by a booth in the fair.  
 Further cement the friendship with a lovely diamond ring or a dependable watch. You will find them at Kester's and the price will interest you.  
**F. M. KESTER**  
 Jeweler and Optician.  
 Hereford, Texas

**JEWELRY—**

"The Gift That Lasts"

Wisdom is more to be desired than Greek riches... according to the good book. And many a man (and woman too) has become wise—insurance wise—after a severe loss has overtaken him. This agency is here to put you wise insurance-wise before the loss comes. Call us today.  
**PLAINS INSURANCE AGENCY**  
 John Patton - Manager  
 Hereford, Texas.

**Easter Items**

Next week will end the last month of school. Wednesday night, April 18th, the young people the community will put on the play, "An Arizona Cowboy." The school will have a short program before the play.  
 Misses Boyd and Hughes had as their dinner guests Sunday Misses Allen, Smith and Stagner.  
 Mrs. Goldsmith and Mrs. Walton visited with their mother one day last week.  
 Friona community has begun plans for a new school building to be of brick and tile construction.  
 The Home Improvement Club met with Mrs. Coonauger and daughter April 5. Although the weather was disagreeable most all the club members were present. The lesson was on child management, led by Mrs. Terrell and much interest was manifested. Delicious refreshments of fruit salad and cake were served to Misses Stagner, Carter, Chambliss, Allen, Stemmous, Walton, Frye, Terrell and Coonauger and Misses Sullenger, Stagner, Allen and Coonauger. The club will meet with Mrs. Carl Frye April 19, when a miscellaneous program will be given.  
 Misses Hughes and Boyd were supper guests in the Smith home one evening last week.  
 Mrs. W. J. Sullivan visited one day last week with her daughter, Mrs. C. Woolery.  
 Mrs. Chambliss visited with her mother, Mrs. R. L. Sullenger, last Thursday afternoon.  
 Messrs. Smith, Stagner and

**Build Bigger Pigs— with Less Feed**

**Pig Chow is Easy to Feed**  
 The directions are simple. Feed a double handful night and morning with any feed you have on the place.  
 Ask Us for the Feed in Checkerboard Bags



A 100 pound sack of Purina Pig Chow will build as much pork as 250 pounds of midds or shorts—and costs just half as much.

**Pig Chow is Easy to Feed**  
 The directions are simple. Feed a double handful night and morning with any feed you have on the place.

Ask Us for the Feed in Checkerboard Bags  
**Jones & McLean**  
 Phone 1

**Those Kiddies of Yours—**

They can never start too young to learn to save. Like any other habit, saving is most easily learned in childhood. Let them have a bank account of their own and learn valuable lessons in thrift. They will grow up into much better men and women.

**THE FIRST NATIONAL BANK**



**SHERIFF'S SALE**

State of Texas, County of Deaf Smith.  
 By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County on the 3rd day of April, 1928, by the Clerk thereof, in the case of J. H. Wagner versus R. L. McMurry, J. J. Essary, E. H. Jones and A. W. Hudson, No. 1503, and to me, as Sheriff, directed and delivered, I will proceed to sell, within the hours prescribed by law for Sheriff's Sales, on the first Tuesday in May A. D. 1928, it being the 1st day of said month, before the Court House door of said Deaf Smith County in the City of Hereford, the following described property, to-wit:  
 The south half of the Charles Roberson 1280 acre survey, containing 640 acres of land, the said 1280 acre tract being 894

**REMENDO POWER**

acres out of Capitol League No. 425, and 908 acres out of Capitol League No. 428; and also the south half of the south half of the J. W. Davis survey of 1280 acres, containing 320 acres of land and being the same land conveyed to J. H. Wagner by two certain deeds recorded in Vol. 87 page 248 and Vol. 87 page 208 Deed Records of Deaf Smith County, said lands all being in Deaf Smith County, Texas, about 17 miles west from Hereford and

known as a part of the Wagner lands. Levied on as the property of J. J. Essary and R. L. McMurry on April 3rd, 1928, to satisfy a Judgment amounting to \$5035.08 in favor of J. H. Wagner and cost of suit.  
 Given under my hand, this 3rd day of April, 1928.  
 C. BENTON, Sheriff.  
 By J. M. Marchison, Deputy.  
 12-3FTR  
 Quick Job Service at The Brand

**Pickwick Service**

THE REVISED SCHEDULE

There has just been a revision in the schedule of Pickwick Stages operating through Hereford. The newly announced schedule is as follows:

East Bound	West Bound
9:45 a. m.	9:50 a. m.
12:40 p. m.	4:45 p. m.
10:50 p. m.	9:10 p. m.

Local Agent, Corner Drug Store, Hereford, Texas.  
 Phone 105 for Information.

7 x 2—14 x 2—28 Billion  
**DOUBLED AND REDOUBLED**  
**all WITHIN FIVE YEARS!!**

That shows what good tobaccos can do!

**CHESTERFIELD CIGARETTES**

WE STATE it as our honest belief that the tobaccos used in Chesterfield cigarettes are of finer quality and hence of better taste than in any other cigarette at the price.  
 LACKEY & MYERS TOBACCO CO.

**reflections**

Wisdom is more to be desired than Greek riches... according to the good book. And many a man (and woman too) has become wise—insurance wise—after a severe loss has overtaken him. This agency is here to put you wise insurance-wise before the loss comes. Call us today.  
**PLAINS INSURANCE AGENCY**  
 John Patton - Manager  
 Hereford, Texas.



# Folks, Its Clean-up Week!

Spring housecleaning time is here. Clean up—Paint up—Varnish up—these are the thoughts in the mind of every housewife. We have the following necessary articles for housecleaning: O' Cedar Oil Polish and Mops, Household Amonia, Sal Soda, Fumigators, Sponges, Chamois Skins, Household Rubber Gloves, Disinfectants, Sprays, Formaldehyde, etc. We have Moth Balls for packing away those winter clothes.

## The City Drug Store

Phone 300

Eastman Kodaks

Hereford - Friona

Whitman's Candies

A. H. Streu was a business visitor in Amarillo this week.

Thursday, Friday and Saturday, only. Princess Mary Perfume and Powder, \$3.50 value for 98c. THE CORNER DRUG STORE.

THE HEREFORD PRODUCE wants YOUR produce.

Now is the time to buy that good bulk garden seed. WEST TEXAS FEED & SEED CO.

King's Chocolates—the ultimate in fine candies—make lovely gifts. Send Mother a Mother's Day box and make her happy. On sale at CLARK'S DRUG STORE.

The best line of clothing in town. All our suits are guaranteed. Come look at our new Spring lines, with two pairs of pants, ranging from \$14.95 up. Our men's and boys' trouses are here, too. The price will suit you. THE POPULAR STORE.

Landrum has Chinese elms and all the rest of the best.

### DID YOU KNOW

That Brumley Chevrolet Company has a power-driven machine to wash your car, clean the upholstery with a vacuum cleaner, clean the motor, polish the car and make the whole job look like new? Prices very reasonable, \$5.00 to \$7.00, depending on the size of the car. And, say, they have two of the peppiest boys in town to handle the job.

Only one more week of RICE'S BIG TIRE SALE.

If you are looking for a real good looking hat for less money, see the \$2.00, \$3.50, \$5.00 hats, Friday and Saturday, at VOGELE MILLINERY PARLOR.

Mr. and Mrs. Burrell Matthews spent Sunday in Quitaque as guests of Mr. and Mrs. V. T. Downs, former Hereford residents.

\$3.50 Princess Mary Perfume and Powder for only 98c, at CORNER DRUG STORE. This week only.

We have recently put in a line of packing house products—lunch meats, ready-to-serve, always handy. WILLIAMS BROTHERS.

Don't miss the big Millinery Sale at the VOGELE MILLINERY PARLOR.

Mr. and Mrs. N. C. Vogele were Canyon visitors Sunday afternoon.

Poultrymen in the Hereford territory feed Merit Chix Mash. Do YOU know why? WEST TEXAS FEED & PRODUCE CO.

As an aid to beauty use Elizabeth Arden toilet articles then see the results. CLARK'S DRUG STORE has the exclusive agency for these toilet accessories.

Straw Hats of all kinds, also felt hats and caps. Walkover Oxfords, the latest styles, \$3.98 up. Regular 75c men's silk socks, two pairs for \$1.00. A good heavy overall and jacket, none better, 99c. THE POPULAR STORE.

SPECIAL—30x3 1/2 oversize tube, unconditionally guaranteed, for \$1.50, during RICE'S BIG TIRE SALE.

Miss Gladys Seigler of T. C. U., at Fort Worth, spent the Easter holidays here with her parents, Mr. and Mrs. T. E. Seigler.

Edgar Webb returned home Sunday from Excelsior Springs, Missouri, where he has been in a sanitarium for several months. His condition is said to be much improved.

### AN APPRECIATION.

We desire to take this means of expressing to our many friends our heart-felt thanks for their kindnesses during the recent severe illness of our daughter, Virginia Earl. We owe to all of you a debt of love and gratitude which we shall never forget.

MR. AND MRS. H. D. REED

On account of the recent reduction of from ten to fifteen per cent made in our prices, we have discontinued giving green stamps and discounts. WILLIAMS BROTHERS.

Here's where you make your money on eggs and poultry. THE HEREFORD PRODUCE.

Get our prices on Rolled Oats. WEST TEXAS FEED & SEED COMPANY.

Phone 99 for trees, shrubbery, evergreens, roses, etc. L. P. Landrum.

Miss Kathleen Hawkins of Borger spent the week-end here visiting relatives and friends.

Another Big Bargain during RICE'S BIG TIRE SALE—A guaranteed standard make 29x4.40 tire for \$7.55. Only a few at that price.

Spend your money at home and it will come back to you. Landrum.

J. H. Brooks made a business trip to Amarillo Monday.

A GUARANTEED 30x3 1/2 tire for only \$6.15 at RICE'S during the BIG TIRE SALE only.

Mrs. H. L. Broadwell attended the concert of the London String Quartet in Canyon Monday night.

Remember, for the highest cash prices for produce, you can get a better deal at the HEREFORD PRODUCE.

Mmes. G. A. F. Parker and Homer K. Fox attended the concert of the London String Quartet in Canyon Monday night.

Try our milk and cream. Always same temperature in our big Frigidaire box. It's fine. WILLIAMS BROTHERS.

CLARK'S DRUG STORE is offering a splendid bargain. With each \$1.00 box of Coty's Face Powder will be given free a bottle of Coty's Perfume.

A nice table full of Oxfords and pumps, value up to \$6.50. Now is your chance, ladies, to buy your Spring shoes at only \$2.98. Ladies house slippers, felt, all colors, 69c. Chiffon hose, value \$2.00, special at \$1.48. You always can buy for less at THE POPULAR STORE.

Of course you can save money at RICE'S BIG TIRE SALE.

Just received large dress hats in all the newest shades at a price that will please you. Call and see them. VOGELE MILLINERY PARLOR.

Don't waste time nor money looking for a better price than ours. Sell your eggs and poultry always to the Hereford Produce.

You can make Hereford the most beautiful town on the Plains in twenty-eight by a united effort at once, if everyone will beautify their homes with trees and shrubs. Landrum.

See the lovely line of Cortovan leather goods at CLARK'S DRUG STORE.

French Thurmond was in Amarillo on business Monday.

Don't let anyone kid you that he has something superior. Landrum has it.

Mr. and Mrs. C. B. Williams drove to Amarillo Monday.

Eggs and poultry. We buy 'em. The Hereford Produce.

J. B. Elliston left Saturday on a business trip to Muenster, Texas.

Rev. W. J. Stewart, of Weatherford, Oklahoma, spent a few days here this week as a guest of Rev. E. B. Bowen and family.

Mr. and Mrs. J. B. France were Amarillo visitors Wednesday.

Miss Gladys Seigler left Wednesday noon for Texas Christian University, Fort Worth, after spending the Easter vacation here visiting her parents.

## STAR THEATRE

HEREFORD, TEXAS

Friday Night Only  
April 13  
Richard Dix and Betty Bronson  
in  
"Paradise For Two"

Saturday Afternoon and Night  
April 14  
TIM MCCOY  
in  
"Spoilers of the West"

Monday and Tuesday  
APRIL 16-17  
COLLEEN MOORE  
in  
"Her Wild Out"

Wednesday and Thursday  
APRIL 18-19  
MARION DAVIES  
in  
(The Leap Year Picture)  
"The Patsy"

Friday and Saturday  
APRIL 20-21  
LON CHANEY  
in  
"The Hunchback of Notre Dame"

Time of Shows... 7:30-9:00 p. m.  
Saturday Matinee... 2:00-3:30 p. m.

STAR THEATRE  
Monday and Tuesday  
April 16-17

A Bumper Crop of Comedy

COLLEEN MOORE



PATHE NEWS  
Metro-Goldwyn Comedy  
with Max Davidson.

Time of shows, 7:30-9:00

### NOTICE

Opening Saturday with a select line of Classy Silk Georgette and Sport Dresses and Leona House Dresses in prints and linens in stunning patterns. Also new Standard Line of Hosiery and Silk Underwear. Don't fail to come to my Shoppe Friday or Saturday, whether you intend to buy or not. I want to get acquainted with you, and you to become familiar with my attractive prices.

Will Have New Shipments of Large Lace Hats.

SHORE MILLINERY and READY-TO-WEAR

# 1 CENT SALE!

APRIL 19, 20, 21

Save Your Pennies

## Corner Drug Store

"The Rexall Store."

## KELVINATOR

### The Oldest Electric Refrigeration

Before any other system was even on the market, Kelvinator had proved itself to be perfect automatic refrigeration.

Kelvinator is manufactured by the largest plant in the world engaged exclusively in the production of electric refrigerators.

Kelvinator has the approval of Good Housekeeping, The Modern Priscilla, The Tribune Institute, and such institutions working for the betterment of our homes. Kelvinator is safe, reliable and economic electric refrigeration. People who can own the best and yet who demand economy in operation choose Kelvinator.

The two richest men, probably, in the world, John D. Rockefeller and Henry Ford, both have their homes equipped with Kelvinators. H. H. Swift and Louis Swift Jr., the meat packers, Dr. H. H. Kellogg of Battle Creek Sanitarium, Samuel and William Childs of Childs restaurant fame—these and many of our nationally known men have their home Kelvinator equipped.

Kelvinator is guaranteed by the manufacturer and we absolutely guarantee a Kelvinator when we place it in your home, and we are prepared to properly install and service every Kelvinator we sell.

Call at our store and see a

KELVINATOR

## E. B. BLACK COMPANY

We Give Absolute Service in Every Department of Our Store.

FOR QUICK JOB SERVICE SEE THE BRAND.

### SATURDAY SPECIALS

- Lard, 8 pound bucket ..... \$1.09
- Lettuce, head ..... 7c
- Overalls, Good Brand, pair ..... 97c
- Children's Hose, black, regular 35c and 40c grades, two pairs for ..... 25c
- Ladies' Silk Hose, good grades ..... 50c Up
- Corn, highest grade, No. 2 can, two for ..... 25c

We Carry a First Class, Modern Stock of Dry Goods.

G. B. WARREN GROCERY

Easter  
U.B. Phifty



"AWAKE, THOU WINTRY EARTH—FLING OFF THY SADNESS"

New dress — new resolutions — new hopes. All nature is full of promise.

Easter is a joyful season—may we venture the hope that your plans for the year are maturing as you expected. And may we hope, also, that we may be of further service in the development of those plans.

Western National Bank  
"There Is No Substitute for Safety"

Our Aim - To Help Improve the Panhandle

## PANHANDLE LUMBER CO.

Quality - Service - Courtesy

