

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 20.

Hereford, Deaf Smith County, Texas, Thursday, June 2, 1927.

Seth B. Holman, Publisher.

SMALL UNIT IRRIGATION MAY PROVE PROFITABLE FOR HEREFORD COUNTRY

The possibilities of introducing the Hereford shallow water district the small unit irrigation plan are being used successfully by the Hereford valley farmers as being indicated carefully at the present time by interested Hereford men. H. O. Dunkle, county agent; E. J. Moss, secretary of the Chamber of Commerce; O. L. Butcherford, L. A. McKin, J. C. Hackett and J. H. Cook returned Wednesday evening from a day's inspection tour of the Portales country and report very favorably on the program being made with the small unit plan.

"The farms average about twenty acres," said Mr. Moss, "and are irrigated by small wells pumping one 500 gallons a minute. The investment per farm is small and thus a great many farmers are financially able to install pumping plants."

"In the Hereford country the wells are much larger, pumping from 1000 to 2000 gallons a minute and the investment is so great that it is difficult to interest many persons in irrigating farms."

"Those of us who have visited Portales," continued Mr. Moss, "are confident that the small unit plan of irrigation offers unusual possibilities for the Hereford shallow water section as a much greater acreage is available and we are much closer to the valuable Amarillo market. In addition, the soil in this section is suitable for the production of sugar beets, a crop which can be very profitably grown under irrigation. The New Mexico College of Agriculture and Mechanical Arts Experiment Station has informed the Portales farmers that the soil in that section is not suitable to beet production."

Fifteen hundred acres of sweet potatoes, 1500 acres of tomatoes, and 500 acres of peanuts are under cultivation near Portales. A cannery is located in the city and last year handled twenty carloads of tomatoes.

The Portales people are elated with farm prospects, according to Mr. Moss, and there are no signs of worry about the continued absence of rainfall.

Friday the 13th Proves Undoing of Mrs. Gabbert

Superstition is but a passing fad to many people, but to one Hereford woman, Mrs. W. F. Gabbert, Friday the 13th is decidedly unlucky, to say the least.

Mrs. Gabbert left Hereford several weeks ago to visit in Louisville, Ky. In planning the trip she arranged to attend the famous Kentucky Derby, one of the best racing events. As the train on which she was riding from St. Louis, the Derby Special, pulled into the station at Louisville, failure of the air brakes to function properly resulted in a terrific crash and Mrs. Gabbert was thrown from her Pullman seat across the car and against the seat on the opposite side.

An X-ray examination revealed a complete fracture of the seventh rib and a partial fracture of the sixth rib on the left side. In a letter received here recently Mrs. Gabbert says: "I am well strapped up here and as comfortable as can be under the circumstances, although I suffered intense pain the first few days." And she might well have added: "Yes, we have no Kentucky Derbies" and all because of an imprudent combination of the thirteenth day of the month and the sixth day of the week.

L. Gray, of Amarillo, was here Monday attending to business.

Missionary Society Meets in Hereford

The Amarillo District Meeting of the Women's Missionary Society of the Northwest Texas Conference met in Hereford Methodist church Monday evening, May 24, at 8:30.

The Conference opened by the audience singing, Jesus Calls Us Over the Tumult. Rev. A. B. Davidson, pastor of the Hereford church, led in prayer. Mrs. J. F. Ward, president of the Hereford assembly, in an inspiring way reported on the work of the society as a part of the ninth and tenth chapters of Matthew. Her subject was Prayer and Labor. These two go hand in hand and we need both to win souls for Christ. She closed the Bible lesson with prayer and by singing The Kingdom Coming.

Greetings to Hereford was given by Mrs. F. T. Rolason in such a lovely way that we at once felt that we were welcome. She introduced our beloved district secretary, Mrs. W. R. Ewing, who brought us a few words of welcome, and then announced Mrs. W. M. Pearce, the much loved wife of our presiding elder, who in a charming manner bespoke for the representatives of the Amarillo district the appreciation of their generous hospitality and our delight in being here.

A beautiful message in song, In Heavenly Love Abiding, was sweetly sung by the women's chorus of the Hereford church.

The climax of the evening program came when Mrs. R. E. L. Morgan, who in her own gracious

(Continued on Page Seven.)

Waits 70 Years For Opportunity To Visit Dallas

After waiting 70 years for the chance, Mrs. W. G. Ross of Hereford, Texas, has ridden 400 miles in an apto to realize the ambition of her life—a visit to Dallas. Mrs. Ross was born within 25 miles of Dallas at Orilla, Ellis Co., 78 years ago. As a child in Civil War times she heard her parents tell of the growth of the town of Dallas to the north, and of how it had been but a hamlet of three houses when they passed through in the 40's.

So she formed a determination to see Dallas. But succeeding years were inconsiderate of her dream, gradually sending her further and further away. Opportunity waited nearly three-quarters of a century—but when it finally arrived, it found her patient, cheerful and still as determined as ever.

Opportunity took the form of a Chevrolet sedan, in which Frank Cogdell and Mrs. W. M. Cogdell, recently of Dallas, and Mrs. Ezra Norton and son Palmer were driving through from Hereford last week. Forgetting her years and remembering only her lifetime longing, Mrs. Ross climbed aboard and grew exultant as the miles sped by.

They left Tuesday, spending the first night in Amarillo. Leaving that city at 4:00 a. m. Wednesday, they reached Dallas about 11 a. m. Thursday.

Undaunted by her long ride, Mrs. Ross was ready for another this week. The party left Tuesday morning for a two-day stay in Midlothian, Orilla, and Waxahatchie. They will leave for Hereford again Friday or Saturday.

In Dallas, Mrs. Ross is the guest of a former Hereford neighbor, Mrs. C. G. Witherspoon, of 315 E. Ninth Street, Dallas Dispatch.

Service-U-Like Station Sold to J. J. Clayton

Announcement has been made of a change of ownership in the Service-U-Like filling station. Glen Snyder, former owner, has sold his interest to J. J. Clayton, who has assumed management of the station. The sale was made the latter part of last month. Mr. Clayton has also leased the station building for one year. Mr. Snyder has made no plans for the future.

Activities of the "Bell Ringers" In Hereford Attract the Attention of Business Men, Who Would Prevent Fleecing of Citizens by Transients; Other Matters Talked Over

At a meeting of the Executive Board of the Hereford Chamber of Commerce Monday night, several things of vital importance to the citizens of Hereford and surrounding country were discussed. By invitation, the City Commission was represented by two of its members. Several other citizens were also in attendance.

The matter of advertising schemes, beggars and other propositions which have been costing the town and community thousands of dollars annually were discussed. It was pointed out that a lot of the citizens subscribed and donated to a lot of causes that were not worthy and paid to solicitors money for merchandise or magazines and publications for which they never received. That the town has been overcrowded at times with young people representing themselves as working their way through college by taking subscriptions to magazines or selling some household article. That in a number of cases money had been paid to these solicitors and nothing received in return. Also the matter of advertising schemes which includes programs, hotel directories, calendars, menu cards, bill boards, and others, where in the business man is solicited to take space and pay for same, was condemned as a whole by this meeting. It was pointed out that the community

REPORTS ON FARM MEET AT HOUSTON

The Chamber of Commerce dined at the Cordova Hotel Monday noon as guests of the ladies of the Presbyterian church. The ladies again demonstrated their superiority in the art of cooking and served the diners a splendid meal in a quick, orderly manner.

A. O. Thompson was called on to give an account of himself while at Houston attending the National Farm Loan Association meeting held in that city May 18-20. Mr. Thompson told how royally the delegates were entertained, the trip down the bay to Galveston, the bathing beauties, and last but not least, Mr. Thompson said, "We had a very instructive and well attended meeting and worth the time and effort expended." Mr. Thompson displayed a picture of the great Galveston seavall, dotted with festal banners in the foreground, who had just participated in a contest in which Miss New York was designated champion in aquatic sports. Mr. Thompson presented a grant to President Black carved from the tree under which the great Mexican general Santa Anna surrendered. Mr. Parker responded to Mr. Thompson's talk and said, "We sent Mr. Thompson to Houston to attend a Federal Land Bank convention, but he reportedly told of the wonders of Galveston and any one desiring first hand information from Mr. Thompson will have to get it by private interview."

D. F. Ashbrook announced a meeting of the Chautauqua committee for immediately after the luncheon. Mr. Ashbrook stated that they must meet in order to fully organize a working committee so that the war on season beggars may be continued.

Mr. Black announced a meeting of business men at his office Monday night at 8:30, also the next Monday luncheon at the Astor Coffee Shop.

County Agent Dunkle announced that the delegation of farmers and business men from Wilbarger county and business men from Vernon will arrive here, overlaid, one day the latter part of this week.

Miss Jimmy Jo Woodburn, of Claude, spent last week end with her aunt, Mrs. C. W. Frye, of the Easter community.

Revival Services At Local Church Prove Successful

The special evangelistic services now being held in the Presbyterian church are being well attended. Although up to this date only a few services have been held, it is evident that there is a rapidly growing interest.

The choir, under the direction of Rev. W. S. Watkins, of Seagraves, and assisted by the church orchestra, is doing some splendid singing. Chairs are being added each evening for the growing choir and the entire platform is to be used for them if necessary.

Each morning at ten, Rev. Watkins has the juniors at the church for special exercises. Miss Ethel Walters is in charge of the young people's prayer services at the church at 7:45 each evening.

Beginning today, Thursday, five prayer circles will meet each afternoon at 3:30 at various places throughout the community. These will be in reach of all who shall desire to attend.

Regular services will be held on next Sunday as usual except as adaptations of the regular program of activities shall be necessarily made to harmonize with the special evangelistic services.

Services will continue throughout next week. It cannot now be known just how long the services of this revival will continue. Through the columns of The Brand a most hearty welcome to each service is extended the town of Hereford and the entire surrounding country by the pastor, Rev. Jas. T. Ross, who is doing the preaching, and by the congregation of the Presbyterian church.

Expects to Spend Year in Ithica, New York

Mrs. C. R. Smith and daughter, Ruth, left Hereford Friday for Kansas City, Mo., where they will visit friends. From Kansas City, Mrs. Smith will go to Lincoln, Neb., where she will join her mother, Mrs. E. M. Vandenberg, formerly of Hereford. They will motor from Lincoln to Ithica, N. Y., stopping at Grinnell, Iowa, for a short visit.

At Ithica Mrs. Smith will visit her brother, Frank Vandenberg, founder of the first newspaper in Hereford. Mr. Vandenberg is at present editor of a paper in Ithica. Mrs. Smith plans to spend a year in New York.

PAUL JOWELL IS KILLED WHEN MOTORCYCLE HITS AUTO ON THIRD STREET

For the second time in less than sixty days, the City of Hereford has lost its traffic officer by tragic accident, and the community two sterling young citizens in the prime of life. On March 29, Ralph Butcherford, the City's first motorcycle traffic officer, met a violent death when his machine threw him under the wheels of a passing automobile on East Third Street. Last Friday night, May 27, somewhere between nine and ten o'clock, the community was stunned with the news that Paul Jowell, Ralph's successor, had met an almost exactly similar fate while riding the same motorcycle, and was fighting for his life in the county sanitarium. Nineteen hours after the accident, in the late afternoon hours of Saturday, Paul gasped his last without ever having regained consciousness.

All Friday night and Saturday steady streams of sorrowing friends and relatives crowded the corridors of the sanitarium, praying and hoping against hope that fate would spare the popular young man whom everyone in this entire section of the country loved and admired. The spectacle was almost unprecedented here, and was a tremendous tribute to the popularity and esteem in which this lovable boy was held by the neighbors and friends among whom he had been raised.

The accident occurred Friday night while Paul was riding in pursuit of a speeding car going west on Third Street. It happened that Wirt Phillips, who was ahead of Paul, turned when opposite his home to enter his driveway. Mr. Phillips believed the motorcycle to be much further away than it was and the machine was upon him before he realized its nearness. The motorcycle struck the car at right angles, near the

Hereford Girl Appears in Recital at Baylor

Lucille Hicks daughter of Mr. and Mrs. W. E. Hicks, of Hereford, appeared on the recital program given May 25th by the advanced students of the Baylor University School of Music, according to an announcement received this week.

Miss Hicks played a piano solo, "In Autumn," by Chaminade. She is a sophomore at Baylor University and will return to Hereford soon to spend the summer vacation.

Brumley & Son Now Owners of Chevrolet Co.

J. C. Williams and J. R. Eason disposed of their interests in the Brumley Chevrolet Co. June 1st and have returned to their homes in Cloris and Farwell respectively. Mr. Brumley and son, Bonnie, have taken over the business and Bonnie will act as manager.

Mrs. Roy Jackson left Monday morning for a visit with relatives at San Angelo.

Thru Bus Service Is Now Available On Pickwick Lines

Pickwick stage service is now a reality for Hereford, according to Charles Hill, of El Paso, superintendent of the Amarillo-El Paso division of the Pickwick Stages. Mr. Hill and his driver, Lee Thompson, were here last Sunday evening driving one of the coaches that will be used on this division and also making final arrangements for this division and conferring with their local ticket agent, John McLean, at the Corner Drug Store. Mr. Hill said that this route was chosen in preference to all others on account of its good roads, its direct route to El Paso and also for weather conditions, it being possible to traverse this route for the entire year. At El Paso larger coaches will be used into Los Angeles, and from there the Pickwick company have a perfect network of routes over the entire state of California and into Vancouver, British Columbia.

front door, throwing its rider through the car top to the pavement back of the car. Mr. Phillips and his daughter received several small cuts, none of them serious. Paul was immediately rushed to the sanitarium by C. O. Norton, Jr., who was driving behind the motorcycle. Drs. Hicks and LeGrand held little hope for Paul's recovery from the start, as it was a case of concussion of the brain, caused by the terrific shock of the impact. The young man made a gallant fight for his life, but the end finally came about six o'clock Saturday afternoon.

No one was to blame for the accident. It was just another of those unfortunate occurrences which might happen to anyone, and is to be considered as one of the hazards to be met by a Traffic Officer in the line of duty.

Funeral services were held at four o'clock Sunday afternoon at the Christian church. A tremendous throng attended and the church was wholly inadequate to hold the mass of people who desired to pay their respects and voice their sorrow by their presence. One of the largest funeral processions Hereford has ever seen followed the body to the grave. The casket was buried under a mass of floral offerings.

Paul was the son of Mr. and Mrs. G. R. Jowell, both of whom are pioneers of this section, Mr. Jowell having been a prominent figure in the cattle industry here since the first stock was brought into the Panhandle country. The young man was born in Deaf Smith county on September 27th, 1901, and was reared and educated in this county. He was a man admired by all those who knew him, as a sunny-natured, clean-living boy of exceptionally good habits. He was nearly idolized by his friends, for he had a very winning personality, was always even-tempered and jolly, and unselfish of his own needs when the other fellow needed his help. He was a remarkable athlete, having time and again brought honors to the local school with a prowess that did not seem to be confined to any one sport. He assumed his position as city traffic officer about two months previous to his death. He was diligent, but kindly and considerate to everyone in the performance of his duty and death called him as he was doing that duty in his usual efficient way. Many, many days will pass before the community can reconcile itself to the fact that he is gone.

Besides his parents, Mr. Jowell is survived by three brothers, Richard, George and Henry, and four sisters, Misses Corrine, Inez, and Louise, and Mrs. Forest Randall, of Amarillo. All were here for the last rites. Miss Corrine, who is a teacher on the White Mountain Indian Reservation in Arizona, will return to her school after a time. Inez, who is a student in Texas Christian University at Fort Worth, will remain at home with her parents for the summer. Messrs. Jim and Henry Cox and families, of Pampa, brothers of Mrs. G. R. Jowell, and Miss Leona Hood of Claude, with large numbers of other out-of-town friends, were numbered among those who sorrowed with the stricken members of the family.

Chautauqua Officials Elected

At a meeting held immediately after the Chamber of Commerce luncheon Monday, the following officers were elected to made all necessary arrangements for the Chautauqua, which will open June 28: D. F. Ashbrook, president; N. C. Vogele, vice-president; and Mrs. Jas. T. Ross, secretary.

The program to be given on Sunday has been especially arranged by the Chautauqua directors and will be in keeping with the sabbath, according to Rev. Mr. Davidson.

Plans for the sale and distribution of tickets were discussed by the committee. An effort is being made to enlist the services of as many people as possible in the campaign.

Mrs. G. A. Harris left Monday for San Saba to visit in the home of her sister, Mrs. J. F. Elder.

The Hereford Brand
PUBLISHED EVERY THURSDAY
BY W. H. HOLMAN
Publisher

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

First number of the paper issued Feb. 28, 1921; first number of the Hereford Reporter (weekly); first number of the Brand (weekly), issued March 21, 1922; first number of the Brand (semi-weekly), issued May 3, 1921; Weekly Brand re-established July 2, 1924.

Subscription, Zone 1, per year - \$2.00
Outside Zone 1, per year - \$2.50
Six Months - \$1.25
Three Months - \$0.75
All Subscriptions Strictly In Advance.

From the number of advertising schemes offered McLean business men there should be no trouble in finding some pleasant way to spend money, but the fact remains that not all advertising schemes are worth the money. Newspaper advertising is the cheapest from the standpoint of results, with show window and direct mail coming next. There is no need to waste money on advertising, but all advertising should show results, for results is what counts in the cash register. If the advertising offered is not worth the money it is a good plan to say no to the solicitor. Advertising should be sold on its merits, not on friendship or sentiment. Men who use cold business judgment in placing their advertising are the ones who make a success of their business.—McLean News.

Texas & Texans
By WILL H. MATES

East Texas Garden Truck.

East Texas newspapers now contain numerous little articles referring to the tomatoes, the berries, beans and okra. English peas and other garden truck that appreciative subscribers are taking to the newspaper offices and presenting to the editors and at times there is enough to be distributed among the entire working staff of the paper. When an East Texan has anything good around his place he does not like to see it go to waste and naturally his thoughts turn to the editor and his family as "ultimate" consumers of garden products, so he puts a large quantity of this surplus in his flivver to show the newspaper man what his place can produce. It is an old custom that is enjoyed as much by the recipients as by the growers of the choice edibles. No editor was ever known to turn down such an offering.

Garden Contest Winner.

That East Texas has some splendid gardens is evidenced by the fact that in a contest covering fifteen states, Mrs. J. B. Atkinson of Walker county won third place. The contest was conducted by the Southern Ruralist of Atlanta, Ga., and was extensively advertised. It was sponsored in Walker county

by the Huntsville Chamber of Commerce, which did much to stimulate interest throughout the county in better and more beautiful gardens. The Chamber of Commerce last year conducted a similar contest at the Walker county fair and in that contest Mrs. Atkinson won a number of prizes. This kind of a contest would prove a splendid activity for any chamber of commerce. These organizations should let no opportunity get by to get beyond the town limits and show their interest in the entire communities that they serve.

Railroad Building Encouraged.

R. C. Duff, president of the Waco, Beaumont, Trinity & Sabine railroad company is much pleased with the action of the Interstate Commerce Commission in rejecting the proposition to merge the St. Louis, Southwestern & Texas railroad. In a statement to the press he says that such a merger would have interfered with his plans for the extension of this line at both Waco and Port Arthur. He proposes to extend the line which will serve numerous East Texas towns as well as the terminals by a traffic arrangement with some other road and the merger would have been in the way of such an arrangement. He will now proceed with his plans, he says, with good prospects for the early construction of his line.

Proud of Its Hotel.

That Sherman people are proud of their new hotel was shown when a four day program was required to properly open the new \$250,000 hostelry. More than 10,000 people visited the hotel to look it over and to congratulate the management on the opening day. There were 475 people at the banquet, when the dining room was formally opened. Many congratulatory speeches were made. The opening of the hotel is said to have elicited more interest on the part of the local people than any other event in the city's history in recent years. Towns are learning that they can't grow without good hotels.

Big City Hotel.

A reader who says he follows this column with interest in the El Campo Citizen, writes to inform me that Bay City is letting a contract for a three story hollow tile and brick hotel building to be modern in every respect and to fill a long-felt want in that town. It is not surprising that towns with progressive spirit such as Bay City is said to have, want people who visit them to have comfortable stopping places.

Improvements at Mission.

Mission is to keep its municipal improvements as nearly up with the growth of the town as possible for a place that is growing rapidly. Bonds have been issued to provide for street improvements, storm sewers and a combined city hall and fire station. The town that looks to its own improvements usually has cit-

izens that take pride both in the town and in their property in the town.

Victoria Creamery.

It is announced that a recently established, modernly equipped, milk and cream station at Victoria is proving so successful and so popular that a creamery will be built there in the near future. The time is not far off when practically every closely settled county in Texas will have creameries. The people are learning that creameries keep more money in circulation in proportion to the investment than almost any other kind of an enterprise and that large capital is not required to establish and operate them.

High-Power Line to Extend.

At a cost of about \$750,000 the Texas Power and Light Company will at once proceed to extend its high power line from Trinidad to Lufkin and Nacogdoches. The company will take over the municipally owned Nacogdoches power and light plant, unless prevented by injunction, following acceptance of a proposition from the company by the city council. The Texas Power and Light Company is showing its confidence in the development of Texas by investing immense sums to assist in that development, of course, with the

expectation of satisfactory returns on the investment.

Texas Air Mail.

The growing use of the air mail service in Texas and the demand for extension are shown in a statement from the second assistant postmaster general that two Texas routes are to be opened as soon as bids can be advertised and contracts awarded. One is to serve the territory between Dallas and San Antonio and the other to link Dallas directly with Houston and Galveston. This will give quick service North and East to much Texas territory.

Honoring Dr. Axson.

There was a nice compliment the Axson Club of Houston paid Dr. Stockton Axson the other day when the club, named for him because of his interest in and assistance to higher scholarship, presented a bust of Dr. Axson to the Houston Museum of Fine Arts. Joe H. Eagle presented the bust in an appropriate address, paying tribute to "one who has lived the noblest of vocations, that of teacher, and who has earned this honor by turning out thousands of lives ennobled by the richness of his own learning." How much better it was to pay this tribute to Dr. Axson while living rather than to wait until after his death. It will inspire him to still greater efforts.

Baskin Says City Can Build Swimming Pool

Several have been wondering if we had a statute permitting cities under 5,000 population to build and maintain recreation grounds, including swimming pools, etc. I find, upon investigation that such a bill was passed at the regular session of the legislature in 1925. This is Senate Bill No. 364, and provides, among other things, that the power herein granted for the purpose of acquiring property shall also include the power of enlargement of parks, squares, pleasure grounds, etc.

In payment for all this, as I get it, the City of Hereford can build and maintain a public swimming pool, etc., and issue interest bearing warrants in payment therefor. This would be an excellent thing to do, and I feel that if it were left to a vote of the people—something, of course, that is not required under the statute, it would carry by an overwhelming majority. Why not request our city commission to do this very thing, and to do it at once so that our kiddies and all can have the benefit from it this summer.

A small charge can be made and this will keep up all expenses after it has once been built. The south side of the lake east of the Christian church would be an excellent place for this, and in as much as the city owns this property, work could start without delay. Let's do it.

L. BASKIN.



A Full Pound of Value

Every penny you pay in for meat, pays for a full measure of value in QUALITY MEATS. Just how much this means in actual meat value, a trial order will prove.

Texas Meat Market

PHONE 353—WE DELIVER

BIG SQUARE

The school board had a meeting Monday afternoon and discussed plans for the next term. It has been decided to have a two teacher school. Several patrons from the east side of the district appeared at the meeting and want to move the school to a more central location. Further discussion will be had Friday.

Mrs. C. W. Mick, Ross Mick, and Doc Jones called in the Art Haberer home Monday.

Roger and Phillip Haberer spent most of last week visiting their father, Roy Haberer.

Glenn Stiles and wife spent last Sunday in the Vern Lust home.

Claude Landers and family were Sunday dinner guests in the Hester home.

Adolph Duter and family spent Sunday in the Emerson Wyr home.

The men's class entertained the ladies Tuesday night with an ice cream social.

An interesting ball game was played between Big Square and Flag Tuesday, Big Square winning by a score of 6 to 7.

Mr. Shirley of Lamboddy is hauling sand from Big Square.

Miss Ruth Denton of Muleshoe is visiting relatives and friends in Big Square.

Ross Mick and wife visited the John Benton home, Muleshoe, on Sunday.

H. F. Lambert and family were Sunday guests in the Art Haberer home.

Messrs. Murl and Emerald Stiles spent Sunday in Muleshoe.

Cowboys on the Lambert ranch are holding daily rodeos. They have some Mexico horses to break.

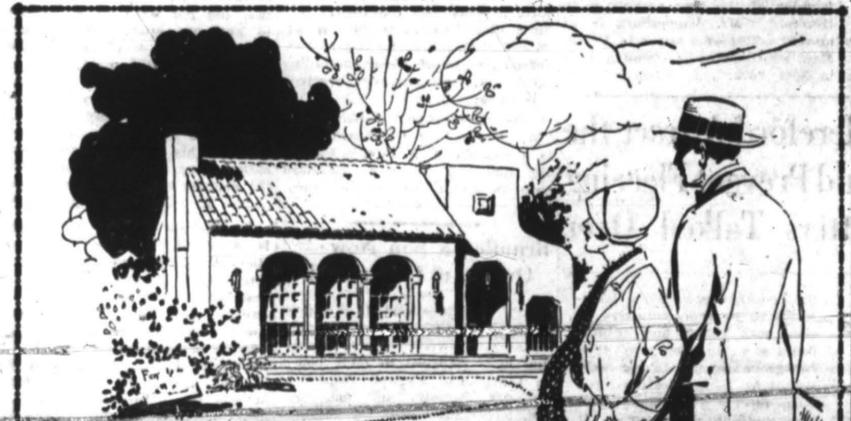
Harold Wyr and wife of Hereford attended a ball game here Monday and the ice cream supper Tuesday evening.

Mrs. Adolph Dieter entertained Thursday with a birthday dinner honoring Mrs. Herman Haberer and Emerson Wyr, whose birthdays are on the 25th and 26th of May.

Mrs. Denny, Ralph Leslie Smith of Hereford spent Thursday with Mrs. Jay Sanders.

Big Square lost a ball game to Pumpkin Center by a score of 15 to 6. This is the second game lost this season.

The school meeting held Friday



Have You a Dream Home?

Let us tell you how to make it come true. Thousands already have their ideal homes—you might just as well have yours. Build the home of your dreams with an eye to its future beauty and service. We can tell you how to do it—now—and save money.

USE WEST COAST WOOD

We have large stocks of the best woods obtainable in America. These superior woods come today from the West Coast, the center of "America's permanent lumber supply." We advocate the use of West Coast woods for building.

VISIT OUR YARD

Let us tell you how to use them in building your "Dream Home"—Come in and see our superior woods for yourself. Ask us about their use for framing, sheathing, trim, finishing, etc. Note that other dealers are beginning to stock West Coast woods. We are well stocked in these superior woods.

R. H. Kemp Lumber Company

Good Service

DR. J. W. HENDRIX
CHIROPRACTIC MASSEUR
Residence Phone 92 Hereford, Texas.
Second Floor Lambert-Buckner Building.
FREE CONSULTATION AND ANALYSIS.

ROCKWELL BROS. & COMPANY
LUMBERMEN
Phone 4
SATISFACTION MUST BE YOURS

Dairy Cows for

HEALTH, HAPPINESS, INDEPENDENCE.

In planning a sure living at home, a few pure-bred dairy cows play an important part, and will add to the health, happiness, and independence of the individual farmer, and to the permanent wealth of the state.

This bank is vitally interested in seeing more Pure-Bred Dairy Cows in this neighborhood.

TALK IT OVER WITH US!

The First National Bank MEMBER FEDERAL RESERVE SYSTEM
Read Our Messages Appearing in Farm and Ranch.

SAVE DURING JUNE
By Buying at
M STORE
SATURDAY SPECIALS

1927	June	1927
1	2	3
4	5	6
7	8	9
10	11	12
13	14	15
16	17	18
19	20	21
22	23	24
25	26	27
28	29	30
		1

Spuds (new) limit 10lbs. 6c per pound

Tomatoes 9c Limit 5 lbs.

COCOANUT
1-4 pound 10c
1-2 pound 18c

Dates 25c size per box **19c**

Pickles sour per doz. **15c**

POST TOASTIES **12½c**

Schillings Tea 1-4 Pound 23c
1-2 Pound 45c

Size-Fed Beeves Draw High Prices on Market

Estimated baby beeves from the Herford country recently topped Fort Worth market at 10.25, which helps to prove that cattle actually be finished here in

the Panhandle on homegrown grains. Sherm Williams shipped 92 head of fat Herefords to Fort Worth, which averaged 620 pounds. They had been fed 125 days and were in top-notch shape. Mr. Williams' feeding experiment netted him a fair profit, as he received more for his calves,

sold his grain to himself at a handsome price, and fattened 150 head of hogs in the lot on the waste without an extra feed bill. The Panhandle of Texas has a great future as a feeding center, Mr. Williams believes, and this system will enable farmers to receive a fair price for their grain sorghums each year.

Reese Tatum Appointed Judge of 64th District

Judge Reese Tatum of Dalhart, Judge of the 60th Judicial District of Texas, was notified while in Olton in exchange of benches with Judge Charles Clements of the 64th Judicial District, that Governor Moody had honored him with the appointment as Presiding Judge in the Plains and Panhandle district under the statute enacted at the regular session of the present Legislature, providing for division of the State into supreme judicial districts for the supervision of the work of the various judicial districts of the State and greater co-ordination of the work of the district.—Olton Enterprise.

Judge Tatum is a well known jurist in this county, having served on the 60th Judicial District bench for about ten years. He has many friends here, who extend congratulations.

Making Progress.
"If you don't behave yourself I'll refuse to marry you."
"Is that a promise?"
Interesting If True.
Girls' jewelry weighs more than their clothes, says an investigator. Wonder where we can get a job as an investigator.

Sewing Machines Enter Into Big Land Trade

"In delving into the public records of Deaf-Smith county, doing abstract work," L. Baskin said, "I some times run into some very interesting things."
"On October 6, 1877, I find a deed, recorded in Volume 8, pages 63 to 65, from Gunter & Munson, a firm doing business in Grayson county, Texas, deeding seventy sections of land in Block K-5 and K-6, Deaf Smith and Oldham counties, to A. B. Howard, of St. Louis, in consideration \$1.00 cash and 1,000 Wheeler & Wilson sewing machines, Style 2. This land was obtained from the Galveston, Brazos & Colorado Narrow Gauge Railway Co., and the transfer covers 44,800 acres of fine land."
"At this rate almost 45 acres of land was exchanged for each sewing machine."
"This transaction furnishes a great deal of food for thought, and substantiates the contention of our good friend G. A. F. Parker, in his great tax speech at Canyon some time ago."

SANG FOR QUEEN MARIE

Sensational Prima Donna Leads "The Firefly." A Musical Sensation for the Last Day of the Chautauque.
Laura Townsley McCoy, the sensational and dainty prima donna with "The Firefly," the comic opera given by Rudolph Friml, who also wrote "Rose Marie," had the honor of singing for Queen Marie of Roumania when Her Royal Highness was a visitor in this country last year.

Before a cheering crowd that filled the American Royal Pavilion in Kansas City last November this little wisp of a soprano trotted gracefully out to the front of the huge platform before a sea of faces and sang so beautifully and so charmingly that the Queen of Roumania, who was a distinguished visitor of the concert, was noticeably pleased and applauded most heartily at the conclusion of the aria by Miss McCoy.

Laura Townsley McCoy has been a singer since she was a mere child. As a matter of fact she appeared before the public when she was three years old. She read everything musically she could get her hands on, and when she was fifteen years of age, she did solo parts in one of the largest churches in Brooklyn, N. Y.

Miss McCoy is not new on the platform, having appeared in recital and concert in the leading American cities. Her personality and voice have won marked approval from both critics and audiences.

As an interpretative artist, Miss McCoy shows an unusual faculty for characterization, and, with a distinctive grace and irreproch-

able stage presence, her acting and singing are always artistic in the fullest sense.
"The Firefly" promises to be one of the most startling musical productions of Chautauque programs for many a day.

Here and There.

The continued dry weather is ripening the wheat earlier than usual. Several fields of barley have been cut and wheat harvest will begin in about a week.
Harry Taylor assisted Henry Allman with his work several days last week.
Mr. and Mrs. Gaetz and children attended a picnic near Herford Thursday.
Earl Lance and family and Mr. and Mrs. Edgar Mosely spent Saturday in Amarillo visiting the ladies sister, Mrs. Wood Vaughn.
Mrs. Mack Dixon returned home from Lockney first of the week.
Miss Rosalia Dixon of Bovina is spending two weeks with her grandparents, Mr. and Mrs. W. S. Dixon.
Mr. and Mrs. Lester Boardman left Friday for points in Colorado. Mr. Berry helped Mr. Hogan build fence Wednesday.
Jack Sanders and family spent Sunday in the Lindsay home.
Miss Leota Bolander of Amarillo and Miss Maurine Sullinger spent Saturday night with Mrs. Roy Kincaid.
H. M. Mobley and family spent Friday at Henry Allman's.
C. M. Bell and family and J. W. Berry and wife joined a merry crowd from Jumbo and all spent the night on the creek fishing.
A doctor was called Friday morning to see Mr. Vick who was very ill. He is reported to be better at this time.
Mr. and Mrs. John Gaetz called at the Rogers and Tice homes on Wednesday afternoon.
Friday night members of the married peoples class at Sunday school whose birthdays came in May entertained the rest of the class and their friends at the C. E. Tice home. An automobile race made up part of the evening's entertainment in which the Ford outran the others and caused no end of laughter and fun. At a late hour delicious refreshments were served to about 85 guests.
Messrs. Kincaid and Tice and Mrs. Bell, Allman and Taylor were hosts and hostesses at this delightful affair.
Mr. and Mrs. Bob Sullenger of Amarillo were week end guests at the home of his brother, Dick Sullenger. Mr. Sullenger is known to his many friends as "Denver Bob."

A number of people from Here and There attended the funeral of Paul Jowell in Herford Sunday.
Mr. and Mrs. Wolfe and family of Clovis spent Tuesday in the Joe Andrews home. The Wolfes were on their way to Buloy, Texas, after which they go to California and the Northwest for a summer of sight seeing.
Mr. Beauford and son Clarence made a business trip to Panhandle Friday.
Mr. and Mrs. Askburger and children of Joplin, Mo., and Mr. and Mrs. Worley and children of Amarillo spent Saturday night and Sunday in the Gibson home. Mr. Worley being a brother of Mrs. Gibson and Mr. Askburger a cousin. They report no rain since they left Missouri, where it was raining all the time.

Mrs. Raymond Griffin was very sick Saturday and a doctor was called who pronounced her trouble gall stones. We hope to see her out soon. Mrs. Cornelius spent Saturday night and Sunday with her.
C. E. Tice and family and Harry Taylor and family were dinner guests in the Henry Allman home Sunday.
Mr. and Mrs. Fred Gibson entertained about 35 of their friends and neighbors Saturday evening with a party.
Miss Inez Easter of Herford is spending a few days with her grandmother, Mrs. J. Green.
A full house was out to singing Sunday night. Mr. Powell was elected leader and a great deal of interest is being taken.
John Purcell has leased the Kingsland place and took possession this week. Mr. Lenox who lived on this place moved back to Herford Friday.
Sunday school was well attended Sunday. Miss Gladys Jones was elected secretary. May proved to be a popular month with the birthday box. Everyone is welcome to Sunday school and singing.

N oMystery.
A ukelele and fifty victrola records were stolen from a room in Hartley Hall, a Columbia College dormitory. All those in neighboring rooms have perfect alibis.

Where You Hear 'Em.
"What didst yesterday, Horatius?"
"Oh, I went to an agricultural lecture and did listen to a lot of dirty remarks."

Bang! Bang!! Bang!!!
Rest here the remains of poor Jimmy Black; He went to Chicago and never came back.

VIKING



Is the Better Separator because it is Better Built

Your cows will pay more with a VIKING. Simple in construction, easy to operate—the discs are easy to wash, always clean and sanitary, and \$20.00 to \$25.00 lower in price.

SATISFACTION GUARANTEED

Golden Rule Produce Co.

Dealers in Food, Coal, Salt and Produce
Phone 108. We Deliver

Pickwick Service

Through Motor Coach Connections for OREGON, CALIFORNIA, ARIZONA AND NEW MEXICO POINTS DAILY. CONNECTING AT EL PASO

Read Down		Read Up	
Lv. a. m.	8:30	El Paso	12:10 p. m. Ar.
Ar. a. m.	11:30	Alamogordo	9:15 a. m. Lv.
Lv. a. m.	11:55	Alamogordo	8:25 a. m. Ar.
Ar. p. m.	4:30	Roswell	4:00 p. m. Lv.
Lv. p. m.	5:00	Roswell	3:20 a. m. Ar.
Ar. p. m.	8:50	Clovis	11:50 p. m. Lv.
Lv. p. m.	9:35	Clovis	11:35 p. m. Ar.
Ar. p. m.	11:45	Herford	10:55 p. m. Lv.
Ar. a. m.	1:40	Amarillo	9:00 p. m. Lv.

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

"Virginia Hart" Wash Dresses

—Pictured are a few of the many new fascinating styles of these popular dresses, made in combinations of prints and dainty with trimmings of buckles, bows buttons and braid.



—Sale will be four days, Thursday, Friday, Saturday and Monday. We extend a cordial invitation to every lady and girl in our vicinity to come in and see these cool, fresh "Virginia Hart Dresses."



ONE PRICE \$1.95

Sizes 14 to 52

SPROWLS - CRONIN & CO.



Some day You'll have two cars Why wait?

How many times have you wished your family had a second car? How often would it have been not only a convenience, but an actual saving? Buick costs less today than ever before. Operating costs are lower too. Why wait longer to buy another car? Your "family" car will be in ever-increasing demand during the spring and summer months. Get your Buick now, and make the whole family happy this year. WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Norton Motor Company
Herford, Texas

FOR QUICK JOB SERVICE SEE THE BRAND.

Have you ever made good on one job.. for 39 years?

THE extra mileage you get from Dunlop tires starts with the fact that Dunlop has had thirty-nine years of tire-building experience—more than any other tire-maker.

Each part of each Dunlop is built right. Dunlop owns its own cotton mills to spin selected long-fibre cotton into the special Dunlop cable-twist cords.

These cords mean extra strength—an added factor of safety against constant load and pounding of roads—longer life and greater mileage.

They mean extra "stretch"—so the tire carcass will give under blows, and come back to its original shape without the slightest injury.

Every Dunlop you buy has extra miles built into it because Dunlop knows each part of its job. That is why we recommend you put Dunlops on your car.

Beavers Brothers
Herford, Texas



every 2 1/4 seconds someone buys a

DUNLOP

FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

MONT E. Baker's Cash Grocery

Successor to
Hereford Produce Co.

Buying of
Poultry and Cream Discontinued.

Free delivery of \$3.00 orders and over.
A charge of 10c for each delivery under \$3.00

Saturday Specials

With each \$5.00 order one good broom
With each \$3 order a 15 oz. jellied fruit
Good size Oranges, per dozen - 25c



THE PREMIER QUARTET
Singing the Songs We Love to Hear, at Chautauqua.

CLASSIFIED

Wanted

TRANSFER—Light hauling and delivery done quickly on short notice. Phone 118. Charges reasonable. ARCH CONKLIN. 10-4f

Lost and Found

LOST—Diamond and pearl bar pin. Finder return to Brand office and get a \$10.00 reward. 20-2f

For Rent

FOR RENT—Bed room for gentlemen; close in. SAM HUTSON, at R. & F. Cash Grocery. 20-1f

FOR RENT—Two nicely furnished rooms for light housekeeping; on pavement. Phone 255-J. MRS. EDNA RAY. 18-1f

FOR RENT—Nice, cool bedroom; joins bath; suitable for two; board if desired; close in. Telephone 301-J. 18-1f

For Sale

FOR QUICK SALE—100 White Leghorn hens, priced right; quality. C. E. TICE. 20-2f

FOR SALE—Registered Jersey bull—Oxford Financed line—Eighteen months old, extra good, attractively priced. D. E. TURRENTINE. 16-1f

FOR SALE—1100 White Leghorn (Tancered strain) 3-weeks old. Two good Jersey cows, one De Laval No. 10 cream separator. Inquire of G. F. WATSON, north B St. Hereford. 20-1f

FOR SALE—Big boned Poland China boar; 8 months old. JIM BLAGG. 20-1f

FOR SALE—At a bargain, new Dempster windmill with steel tower. Call 272. 18-1f

FOR SALE—Five head of Jersey cows, excellent foundation stock; bred to bull circle males. Inquire at Brand office. 18-4f

FOR SALE—Three lots on 25-Mile Avenue, near paving, adjoining my old place. See F. H. Oberthier, E. W. KINNEY. 49-4f

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

WANTED—To buy improved 100 or 320 acre farm near Hereford in Deaf Smith county; quote last price and terms, with full particulars in first letter. Address 1211 Lincoln, Amarillo, Texas. 18-31p

FOR SALE OR TRADE—A second-hand Ford touring car; will trade for any kind of live stock or feed. Also have some baled millet hay for sale. FRED MILLARD. 16-4f

CLUB BOYS—I have early March Duroc pigs, extra fine, at reasonable prices. Ready now. Also have September boars and gilts for sale. MRS. D. E. TURRENTINE. 16-4f

Dairying Profitable Thinks S. O. Wilson

S. O. Wilson, dairyman and diversified farmer living just south of Hereford, is the first Deaf Smith county farmer to market grade A milk in Amarillo, according to Metzger Cream Co., of that city. Mr. Wilson finds the new industry a profitable one, as he is milking eighteen cows, and his cream checks average around \$90.00 per week. He has a modern dairy barn, equipped with a cooling system, a sterilizer, etc., and is prepared to take care of the milk according to the rules and regulations of the inspector. A number of Deaf Smith county dairymen are now selling grade B milk, but Mr. Wilson is the only one here who has succeeded in getting the premium for the better milk.

Mr. Wilson formerly owned a drug store in Wilbarger county, but says that life was a drudgery as compared with farming, and declares that he wouldn't go back to the old life at all. He finds farming profitable, but says that it takes the cow, sow and hen to assure the income each week. More dairymen here are expected to try for grade A milk within the next few weeks, and the dairy industry here is expected to grow more popular all the time.

Advice from Dora.

Dumb Dora saw an ad in the paper the other day. It said, "How a Girl Can Keep Her Youth. One dollar postpaid." She says the only way a girl can really keep her youth is by never introducing him to another girl, especially a pretty one.

Lucky Guy.

Him—"There is one word that will make me the happiest man in the world. Will you marry me?" Her—"No." Him—"That's the word."

Queer Quirks in Human Destiny

By HARRY R. CALKINS
WNU Service

The Charter Oak
THE bungling impotence of a tyrant's agent to destroy all evidence of American colonial liberty gave the New England colonies a splendid emblem which was to serve as an inspiration for lovers of liberty until the war for independence was fought and won a century later.

The colony of Connecticut was very proud of the charter granted it in 1662 by Charles II, which gave the community a large measure of freedom and independence. James II, who entertained continental notions of absolutism, determined that the colonies should come under more complete subjection. To this end he sent Sir Edmund Andros to America as royal governor general. Andros peremptorily demanded that the colonies surrender their charters. Connecticut refused.

After a year of storming and threatening, Sir Edmund left Boston and visited Hartford with a troop of soldiers to demand the charter in person. The assembly was in session, and into its hall marched the royal governor. His brusque demand was met by argument, which lasted until darkness had settled down and candles had been lighted. At length Sir Edmund angrily demanded that the parchment be brought into the room. When the box containing the charter was placed on the table, Sir Edmund moved as though to seize it. At that instant a commotion arose among the crowd of spectators, a cloak was suddenly thrown with such dexterity as to snuff out all the candles, and Sir Edmund's voice was heard cursing and charging that treachery was forward.

When flint and steel had accomplished the slow work of relighting the candles, it was found that the precious charter had disappeared. The royal governor general swore and stormed in vain. Assembly members knew no more than he what had become of the paper.

Later it was learned that some one—admirable colonists pointed to Capt. Joseph Wadsworth, a military officer—had snatched the charter and borne it away to a hollow oak tree in Hartford, where it remained securely hidden.

The Charter Oak became the most famous tree in America and long served as a shrine for lovers of liberty.

Black and White Compose Considered Ultra-Modish



Black and white, black and white, the mode keeps repeating over and over again. The satin model in the picture adopts a bolero styling, for boleros are one of the most important factors in dress design. Of equal style significance is the black satin skirt which uses white for an overblouse.

Pep Class Presents a Musical Comedy

"The Flapper Grandmother," a three-act musical comedy, directed by Miss Vivian E. Davis, and under the auspices of the Pep Class of the First Christian church was presented Tuesday evening at the high school auditorium.

More than fifty persons took part in the presentation which was well received by an audience that filled the auditorium. The work of Miss Davis in the leading role of the Flapper Grandmother was exceptionally good as was that of T. D. Moss and Misses Floyd Wilson, La Moine Shaw and Lucille Megert.

The plot of the play is woven around the actions of a flapper grandmother who skillfully manages to ensnare the affections of the most desirable suitors, much to the chagrin of her granddaughters, Lena and Belinda. The playing of the Jelly Beans received much favorable comment from the audience.

Members of the main cast included: Vivian E. Davis, Sank Ramey, LaMoine Shaw, Floyd Wilson, Lucille Megert, Roger Corbett, T. D. Moss, J. O. Gilbreath, Roy Golden, Paul Wilson, Arthur Harris, Virginia Eric Reed, George Heard, Keith Guthrie, John L. Wilson, and Homer Thompson played the Jelly Bean parts. Ruth Elliston played the part of the Elf.

The flapper chorus included: Laverne Posey, Vendell Brooks, Al-leth Elliston, Lucille Gilbreath, Lois Baker, Nina Crawford, Norma Powelson, Frances Gunn. The granddaughters included: Luets Borden, Lorean Hill, Billie Hill, Zelma Ruth Shore, Kathleen Cronin, Wilma Joe Jones, Jimmie Clark, Violet Marrs.

In the bargain sale cast, Catherine Skelton, Virginia Eric Reed, Dorothy Sutton, Wanda Jean Reed, Virginia Newell, Helen Street, Betty Sue Hensley and Nora Jean Russell took part. Elaine Newell, Nancy Conkwright, Sally Skelton, Sally Gilbreath, Frances Borden, Louise Sanders, Lorena Denny and Virginia Brainer were the "door knobs" in one of the choruses.

LEAGUE PROGRAM.

Program for Sunday, June 5:
Leader—Chas. Newell.
Songs,
Prayer,
Song,
Scripture Lesson—Leader.
Reading—Louise Jacobson.
A Three Act play, entitled, "Bible Posts."
Special—Sarah Agnes Bryant.
Song—Vendell Brooks.
Quartet—Boys' Quartet of M. E. Church.
Reading—Fay Denny.
Song,
Benediction.
All young people are urged to be present.

For Quick Service in the Job Printing Line, See THE BRAND

Visitors Will Inspect Hereford Dairy Herds

Plans are being made here to welcome the dairy men of Wilbarger county and the business men of Vernon when they arrive the last of the week to inspect some of the leading dairy herds of Deaf Smith county. The party from Vernon plans to visit a number of counties of the Panhandle to study the dairy situation in this section. County Agent Dunkle and local Chamber of Commerce leaders are planning for the visitors to see members of the Deaf Smith county bull circles, and other dairy farmers who are making the business a success.

During the past few years this industry has seen a remarkable development here and the output of dairy products has doubled during the past eighteen months. Three bull circles have been organized since March 1, and eight fine bred Jersey bulls are now in service, with three more scheduled to be shipped in soon. Several of the Deaf Smith county farmers are selling whole milk to Amarillo and find the industry a profitable one. Local banks agree that most of the deposits at this time are returns from the cow, sow and hen, and the Wilbarger folks are coming to the Panhandle to see just how this program is being put over.

Exception to the Rule.

"I have always maintained," argued Mr. Newlywed, "that no two people on earth think alike." "You'll change your mind," said the wife, "when you look over our wedding presents."

"Why are you scratching yourself, Tommy?" "Because I'm the only one who knows where I itch."

"That son of yours certainly has got a will of his own." "Yes, that's why I'm cutting him out of mine." "Shear robbery," complained the man as he protested at the excessive rate the barber had charged him for a haircut.

Want a Visor?

Buy Five Gallons of our TEXACO Gasoline and get one FREE, while they last.

Texas Filling Station

You Still Have

TIME

to plant. Let us supply you with good seed

Bring us your cream and produce.
West Texas Feed & Seed Co.

Phone 265.

"Hottest Number in Hereford."

PIGGLY WIGGLY

Saturday Specials

Strawberries	Fresh Quart	21c
Grape Juice	Armour's Quart	48c
Peaches	No. 2 1-2 size per can	20c
Raisins	Seedless 15-oz. package	12c
Bananas	Per pound	9c
Coffee	Admiration With Glass	\$1.40

SLICED BACON		45c
CREAM CHEESE	Per Pound	40c
STRASSBURG SAUSAGE	Per Lb.	50c
CREAM AND MILK		

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

Old Fiddlers Contest SATURDAY

4:00 p. m. (This Week)

Dimmitt, Texas

Come and enjoy the day with us.

BARGAINS FOR SATURDAY:

Pinton Beans, per pound	6c
Admiration Coffee, three pounds	\$1.59
Post Toasties, two packages	25c
Oats, China, three packages	\$1.00
Grape Juice, quart	49c
Grape Juice, pint	28c
Matches, large size, six boxes	29c
Matches, small size, six boxes	19c
Ice Cold Pop	5c
Oil Can, five gallon Size	80c
Pork and Beans, three medium size	25c

We Sell Ice and Fresh Meat.

Bring Us Your Produce and the the highest price.

WILSON GROCERY, Dimmitt, Tex.



A Pose the Cameraman Caught of Laura Townsley McCoy and Her Merry-makers with "THE FIREFLY" at Chautauqua.

Mont E. Baker Buys Hereford Produce Co.

Mont E. Baker, popular groceryman, purchased the business of the Hereford Produce Co. from I. H. Spratt this week and opened up his new venture for business Wednesday, June 1. Inventory of the stock has been in progress for several days past.

Mr. Baker has served the housewives of Hereford and vicinity for the past seven years as assistant to L. W. Carlyle, and prior to that time he worked at one time or another with practically every grocery store in town. He has a large following of friends and well wishers who are confident that he will make as much of a success of his own business as he has of his work for others.

Baker's Cash Grocery, as the new store will be called, will discontinue the handling of poultry and cream, but will continue to buy and sell eggs and butter. The Brand wishes Mr. Baker the very best of luck and a prosperous and paying business.

Hereford Band Will Give Concert Soon

The Hereford Band will appear in its next regular concert on Friday evening, June 10. The concert will be given at the Magnolia Filling Station and the complete program will appear in the next issue of The Brand.

Director Ralph Smith announces rehearsals for next Tuesday evening at the court house at 8:30, and requests that all members of the high school and city bands be present.

Human Nature Clinics

By THOMAS ARKLE CLARK
Dean of Men, University of Illinois

Nellie

LUCY brought me a box of cookies when she came down last fall to one of the football games that Nellie had made for me. Nellie has been in the household of Lucy's husband for more than fifty years and though she has never been willing to acknowledge more than forty-five years as the span of her useful life, she was not young as girls go when she began service. She brought up Lucy's mother, so far as that self-willed person was ever brought up. Lucy herself came under Nellie's hand, and was taught to cook and to make doll's clothes, and to perform a lot of useful duties, and now Lucy's children are getting the benefit of Nellie's experience with the two previous generations.

Nellie has always ruled in the kitchen. She never did a great deal of talking. Action, not words, was her motto. Even her nearest friends knew little of her early history.

Church services were her only recreation. Nothing could keep her from the early morning church service. Rain or snow, hail or sleet, it made no difference. When time for church came Nellie put on her bonnet and her shawl and set out. If Nellie didn't go to church you could be sure that the church was closed.

She did not squander her wages. She preferred to be paid once a month only, and as soon as she got her money she carried it down herself and put it into the bank. She is going to have a home of her own, she says, when she gets old. When that will be it is rather hard to say. She did not look young when she first came to town; she does not look old now. Time seems to have dealt her a pretty hard blow at the beginning of her career, and then to have treated her very gently since.

She is the last of her kind—the faithful, loyal servant who is willing to do service through a generation or two and be happy and contented in the doing of it.

Mrs. Graham has had a half-dozen servants in as many months and has not been constantly served at that. They come and break a few dishes and stop up the sink with grease and get the kitchen in a mess, and then they are off again to new pastures. The whole lot of them aren't worth a week of Nellie's service.

(© 1917, Western Newspaper Union.)

Things You Should Know About Your HEALTH
Jno. Jos. Galnes, M. D.

Best is the cure of many complaints—and is within the reach of every man and woman; the trouble is, we do not treat the subject with intelligence.

Since my last letter to this paper, I note the deaths of two distinguished men; one a statesman nationally known, 65—and the other a politician of state wide notoriety, 67. Both endowed with all that make for long life; neither knew how to rest. Neither of these men used the muscular body one hour out of the twenty-four; both burned the nerve-candle to the vanishing point. Neither knew the meaning of mental or digestive rest. The newspaper diagnosis was, of course, "heart disease."

When shall we learn that the nervous and digestive systems are the universally overworked of the body? Our digestive apparatus, which is really governed by the nerves, absorbs rest; it does not otherwise, food swallowed is absorbed without digesting, hence is at once poisonous to the heart and brain. A spurt of protracted over-mental-work, and the curtain goes down. Heart-disease!!!

Some men practically never allow the nervous system to rest; especially is this true of the more brilliant of men and women. They love work—love in accomplishment, and—die before their time. Eating too much and toiling with the brain incessantly, affords the most certain passport to the great beyond.

The average worker, whether with brain or brawn, invariably receives ample warning of the danger ahead; a nervous system that will stand six hours of activity will crack at ten or twelve. The heart is driven and regulated by nerves—the digestive system also is activated by the same force. If all the nerve energy is expended on the business, there will be a deficiency left to digest the pork-and-beans, and to drive the heart.

District Court Finishes Work and Adjourns

The spring term of the district court ended last week, after the disposal of twenty-seven civil and criminal cases. Judge Reese Tatum has returned to his home in Dalhart. Following are the civil cases disposed of during the last two weeks of the court term:

C. G. Humphrey vs W. S. Bourland et al; case continued without prejudice because of sickness of the plaintiff.

J. E. Golden vs J. I. Case Plow Works; continued without prejudice.

North American Insurance Co. vs Ella Burch, executrix of the estate of J. P. Burch; suit on note; judgment for the defendant.

Rufus H. Counsellor vs Frank Counsellor; suit to recover money due minors; judgment for the plaintiff.

Daltex Cattle Co. vs O. B. Jackson et al; injunction made permanent; judgment for the plaintiff.

M. A. Trow vs J. B. Stegall et al; judgment for the plaintiff.

Endurance Race.

"I'll talk to you when you're sober."

"But, Mary, you won't be interested in me when you're that old."

How It's Done.

He—"Will you marry me?"

She—"No."

And so they lived happily ever after.

AUCTIONEER

W. S. WILLIAMS

Hereford, Texas

Service and Satisfaction

Is My Motto

Trouble and Worry

Will be avoided and your laundry will be well done if you send it to

Canyon Steam Laundry

Beene & Shaw, Local Agents.

We call for and deliver. Phone 160

WE ARE HANDLING OUR Ice Business

ON A STRICTLY CASH BASIS

FOR ICE DELIVERED OR ICE BOOKS

Please do not ask our delivery man for credit!

Texas Utilities Co.

R and F Cash Grocery

SATURDAY SPECIALS

Post Toasties 12c

No. 2 1-2 Yellow Cling Peach 19c

Eggs, ^{Eat lots of 'em} 2 dozen 25c

We Deliver Phone 293

R. F. Rogers J. B. France

Too Much Territory.

She—"Do you think I go out with every man?"

He—"Milor", no, not with the population of the world the way it is now.

STRIKES GOLD; SAVES OLD HOME

"Dime Thriller" Yarn of a Wandering Son Told by Old Prospectors.

Williams Lake, B. C.—This yarn has all the earmarks of a "dime thriller," but prospectors who have lived and toiled for gold in this vicinity for a quarter of a century have just dug it out of the remote past and are retelling it to the newcomers with all the solemnity befitting a true story.

Many years ago the Barkerville fields near here proved a lodestone of sufficient strength to draw hardy souls from every quarter of the globe. Among them was Benjamin Dillers, a youth from an obscure New York state town. Dillers had heard of the rich Barkerville strike in the Cariboo region while panning gold in California.

Dillers had started out to make a quick fortune following the death of his father and he left his mother at home. For several months the young man wrote regularly to his mother, but fickle fortune seemed to be passing him by and his correspondence became very irregular.

Dillers Strikes It Rich.

He started to work a small claim near here and soon discovered his small area was enormously rich, for it contained what became proverbial in the olden days at Barkerville, "blue dirt and the bedrock pitting." Wherever these conditions were present on the creek the miners took heart and worked all the harder. In one shift Dillers recovered 208 pounds of gold, which was equal to \$25,000. The young miner worked away until the whole area was cleaned up, and, unlike many others, he saved every penny above actual expense.

When his claim was finished he would not consider further investments or additional prospecting, but hurried back to his mother, from whom he had not heard in a long time.

Provided by circumstance with the background of a true "thriller," Dillers arrived at his mother's home to see all her property being auctioned off to the highest bidder. No one knew the stranger with the bushy black whiskers, and no one cared who he was until he began buying everything worth while.

Saved the Old Homestead.

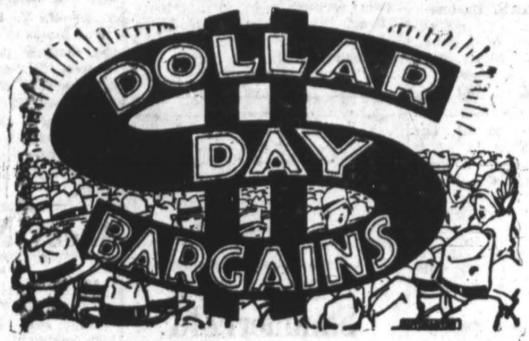
When the sale was over Dillers, with dramatic instinct, turned over to his mother all the deeds of sale and then poured gold to the value of several thousand dollars on the table. The neighbors and curiosity seekers discreetly withdrew and left the reunited mother and son to themselves.

Dillers and his mother remained in the old home for several years and then removed to New York city.

If the authenticity of this story is questioned the miners will refer you to the records in the city hall at New York, which show that the rich young prospector was elected to the New York council.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

Fox Mercantile Co's.



Friday, Saturday and Monday

June 3, 4 and 6

MEN'S SUITS

All Men's Suits in our house sold for three days less 20 per Cent Discount.

MEN'S DRESS SHIRTS

Men's Dress Shirts, with collar attached; sizes 14½ to 17, your choice ----- \$1.00

MEN'S DRESS STRAW HATS

Your choice Less \$1.00 off the regular price.

MEN'S HOSE

Regular 20c grade; Dollar Days, 7 pair for ----- \$1.00
Regular 25c Socks, special, five pairs for ----- \$1.00

CHILDREN'S COVERALLS

Children's Coveralls in khaki and pongee colors; size 2 to 8 years; special for ----- \$1.00

CURTAIN SCRIM

36-Inch Curtain Scrim, white only, 8 yards for ----- \$1.00
36-Inch Cretonne, regular 25c grade, special for 3 days, Six Yards for ----- \$1.00

CHALLIES

36-Inch Challies, light and dark patterns, regular 20c and 25c grades; Special, six yards for ----- \$1.00

PERCALES

36-Inch Percales, light, dark and floral designs, 7 yards for \$1.00

INDIAN HEAD.

Colored Indian Head; solid colors only; peach, green, rust tan, rose, yellow and blue; your choice, 3 yards for ----- \$1.00

RAYON

Rayon in pink, blue, tan and rose checks, 36 inch; regular 65c grade; special 2½ yards for ----- \$1.00

SILK AND COTTON CREPES AND RAYON

36-Inch Rayon, regular \$1.00 grade; special for three days, two yards for ----- \$1.00
36-Inch Silk and Cotton Crepe, regular \$1.00 grade, special, two yards for ----- \$1.00

RAYON AND CREPES

Regular \$1.25 grade Rayon and Crepes; special three days, 1½ yards for ----- \$1.00

FLAXON

Flaxon in check and floral patterns; new summer patterns; 40 inches wide; regular 45c grade; special, 3 yards for \$1.00

TISSUE GINGHAMS

Regular 50c, 65c and 75c grades, Friday, Saturday and Monday; three yards for ----- \$1.00

TOWELS

Turkish Bath Towels, size 20x40 inches; blue and pink borders; heavy weight; special, five for ----- \$1.00

CRASH TOWELING

All Linen Crash Toweling; regular 30c grade; special for three days, five yards for ----- \$1.00

CHILDREN'S HALF HOSE

Regular 35c grade; your choice, four pairs for ----- \$1.00

ANNIE MAE PONGEE

36-Inch floral patterns Pongee, regular 30c grade; three days only, five yards for ----- \$1.00

MUNSINGWEAR HOSE

No. 575, Rayon Boot; reinforced Mercerized, Lisle garter top, Fashion Marks; regular 75c grade, 2 pair for ----- \$1.00

LADIES' NIGHT GOWNS

Regular \$1.00 grade; special, two for ----- \$1.50

SILK SPECIALS

32-Inch Colored Silk Pongee; rose, blue, yellow, lavender and white; solid shade; new silk just received; special for, per yard ----- \$1.21

WASHABLE CREPE DE CHINE

40-Inch Washable Crepe de Chine; special this week-end, \$1.39

CHURCH ANNOUNCEMENTS

First Christian Church

THURMAN MORGAN, Pastor.

Prof. L. H. Rhodes, of Dalhart, Texas, spoke to our high school graduates last Sunday night. His talk was enjoyed by all and very practical for the young people.

Interest is good in all our church activities. This is as it should be. Just because summer time is coming is no reason why we should not worship God. In unity there is strength. Come worship with us.

Sunday school at 9:45 a. m. If you are determined to be late please notify Superintendent J. C. Hicketts.

Communion and preaching services, at 11.

Official board meeting at 3:00. Christian Endeavor at 7:30. Gospel preaching at 8:30. You will find a welcome.

Methodist Church

A. B. DAVIDSON, Pastor.

Sunday school at 9:45 a. m., E. B. Black, superintendent.

Epworth League at 7 p. m. Special program. Fine attendance last Sunday and a very fine program.

Preaching at 11 a. m. by the pastor. Subject of sermon, "The True Mark of a Christian." At night Presiding Elder Rev. W. M. Pearce, of Amarillo, will preach. At the close of the preaching service, he will hold the third quarterly conference. Reports from all the departments of the church, Missionary Society, Sunday school, Epworth League and board of stewards will be given. The entire membership is cordially urged to attend the quarterly conference.

The Junior church will meet in the regular congregational service, at which time the Sacrament of the Lord's Supper will be administered by the pastor, at the 11 o'clock service.

Every body invited to all the services.

CHRISTIAN ENDEAVOR PROGRAM.

Leader: Leland Broadbuss. Topic: Our Duty to be Healthy. Opening song. Sentence prayers. Song.

Scripture reading: 1 Tim. 4:8; Romans 12:1. Controllable causes of Ill Health: J. T. Gilbreath. Overcoming ill health: J. C. Gilbreath. Retaining good health: Alice Womble. Improving the community health: Opal Cawthon. Song. Business. Benediction.

First Baptist Church.

V. M. CLOYD, Pastor.

Sunday school at 9:45. Preaching services at 10:45 and 8:15.

R. Y. P. U. at 7:15. Prayer meeting each Wednesday evening at 8:15. You have a warm welcome to each of these services.

Summerfield

Sunday school was well attended Sunday by a large crowd. Let's all come next Sunday as our new pastor will be with us.

Miss Eva Noland spent Saturday night with Miss Leatus Walser. Miss Dorothy Harris spent Sunday with Miss Gertrude Atchley.

The W. M. U. will have their regular meeting Thursday afternoon at the church. Mrs. B. C. Roberson was a visitor in the Atchley home Monday afternoon.

Mr. and Mrs. J. A. Noland and family took dinner with C. R. Walser and family Sunday.

Mr. and Mrs. W. E. Hawkins and son, Misses Mary Belle, Yergli and Lorene Atchley and Messrs. Bill Knox, Denson Hill and Elbert McCarty attended singing at Progressive Sunday night.

W. J. Southern spent Sunday in Friona.

A cousin of Miss Annie Lance, of Hereford, spent the week end with her.

A crowd of young folks surprised Miss Dorothy Harris Saturday night. All reported an enjoyable time. At a late hour refreshments of ice cream and cake were served to about twenty-five.

Mr. and Mrs. Walter Hawkins and son, Earnest Ray, and Miss Ellen Atchley spent Sunday with Mr. and Mrs. Obe Roberson.

The B. Y. P. U. will meet on time Sunday night regardless of the number present. The ladder contest will start again, so everyone be sure and read your daily Bible reading. There will be something special given on the program. Let's go.

Mr. and Mrs. W. G. Harris spent Sunday afternoon in the Harlan home.

Arney News Items

Mr. Newberry called in the H. E. Ferguson home Monday.

Mrs. Jean Lawson returned to her home in Dallas after spending two weeks with her parents, Mr. and Mrs. H. E. Ferguson.

Miss Ina Burks, student in Wayland, spent the week end visiting in the C. E. Burks home.

Ross Campbell called in the Chas. Cox home Wednesday.

Mrs. J. E. Boyd and son visited

FAIRBANKS MORSE Home Light Plant

Thousands in use for many years. Remember Fairbanks Morse built the first of all electric light plants.

DUNLAP & SON
HEREFORD, TEXAS

J. E. Wilson home Wednesday. Mr. Tipton was in Plainview Thursday on business and visit his family. Lee Hutson and family were Tulsa visitors Saturday. Ross Campbell and family visited in the E. Boyd home Saturday. Mr. Johnson and family spent Saturday night in the Lee Hutson in the M. Morton home Monday. B. Anthony and wife spent Sunday with the John Hammon family. Mr. Bracher was a caller in the

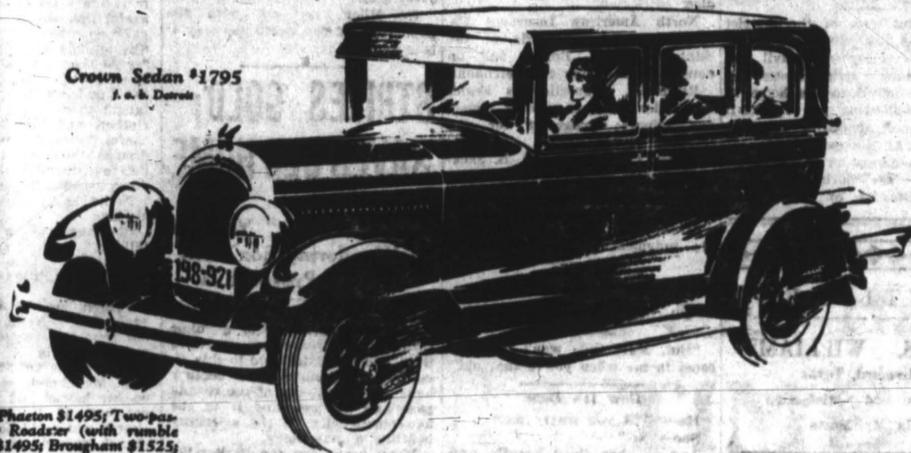
home. Ross Campbell called at the Gilmore home Sunday. Mrs. J. E. Davis is still improving. Several Arney citizens attended the sale last Tuesday near Nashville. Mr. and Mrs. Morton and son, Messrs. J. E. Tipton, Haze, Hagge, Greenfield, Bowen and Cox were in Happy on business Tuesday. The moisture of last Monday was welcomed, especially as it help

ed wheat. H. Wilson called in the John Hammons home Tuesday. Mr. and Mrs. Goodman were in Happy on business Monday. Mrs. M. Burks spent last Wednesday afternoon with Mrs. C. E. Burks. Bro. Johnson filed his appointment Saturday night and preached a good sermon to a small crowd. H. Stork, Tulsa, preached at the eleven o'clock hour. At two p. m. we met for Sunday school.

M. Davis and wife visited the J. E. Davis home Sunday. F. W. Fortner and wife, J. H. Huff and wife and Mr. Tipton were in Happy Monday.

L. C. PENRY
LAWYER
First State Bank & Trust Co. Building.
Office Phone 3, Home 186

Once you drive the Chrysler "70" you'll want no other car



Crown Sedan \$1795
J. O. B. Detroit

Spot Phaeton \$1495; Two-passenger Roadster (with rumble seat) \$1495; Brougham \$1525; Two-passenger Coupe (with rumble seat) \$1545; Royal Sedan \$1595; Two-passenger Convertible Cabriolet (with rumble seat) \$1745; Crown Sedan \$1795; J. O. B. Detroit, subject to current Federal excise tax.

Chrysler dealers are in position to extend the convenience of time-payment. Ask about Chrysler's attractive plan. All Chrysler cars have the additional protection against theft of the Federal System of numbering.

DRIVE the Chrysler "70"—not a perfunctory demonstration over a standard route—but a real test over all sorts of roads and through all sorts of traffic, in the way you are accustomed to drive.

Do that and you'll prefer the dash and vigor of its smooth performance to cars even much higher priced.

How often you have watched the cars lined up at a traffic intersection. And, at the signal, each time you have seen a Chrysler "70" whisk away in the lead.

Or on the open road, how often you have seen a Chrysler "70" pass car after car.

Now experience these thrills yourself. Drive it into the byways. Cobblestone roads and rutted detours lose their dread

beneath the cradling comfort of its chrome vanadium springs, its special spring mounting and its shock absorbers.

See how easily you direct it by its pivotal steering gear. And once you have felt the sure safety of its four-wheel hydraulic brakes, you'll want them above all others.

Come in today. There'll be no need for us to explain "70" beauty of line, coloring, upholstery and appointment, for these instantly delight and charm your eye.

Then let us place a "70" at your disposal and you will surely know the real reason behind the sweeping public preference for Chrysler "70" and the unique results in lasting performance and luxurious comfort that only the "70" gives.

CHRYSLER "70"

BUILT AS ONLY CHRYSLER BUILDS

L. W. HOUGH, Dealer, Hereford, Texas.

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR



A car for her, too!

The COACH
\$595

The Touring or Roadster \$525

The Coupe \$625

The 4-Door Sedan \$695

The Sport Cabriolet \$715

The Landau \$745

The Imperial \$780

1/2-Ton Truck (Chassis Only) \$395

1-Ton Truck (Chassis Only) \$495

All Prices Excl. Tax, Lic., Del. Charge

Check Chevrolet Delivered Prices

They include the lowest handling and financing charges available.

In thousands of average American homes there are now two automobiles—"a car for her, too," so there may be transportation for the family while "he" drives away to work.

And the family car has such an infinite degree of usefulness! Downtown shopping, taking the children to school, afternoon calls, meeting trains and the many additional trips that must be made to and from the house as a part of every day's routine.

No other car is so admirably suited to a woman's requirements as the Most Beautiful Chevrolet.

With striking new bodies by Fisher, and finished in pleasing colors of lustrous, lasting Duco, it provides in abundant measure the comfort, charm and elegance that

women admire in a motor car. It is easy to start because of its Delco-Remy electric starting system—famous the world over for its excellence. It is easy to stop because of powerful, over-size brakes. And it is easy to drive and park because of a modern three-speed transmission, smooth-acting disc clutch, and a semi-reversible steering gear that gives under-tip steering.

Visit our showroom and see the Most Beautiful Chevrolet. Note the wide variety of body types. Mark their sweeping lines and carefully executed details. And then ask us to explain the easy terms on which a Chevrolet may be purchased—terms that include the lowest combination of handling and financing charges available anywhere.



Read Our Message in This Week's Farm and Ranch.

CHARACTER IS COLLATERAL

The character of a man, his ability to make good, is the Nation's best collateral.

Surely, there is no better way to determine this than through his ability to maintain a good banking connection.

The whole structure of community happiness and prosperity stands upon the saving character of its people.

Make Your Check Good at This Bank!

First State Bank & Trust Company

QUALITY AT LOW COST

Brumley Chevrolet Company, Inc.
Hereford, Texas

Missionary Society

(Continued from Page One.)

...told of her visit to the ... Council which convened in ... in March. ... were delighted to have ... rendered so beautifully by the woman's chorus. ... Tom C. Delaney appeared on the program at this time and told many interesting things about the Northwest Texas girls' camp in Palo Duro Canyon. ... meeting closed with prayer by Bro. Davidson. ... Wednesday Morning. My Jesus, I Love Thee opened the Wednesday morning program. Mrs. Bassett, of Amarillo, and Mrs. Huckabee, of Perryton, led in prayer. Song, Take Time to be Holy, was sung. ... W. M. Pearce, presiding officer, brought in the devotional reading from the 11th chapter of Matthew. He gave a helpful talk on Fruit Bearing. The devotional was closed by prayer. ... A beautiful vocal duet was sung by Misses House and Pace of the Buchanan street church, Amarillo. ... W. R. Ewing, in the district secretary's message, told us of all phases of the missionary work. ... made us feel the responsibility placed on each of us and urged us to willingly accept these responsibilities and measure up to

the opportunities. At this time she asked all officers to come to the altar and rededicate our lives to Christ. ... The conference officers who live in Amarillo district were introduced, Mrs. J. S. Huckabee, Supt. of Children, Perryton; Mrs. Jno. E. Eldridge, Supt. of Study, Miami; and Mrs. W. P. Garvin, Recording Secretary, Dalhart. ... The following Auxiliary reports were given: Polk Street, Amarillo; Mrs. Ben Short; Amarillo Buchanan Street, Mrs. Shafer; Amarillo Tenth Street, Mrs. L. E. Walker; Amarillo San Jacinto, Mrs. Miller; Canadian, Mrs. Todd; Dalhart Woman's Missionary Society, Mrs. H. C. Hudson; Dalhart Lucille Garvin's, Mrs. Anthony Lyon. ... A wonderful report from Borger was given by Mrs. J. H. Carnes for which she received hearty applause. Mrs. J. F. Ward gave an interesting report of the Hereford Auxiliary. ... Mrs. L. E. Walker of Tenth Street, Amarillo, sang sweetly, In the Garden. The Young People's reports were given from Polk St. Amarillo, by Mrs. G. H. Turnley; Canadian, Mrs. Todd, and Hereford, by Ella Broadwell. Mrs. Scott, of Amarillo, gave us a good talk on Practical Work with the Young People. ... Amarillo Polk Street, Dalhart, Hereford and Perryton had splendid Junior reports. Miami gave

report of Baby Division. ... Mrs. Earl Wilson, Supt. of Texline Juniors, sent in a good report. This was read by Mrs. Huckabee. ... Mrs. I. N. Winans, of Amarillo. Mrs. W. L. Peoples, Dalhart, and Mrs. Newman, Miami, were named as Resolutions Committee. ... Mrs. J. J. Crume, of San Jacinto, Amarillo, charmed the audience when she sang, Hold Thou My Hand. ... Mrs. J. S. Huckabee told us some helpful things about the children's work. She emphasized the importance of training the children for work, that they might give a life of service to Christ. ... Two of Hereford's lovely children, Virginia Cox and Theda Lou Wilson, delighted the audience when they played and sang, Let In the Sunlight of Heaven Today. ... When we listened to the reports of the Zones, Zone No. 1 was given by Mrs. R. I. Graves, Amarillo. This zone consists of the four Methodist churches of Amarillo. Mrs. John P. Slaton pledged many promises of trying to get Zone No. 2 to working. This zone consists of Hereford, Bovina, Friona, Vega and Wildorado. Mrs. W. A. Poole, chairman of Zone No. 3, consisting of Dalhart, Stratford, Dumas, Channing and Texline, sent in a report of this zone and it was read by Mrs. J. W. Hawkins of Stratford. Mrs. Hawkins was appointed chairman of Zone 4 as Mrs. Poole was not able to attend to the many duties required of the chairman. Mrs. Bradshaw, chairman of Zone No. 4, consisting of Perryton, Booker and Spearman, sent in her report and it was read by Mrs. Jones of Perryton. ... Mrs. Newman gave the report of Zone No. 5 consisting of Miami, Higgins and Canadian. She hoped to get Zyback organized and in this zone. ... Mrs. J. F. Ward, as Gibson Auxiliary Supt. for the Amarillo District, presented this work. She urged them to further this work as it only requires three things to get Gibson members. Mrs. Jno. E. Eldridge offered prayer for Mrs. J. M. Porter of Wheeler, Conference Supt. of Gibson Auxiliary, who is critically ill. ... Mrs. Ewing urged that all presidents secure members for both local and Gibson Auxiliaries. ... Mrs. Hawkins gave the budget system used in Stratford. She also gave the report of the Stratford Auxiliary, gotten up in poster form. ... The morning program was closed by Bro. Eldridge returning thanks before we went down into the dining room for lunch. ... Wednesday Afternoon. The afternoon session opened promptly at 1:30. In the Garden, opened the devotional, which was led by Rev. W. P. Garvin, of Dalhart. He read from the 17th chapter of Matthew, impressing upon us the importance of Having Faith In God. ... Little Suzanne Eldridge, of Miami, endeared herself to all our hearts as she tenderly sang I Think When I Read that Sweet Story of Old. Miss Mattie Swisher, student secretary of the W. T. S. T. C. Canyon, gave us a pretty picture of the work being done among the young people in the school. ... Mrs. Delaney finished the talk she started last night in telling some of the plans she hopes to complete by the time the girls' camp will convene. ... Mrs. Ewing finished this talk by telling what is meant by the thirty dollars that is to be paid to the camp fund. ... Fine reports were made by the following delegates: From Miami, Mrs. Newman told of the good work in their auxiliary; Mrs. Jones gave report of Perryton Auxiliary; the report from Friona was given by Mrs. Verda Osborn; Bovina by Mrs. Mrs. B. Bell; Vega by Mrs. Mrs. Mrs. Alfred gave report of Wildorado. When Mrs. Frank Riley gave report of Phillips she made it most interesting when she told us her auxiliary was only three weeks old, and it was startling to know of the many things being done. She received much applause for this splendid report. ... There were no reports from Higgins, White Deer and Panhandle. ... Mrs. Ewing read report from Texline as there was no representative present. We were refreshed at this time long enough to have the presence of the Amarillo District Conference taken by Mrs. Ray Conway, of Hereford. ... We were called to order by singing I Love to Tell the Story. ... Mrs. Eldridge had a different plan this time in presenting the study work. She called on Mrs. Hawkins, who gave us some plans which she thought would work out for a successful study class. Mrs. Eldridge, in conclusion, told us many worth while things of which we were glad to know. When she presented the chart on study work she made it doubly interesting. ... She then read a letter from Mrs. J. Frank Potts, conference corresponding secretary, giving points that were to be gained by district secretaries to enable them to attend the Woman's Council in Nashville, Tenn., next year. ... We were glad to hear Miss Duncan sing a pretty solo at this time. ... A round table discussion of social service was entered into and

several made helpful talks along these lines. ... Mrs. E. E. Adams, Conference Supt. of Publicity, was not able to be here and could not give her report. ... Our next place of meeting was then voted on. A number from the Miami Auxiliary gave us a cordial invitation in song, To Come to the Little Church in Miami. The invitation was accepted by a rising vote. ... The Hereford Auxiliary entertained us with a little play, which made us determine more than ever that we would always be on time and have meetings which would be interesting and make them really worth while. ... Mrs. Ewing then explained the posters which were displayed on district work. ... The Resolutions Committee report was read by Mrs. I. N. Winans. The secretary was instructed to spread a copy of these resolutions on the local paper and The Texas Christian Advocate. ... Mrs. Hawkins made announcement of the Epworth League Assembly to convene in Clarendon the 29th. The meeting then adjourned to meet at 8:15. ... Wednesday Evening. The Wednesday evening session was called to order by Mrs. W. R. Ewing. ... The Morning Light is Breaking was sung for the first hymn. ... Mrs. Carnes, of Borger, read a part of the tenth chapter of Luke. The keynote of the lesson was being the Good Samaritan, where and when we can. ... Love Lifted Me followed the Bible lessons. Bro. Carter, pastor at Borger, led in prayer, as a fitting close for the devotional Have Thine Own Way. Lord was sung. ... Quite a number told of the inspiration received from this district meeting. ... Mrs. J. W. Hawkins again explained the budget system so clearly that we all felt we wanted to give this plan consideration another year. ... We enjoyed a rare treat when we listened to a beautiful violin duet played by Misses Thompson

and Foster, of Hereford. ... The play, "The Missionary Clinic," given by the Hereford young people was much enjoyed by all. Mrs. A. O. Thompson and Mr. J. E. Beyer sang a pretty duet for us. ... Thus closed one of the best District Meetings ever held in the Amarillo District. Bro. Davidson dismissed us with prayer. ... MRS. W. R. EWING, District Secretary. ... MRS. W. P. GARVIN, Recording Secretary. ... Resolutions Committee Report. The Committee on Resolutions submit the following report: ... The Women of the Amarillo District of the Woman's Missionary Society of the Northwest Texas Conference were made happy when the invitation was extended to them to come to Hereford for the 1927 meeting and have looked forward with pleasure to this occasion. ... The Hereford people are noted for their friendliness and hospitality and we have proven that they are justly entitled to this reputation. ... We would not forget to mention the musical numbers rendered by the Woman's chorus, also solo by little Virginia Cox, who was accompanied on the piano by Theda Lou Wilson; also the others who favored us with lovely music. ... We do appreciate and will long remember the gracious hospitality of these good people who have opened the doors of their homes to us, and made us comfortable and happy and feasted us so sumptuously in their homes and at the church. ... For all these things we most heartily express our thanks and pray God's blessings upon their success in all their undertakings whether great or small. ... Respectfully submitted, ... MRS. I. N. WINANS, ... MRS. W. L. PEOPLES, ... MRS. JNO. NEWMAN.

mind much longer than that. But the sale of the Model T continued at such a pace that there never seemed to be an opportunity to get the new car started. ... Even now the business is so brisk that we are up against the proposition of keeping the factory going on one model while we tool up for another. I am glad of this because it will not necessitate a total shut down. Only a comparatively few men will be out at a time while their departments are being tooled up for the new product. At one time it looked as if 70,000 men might be laid off temporarily, but we have now scaled that down to less than 25,000 at a time. The lay-off will

be brief, because we need the men and we have no time to waste. ... "At present I can only say this about the new model—it has speed, style, flexibility and control in traffic. There is nothing quite like it in quality and price. The new car will cost more to manufacture, but it will be more economical to operate." —Adv. ... Not So Good. ... Prisoner—I'm sorry, your honor, I took the money; but you know the more a man gets the more he wants. ... Judge—Well, you're to get an even seven years. How much do you want?

TRY US FOR
Gas, Oil, and Service
IF YOUR CAR IS
ON THE BUM
BRING IT TO OUR SHOP.

Goodyear 30x5 Tire and Tube, \$27.95.
(Special for Saturday Only)
KELLY TIRES AND TUBES.
BRUMLEY CHEVROLET COMPANY, Inc.

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.

We Repair and Make New
PARTS FOR COMBINES
Such As
Shoes, Grain Pans, Riddles—Most Anything you need for a combine.
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Ray Barber
Pure Bred Live Stock and Farm Sales
AUCTIONEER
SUPERIOR SALES SERVICE
My knowledge of Values Enables Me to Render Efficient Service.
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Want to Teach
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To Beginners.
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We Appreciate
The many favors of the business you have given us in the past year. We will also appreciate any business you can give us now.

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GOOD HOME PASTRY.
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Solicits Your PIANO TUNING.
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Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office. Let us take up your present indebtedness and make it mature to suit your income and ability to pay.
RALPH BARNETT, Manager.

Lumber, Timbers, Shingles
ALL BUILDING MATERIALS Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office Louisiana Lumber and Supply Company AMARILLO 1509 W. 6th St. Phone 4200

Ford Will Market New Gear-Shift Automobile
DETROIT, May 25.—Early production of a new Ford car superior in design and performance to any now available in the low priced, light car field, was announced today by the Ford Motor Company. ... Henry Ford, designer of the car, and Edsel Ford, president of the Company, both stated that within the next few weeks, they would give a complete description of the new model. ... The famous Model T Ford, which still leads the automobile industry after twenty years of manufacture, will continue to be a substantial factor in Ford production, in view of the fact that about ten million cars of this model are still in use and will require replacement parts and service. ... "The Model T Ford car was a pioneer," said Henry Ford today. "There was no conscious public need of motor cars when we first made it. There were few good roads. The car blazed the way for the motor industry and started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor construction is now desirable and our new model is a recognition of this. ... Besides the Model T itself, another revolutionary element which the Ford Motor Company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars that we should keep it running for him as long as we could and at the lowest- upkeep cost. That was the origin of Ford service. ... The Model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The world-wide influence of the Ford car in the building of good roads and in teaching the people the use and value of mechanical power is conceded. Nowadays everybody runs some kind of motor power but twenty years ago only the adventurous few could be induced to try an automobile. It had a harder time winning public confidence than the airplane has now. The Model T was a great educator in this respect. It had stamina and power. It was the car that ran before there were roads to run on. It broke down the barriers of distance in rural sections, brought people to these sections closer together and placed education within the reach of everyone. We are still proud of the Model T Ford car. If we were not we could not have continued to manufacture it so long. ... With the new Ford we propose to continue in the light car field which we created on the same basis of quantity production we have always worked, giving high quality, low price and constant service. We began work on this new model several years ago. In fact, the idea of a new car has been in my

Correct Abstracts
THOMPSON & IRELAND
Hereford, Texas

Mr. Blackmere Gave the Matter Serious Thought!
Ten different presentations of a subject in ten different letters on a proposition which involves business and letterheads and printing play an important part in final decision. It may be sub-consciously so, nevertheless it has been proved time upon number. ... Therefore the importance of care in selection of letterheads, printed sales matter or literature concerning your business. ... We do good printing and it costs no more than inferior workmanship. Selection of papers, type faces, ink and composition is where we can serve you to your distinct advantage. Bring in your next job and let us show you "Character Printing." ... Our Experience is a big part of the job for which you do not have to pay extra.
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Market Your Feed
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Ten Gallon Can
COME IN AND TALK TO US ABOUT IT.
SQUARE DEAL Produce Company
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5% LAND LOANS
Correct Abstracts
THOMPSON & IRELAND
Hereford, Texas

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We Appreciate
The many favors of the business you have given us in the past year. We will also appreciate any business you can give us now.

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PIE
GOOD HOME PASTRY.
SHORT ORDERS

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Solicits Your PIANO TUNING.
Leave orders with E. B. Black & Co.

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Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office. Let us take up your present indebtedness and make it mature to suit your income and ability to pay.
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Lumber, Timbers, Shingles
ALL BUILDING MATERIALS Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office Louisiana Lumber and Supply Company AMARILLO 1509 W. 6th St. Phone 4200

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Your Work Appreciated
Mrs. Sam Hutson
at Sprewils-Cronin & Co. Hereford

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—In a—
Ten Gallon Can
COME IN AND TALK TO US ABOUT IT.
SQUARE DEAL Produce Company
H. E. Hershey Phone 33 A. C. Barnhart

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Ford Will Market New Gear-Shift Automobile
DETROIT, May 25.—Early production of a new Ford car superior in design and performance to any now available in the low priced, light car field, was announced today by the Ford Motor Company. ... Henry Ford, designer of the car, and Edsel Ford, president of the Company, both stated that within the next few weeks, they would give a complete description of the new model. ... The famous Model T Ford, which still leads the automobile industry after twenty years of manufacture, will continue to be a substantial factor in Ford production, in view of the fact that about ten million cars of this model are still in use and will require replacement parts and service. ... "The Model T Ford car was a pioneer," said Henry Ford today. "There was no conscious public need of motor cars when we first made it. There were few good roads. The car blazed the way for the motor industry and started the movement for good roads everywhere. It is still the pioneer car in many parts of the world which are just beginning to be motorized. But conditions in this country have so greatly changed that further refinement in motor construction is now desirable and our new model is a recognition of this. ... Besides the Model T itself, another revolutionary element which the Ford Motor Company introduced twenty years ago was the idea of service. Some of the early manufacturers proceeded on the theory that once they had induced a man to buy a car they had him at their mercy; they charged him the highest possible price for necessary replacements. Our company adopted the opposite theory. We believed that when a man bought one of our cars that we should keep it running for him as long as we could and at the lowest- upkeep cost. That was the origin of Ford service. ... The Model T was one of the largest factors in creating the conditions which now make the new model Ford possible. The world-wide influence of the Ford car in the building of good roads and in teaching the people the use and value of mechanical power is conceded. Nowadays everybody runs some kind of motor power but twenty years ago only the adventurous few could be induced to try an automobile. It had a harder time winning public confidence than the airplane has now. The Model T was a great educator in this respect. It had stamina and power. It was the car that ran before there were roads to run on. It broke down the barriers of distance in rural sections, brought people to these sections closer together and placed education within the reach of everyone. We are still proud of the Model T Ford car. If we were not we could not have continued to manufacture it so long. ... With the new Ford we propose to continue in the light car field which we created on the same basis of quantity production we have always worked, giving high quality, low price and constant service. We began work on this new model several years ago. In fact, the idea of a new car has been in my

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Hereford, Texas

Mr. Blackmere Gave the Matter Serious Thought!
Ten different presentations of a subject in ten different letters on a proposition which involves business and letterheads and printing play an important part in final decision. It may be sub-consciously so, nevertheless it has been proved time upon number. ... Therefore the importance of care in selection of letterheads, printed sales matter or literature concerning your business. ... We do good printing and it costs no more than inferior workmanship. Selection of papers, type faces, ink and composition is where we can serve you to your distinct advantage. Bring in your next job and let us show you "Character Printing." ... Our Experience is a big part of the job for which you do not have to pay extra.
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THE HEREFORD BRAND

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Dimmitt Castro County News

DIMITT, Texas, May 30.—Mrs. J. H. Flanagan, Brooks Woodlee and Miss Pauline Webb motored to Amarillo last Wednesday. Miss Webb remained in Canyon for a visit with her aunt.

Lee Posey and daughter and Miss Dora Hyatt made a business trip to Plainview one day last week.

I. B. Brooks was in Amarillo a few days last week.

Miss Virginia Johnson left last week for Lubbock. Miss Johnson has been visiting her sister, Mrs. K. B. Boren, in the clerk's office. Miss Ruth Joy Haberer, of Hereford, has taken her place.

G. A. Barnett and W. D. Durce were in Amarillo and Panhandle last week.

Miss Marilyn Miller of Wichita Falls spent last week with her father, Dr. Mayes Miller.

Mr. and Mrs. P. C. Sheppard and children left last Saturday for a visit with relatives in Comanche county.

Mrs. C. C. Reynolds and son, Rankin and daughter, Mrs. S. C. Hockaday, left last Thursday for a visit in Eastland county.

Dolph C. Bözarth, of Laverne, Okla., was in Dimmitt last Thursday and accepted a position in the school here.

Mr. and Mrs. C. W. Reynolds and Miss Osborne, of Oton, attended church here last Monday evening.

Mr. and Mrs. C. F. Kerr of Can-

yon attended church here last week. The Dimmitt Band will give another concert on Saturday afternoon, June 4.

Mrs. Ivan English and baby returned last Saturday from a visit in Oklahoma.

Mr. and Mrs. Jack Cowser of Crosbyton and Mr. and Mrs. Bill Hindall, of Amarillo, spent Sunday in the home of Mr. and Mrs. L. A. Womack.

The revival meeting which has been in progress here for the past two weeks, closed Sunday night. Rev. R. P. Gilbreath and family of Munday, assisted Rev. Nangle Miss Mattie Swisher, of Canyon, had charge of the music and the young peoples work.

Mrs. C. E. McLann returned Sunday from Mineral Wells.

Mr. and Mrs. B. A. Fuller and family of Canyon were here Sunday. They will move back to their home east of town for the summer.

Miss Susie Lee Cooper has returned home from Clarendon where she has been attending school.

Messrs. and Mmes. Smith and Jones of Oton attended services here Sunday and were guests in the J. Hastings home.

Mr. and Mrs. Joe Head of Ioviah spent Sunday afternoon in the home of Mr. and Mrs. S. P. Crawford.

Mr. and Mrs. J. C. Bentou and guests in the home of Mr. and Mrs. B. B. Easter Sunday.

Dow Durce and Mrs. Ida Ballenger motored to Tulla Monday to attend the trial. Mrs. Ballenger plans to remain for several days to visit.

Mr. and Mrs. O. B. Trimble and Duke Boswell motored to Canyon Sunday after Miss Mammie Gary, who will visit in the Trimble home.

The following were guests in the W. A. Murphy home Sunday: Messrs. and Mmes. T. W. Malone and family, W. B. Kinbell and family, F. M. Wright and family, A. O. Gregory, W. L. Yancy and sons, Misses Minnie Grant, Maele

and Ione Lile, Shirley Fowler, Mrs. Grand and Albert Grant.

Mr. and Mrs. Jeff Gilbreath of Hereford attended church here one night last week.

Miss Myrtle Baker who has been attending school in Wichita Falls is expected home the last of this week.

Mmes. H. C. Webb, Henry Stalcup, Dow Durce and Miss Lucella Thomas motored to Nazareth one evening last week.

Mr. and Mrs. W. S. Hembee are driving a new car.

Ray Pinson of Abernathy and Bert Pinson of Hale Center were here last week.

J. W. Shanklin of Canyon was in Dimmitt last Saturday with C. F. Kerr.

Mr. and Mrs. W. A. Wright and daughter motored to Tulla last Wednesday.

Ford Doings

The community club met with Mrs. Fielding Johnson Thursday afternoon. Although a dust storm was blowing ten members were present and Mrs. Robert Bruce was a visitor. In the absence of the president, Mrs. A. K. Webster our vice president presided over the business session. A quilt was made which caused much merriment over the stitches, straight rows and who was doing most and best work. Refreshments of ice cream and cake were served. The next meeting will be at the school house Friday night, June 10. An interesting program is being prepared. Everyone come.

Mrs. J. L. Hight was called to Dallas Sunday by the death of her mother.

Fred Brunson went to Claude Monday, returning Tuesday.

W. N. Griswold of Dalhart is visiting in the Andy Thomas home.

Mr. and Mrs. Edgar Sowell moved to Dimmitt Monday where they will make their home.

A number of farmers are pasturing their wheat since the dry weather has almost ruined it.

J. E. Hill made a business trip to Claude Friday.

C. J. Sechrist, Ernest and Roy Smith of Shamrock visited last week end in the John Lenox home.

J. R. T. Bassett of Amarillo is spending this week with his aunt Mrs. Sherm Garrett.

Mr. and Mrs. Tom McBroon who live near Wildorado, spent Sunday in the Andy Thomas home.

Mrs. J. F. Hill of Claude is here visiting her son, J. E. Hill.

Mr. and Mrs. Edgar Sowell of Hereford spent last week end with her parents, Mr. and Mrs. Howard Morel.

Mr. and Mrs. Bob Orr returned Wednesday from a ten days trip to Oklahoma. Mrs. Orr was rather painfully injured when they ran into a washout in the road near Mangum and the car turned over.

Mrs. Dewey Larson will sing over the radio at Amarillo Tuesday morning at ten o'clock.

Cameron, N. M.

J. A. Goodson and family of Wellington visited their daughter Mrs. Lillian Dunn, last week.

Mrs. Edith Mote who is staying at Cloris for medical treatment, is improving.

Mr. Shaver and family are moving here from Wellington, Texas.

Misses Dorothy and Emma Goodson spent Tuesday night with the Misses Cogdill.

Messrs. and Mmes. McGrew and Wall of Grady have been attending the meeting at New Hope.

The gospel meeting at Grady closed Tuesday night.

Lester Davis worked last week for Paul Mote.

W. M. Hubble drilled over 200 feet in his well and found no water.

Mrs. Susie Dunn is able to be up some at this time.

Some farmers plan to harvest part of their wheat, although they have had no rain to speak of in eight months.

J. A. Goodson and family, Mr. and Mrs. Cliff Dunn shopped in Cloris Wednesday.

New Hope boys' and girls club workers are to meet at the school house Thursday, June 2nd.

Mrs. Whinery, who was injured in an accident last Sunday night was not badly hurt and is able to be at home.

Ellis Delea spent Friday afternoon with Fern Johnston.

Ed Leach and wife spent Friday with Mr. and Mrs. Tillman.

Fern Johnston spent Wednesday night with Rita Johnston.

Virgil Tillman is drilling a well. Vera Cogdell spent Thursday night with Fern Johnston.

Grandpa and Grandma Barrett spent last week with Mr. and Mrs. Albert Leach.

Several from here attended the ball game at Grady Wednesday.

Mrs. Virgil Dunn has been staying with Mrs. Susie Dunn a few days.

The Nazarene meeting closed at New Hope Sunday night following a very successful series of services. Dinner was served on the ground Sunday. Several were baptized Sunday afternoon.

Mrs. Ella Isler who has been in Carlsbad for some time, returned home Sunday.

Miss Rosa Young is able to be out again.

Messrs. and Mmes. Virgil Till-

man and Chas. Tillman took Sunday dinner in the J. D. Cameron home.

Several from Holline, Bellview Grady and Wheatland attended services at New Hope Sunday.

Rev. J. W. Slade will begin a revival at New Hope Saturday night, assisted by Rev. R. A. Crawford.

Miss Jewel Hubble is staying with Mrs. Paul Mote to Clovis a few days to assist caring for her in her illness.

Mrs. Josie Creeelius is here from Clovis visiting.

J. C. Cherry and wife attended church at New Hope Sunday.

Flagg News.

The box supper Friday night was well attended. Mr. Graham gave an interesting lecture on Co-Operation.

Arch Johnson visited relatives in Canyon last week end.

The Ladies Aid met Thursday afternoon with Mrs. Birdwell with seventeen members present. The next meeting will be at the church Thursday afternoon, June 2.

John Faline of Amarillo was a caller in Flagg Thursday.

Mr. and Mrs. W. T. Summers visited Mr. and Mrs. O. E. Summers at Littlefield Sunday and attended singing there.

Mrs. Horace Ballew visited Mrs. J. B. Summers Saturday.

Mr. and Mrs. C. Ramsey were shopping in Hereford Thursday.

Mrs. Ervin Fulmer went to Hereford Friday.

W. C. Casaday and Mr. Ballew made a business trip to Tulla last week.

Ernest Jones was in Dimmitt on business Thursday.

W. B. Smith of Oton was a business caller in Flagg last week.

Cecil Thomas made a business trip to Amherst Friday.

Progressive News

A large attendance at singing Sunday; lots of visitors from Sumnerfield and other communities who are invited to return.

Sunday school had sixty-four present last Sunday.

A lawn party was given by Misses Mildred and Margaret Ricketts Saturday when a big crowd was present and enjoyed the occasion. Various games were played out doors and at a late hour refreshments of cake and ice cream were served.

Miss Margaret was just returned from Kirkland, where she taught school the past term. She is to return to that place for next term, we understand.

O. L. Sharp and family returned last week from a few days visit with relatives at Post.

Miss Margaret Russell spent a few days last week visiting in Canyon.

Mr. and Mrs. C. P. Cahwell spent Saturday night visiting Mr. and Mrs. Lee Kendall at Spunnerfield.

Miss Velma Caldwell returned from Brownfield last Thursday.

Miss Mildred Ricketts left for Amarillo Monday where she will attend a business college.

Miss W. A. Pitzer of Fortia Jacobs spent Saturday night with Lesla Counts of this community.

Mr. and Mrs. D. G. Webb and family visited in the C. P. Caldwell home Friday evening.

Jeff Roberson began heading out for O. L. Sharp Tuesday.

Chas. Walcott and family spent Sunday in the home of his father at Westway.

Mr. and Mrs. Jeff Roberson spent Saturday night and Sunday with Mr. and Mrs. W. A. Smith of Hereford.

Progressive singing program: Opening song—Mr. Reeves. Song—Mrs. Roberson. Quartet—arr Mrs. Lewis. Children's chorus—led by Eunice Caldwell. Special music—Augustine Gregory.

Song—Jess Caldwell. Quartet—arr Jeff Roberson. Song—Margaret Ricketts. Song—Hershey family. Reading—Winona Blagg. Songs—Visitors. Duet—arr Velma Caldwell. Closing song—Mrs. Lewis. Benediction—Mr. Cockrell.

Joel Cleanings

Miss Ruth Wolfe returned to Hereford Wednesday.

Miss Rena Rae Renfro visited her grandparents Wednesday, returning home in the evening.

Orland Beach, of Wichita, Kas. visited Glenn and Loy Smith Friday. John Renfro and W. T. Smith being there in the evening.

The Guy Smith family visited Walter London's Friday.

Mrs. Margaret Orr and mother were at the Guy Smith and Lester Galley homes Friday.

Ruel London had a birthday supper Thursday, with boys of this neighborhood attending. Ice cream and cake were served to the young people.

Ed Botts and wife visited her sister Tuesday night.

Loy Smith and Orland Beach visited E. Dora Smith Friday.

Walter and Ruel London and Guy Smith and boys went fishing Saturday.

Several from this community

were in Hereford Saturday.

We had no Sunday school at Askren on account of the funeral in Hereford Sunday.

Glenn, Loy and E. Dora Smith were at Dawn Sunday morning returning to W. T. Smith's for lunch.

Lester Galley and family have been attending the meeting in Hereford at the Presbyterian church.

Guy Smith and part of his family were in Hereford Sunday.

Some of the Smith children visited the Calloway's Sunday.

Ed Botts and family visited near Canyon Sunday.

Guy Smith and family spent Sunday at the Calloway home.

Chas. Calloway and Clarence Botts were in Hereford Monday.

Fleet Calloway and Walter London visited the W. T. Smith home Monday evening.

Miss Ruth Botts is expected home soon from Gunter.

Cyrus Galley will be here again soon.

Guy and W. T. Smith went to the dam north of Canyon Monday and also to Amarillo.

John Renfro was at the W. T. Smith home Monday.

Everyone be sure and come to Sunday school and singing this Sunday. We need you.

Excitement prevailed at Wildorado Friday when two hold up men entered the bank and put the cashier in the vault and raised all the money in sight, amounting to something over one thousand dollars. This makes the third time this bank has been robbed in the last twelve months, but this is the first daylight raid.

Stanley Thomas is able to be out again after a several weeks sickness with appendicitis.

Among visitors to Hereford in the interest of B. Y. P. U. work last week were Joe Allred and wife, Mrs. R. M. Allred and Mrs. N. H. Cabot.

Rev. Jno. Jenkins and wife are here from Paducah visiting her parents, Mr. and Mrs. W. G. Renfison.

Rev. A. M. Dowell and wife were in our community for the week end. He was formerly pastor at Palc Dura, but is now located near Dimmitt.

W. J. McClain and family, C. O. Phillips and wife took Sunday dinner in the Truett McClain home. It was a surprise birthday dinner for W. J. McClain.

S. D. West and wife took Sunday dinner in the Bran Fowler home.

Bob Whitley, of Los Angeles returned home Monday. He had been visiting his sister, Mrs. W. W. McDade two weeks.

H. J. Oglesby was in Hereford Saturday in interest of the new school building for Daniel, he being a trustee.

J. H. Daniel and family were here from Hereford Sunday visiting in the Frank Daniel home.

Lemuel Shugert and wife visited the Frank Daniel home Sunday.

Our section is still dry but the wheat will make some grain in spite of the opinion that it was blown up. The yield will be small but it will beat having to buy seed for another year.

No row crops planted to amount to much and will not be until we get moisture.

Mrs. B. L. Campbell was in Amarillo Saturday, visiting her little daughter who is there recovering from measles.

W. J. McClain is preparing for Mrs. Carl Fuqua this week.

T. M. McBroon and wife were in Amarillo last Wednesday.

Miss Burris has returned home to Oklahoma after a two weeks visit with her sister, Mrs. Toy Price.

Marye Allred who has been confined to her bed for six weeks is slightly improved.

Herbert Green, of Vega, was in our section last week.

J. T. McClain and wife went to Hereford Saturday and visited her mother, Mrs. John Thomas.

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 Potter County, on the 24th day of May, A. D. 1927, by the Clerk thereof, in the case of Thos. F. Turner versus J. P. Burgess, J. S. Nugent and A. W. Jolner, No. 5423, 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 July, A. D. 1927, it being the fifth day of said month, before the Court House door of Deaf Smith County, in the City of Hereford, Texas, the following described property, to-wit:

All of Section No. 10, Township 4, North, Range 3 East, Capitol Syndicate Subdivision of Capitol Reservation League No. 894 and 405, as shown by the Plat of same in Deed Records of Deaf

Smith County, Texas, in Volume 15, at pages 60 and 65, said property being located in Deaf Smith County, Texas.

Levied on this 31st day of May, 1927, as the property of J. P. Burgess to satisfy a judgment amount-

ing to \$821.90 in favor of Thos. F. Turner and cost of suit.

Given under my hand, this 31st day of May, A. D. 1927.

CLAUDE BENTON, Sheriff Deaf Smith County, Texas. 20-31 CB



Capt. Lindbergh

Made His Flight from New York to Paris with MOBILE OIL!

Using MOBILE B in his engines. We handle this oil in all grades. Received in car load lots. In barrels, down to quart cans, under seal.

When In Need of High Grade Oil, Let Us Furnish You.

Abo Filling Station

Gold Bond Stamps Given With Each Purchase.



For The Bride

Silverware, Cut Glass, Dinner Sets, Pyrex ware, Aluminum ware, Haviland and English China ware.

A new design in Chinaware, the Texas Flower

All Chinaware will be sold in sets or open stock.

STREU HARDWARE COMPANY Home of Service and Quality.

Just Received

A Car Load of

Whippets

Including a Willys-Knight 70 four-door sedan, and a 96 Sport Model

Whippet Roadster

Come in and look them over, a real surprise awaits you in oversize tires, snubbers, adjustable steering wheel, more leg room, force feed lubrication, silent timing chain, etc.

Whippet-Knight Motor Co.

Phone 53.

Cartoons

PAINTING and SIGN WORK

Will take pupils in Art. See or Phone 304. AUBREY DANIEL

JUST IN

A new and wonderful collection of advance hot weather models in pastel shades. In frocks and sport vest suits.

Silk Underwear

A Complete Line In All Shades and Sizes.

Have agency for California Perfume Company Products—see this popular line of toilet goods.

MRS. EDNA RAY

Phone 255J

I Will Call With Samples by Appointment.

WE SERVED YOUR FATHERS AND NOW SERVING YOU!

The American Agency System is old and honorable. It will not live by that alone. It has provided a pleasant and profitable profession for many reputable citizens. That fact alone does not entitle it to survive. There is but one guarantee against the passing of the System—the ability of the local agent to make his AGENCY indispensable to his clientele. "COMPLETE SERVICE" means complete service—Today, Tomorrow, Forever. Our Facilities—Your Opportunity to be Served.

RALPH BARNETT, Mgr., Hereford Insurance Agency.

HAIL INSURANCE!!

—If you have been disappointed by the company you were in, see us—we are re-writing a good many who were deprived of their protection when they most needed it.

—We have the utmost confidence in the Panhandle and Panhandle people and it will take something a great deal worse than a drouth or a little hail to scare us out. We are here to stay. Yours for protection,

Groom Mutual Hail Association

TROY WOMBLE, Agent

THIS WEEK

By ARTHUR BRISBANE
THE BEST AD MEDIUM.
A SIXTEEN HOUR ATLANTIC
NEW FREEDOM OF PULPIT
SHYLOCK SAM IN POST OFFICE

When Uncle Sam advertises, he
ADVERTISES. The Treasury an-
nouncement, recalling \$1,650,000,
000 of Second Liberty Loan four
and a quarter per cent bonds will
be published in fifteen thousand
American newspapers, daily and
weekly.

Mr. Mellon shows good judg-
ment, putting the advertising in

FOR OVER
200 YEARS

has been a world-
wide remedy for kidney, liver and
bladder disorders, rheumatism,
backache and uric acid conditions.



direct internal troubles, eliminate vital
organs. Throw out. All druggists. Look
for the original genuine Goss Medal.

Renew Your Health
by Purification

Any physician will tell you that
"Perfect Purification of the System
is Nature's Foundation of Perfect
Health." Why not rid yourself of
chronic ailments that are undermin-
ing your vitality? Purify your en-
tire system by taking a thorough
course of Calotabs—once or twice a
week for several weeks—and see
how Nature rewards you with
health.

Calotabs are the greatest of all
system purifiers. Get a family
package, containing full directions.
Only 25 cents. At any drug store.
(Adv.)



WE ARE DELIVERING NEXT
WINTER'S

COAL

—Every day we are filling coal bins with next
winter's supply of coal.
—If you have not placed your order, today is
a good time to do so.

Jones & McLean
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"IF IT'S FEED, WE HAVE IT"

Twice
Daily
2:45 P. M.
7:45 P. M.
Chautauqua ONE
WEEK
Redpath-Horner—Premier
HEREFORD
JUNE 28 - JULY 4

A mammoth program with four great features

A. B. MAC-
DONALD
"Is Prohibition
A Failure?"
"Name Your
Poison."
"THE FIREFLY"
featuring
LAURA TOWNSLEY MCOY
Dainty Dancer
and
Cast of 20
CHESTER M.
SANFORD
Vocational
Expert.
"You and
Your Job"

"FINE FEATHERS"
Tense Drama
All-Star Cast
"THE PATSY"
Barry Connors'
New American Comedy

CHARLES H.
FLATTEN-
BURG
"A Modern
Tale of
Two Cities"
"VIERRA'S"
Musical—Colorful
"AN
EVENING IN
HAWAII"
PREMIER
MALE
QUARTET
"Scottish and
Featuring
Irish
Melodies

AND SEVEN OTHER ATTRACTIONS FOR GOOD MEASURE
"A SEASON TICKET FOR A SONG"

thousands of country weeklies and
small dailies. In proportion to
their circulation, they are THE
best mediums.

Before General Mitchell was put
out of Army flying, for telling un-
pleasant truths, he had under way
plans for a giant flyer, with wheels
twenty feet high, that could take
a running start over fences and
tree trunks.

And this week Professor Rump-
ler, head of a German airplane
company, announced plans for a
plane, many times the size of any
ever built, to carry many engines,
and cross the Atlantic in sixteen
hours, carrying 170 passengers.

Trans-Atlantic flight will soon
be commonplace, but the little
machine must show the way as did
Columbus' little boats.

Miss Spencer, seventy years
old, rode to work at the Treasury
Department and back on a bicycle,
saved and made more than \$100,000.
She leaves small sums to
relatives and the balance \$100,000
for a tombstone. Relatives object,
the court is asked to decide.

The foolish waste should be for-
bidden. But it is interesting to
think of that old Treasury clerk
pushing her bicycle back and
forth, meditating on the grand
figure that she would cut in death
with her \$100,000 tomb, she, who
in life had been only a \$1,200
year splinter clerk. Happiness is
largely imagination.

It is suggested unofficially that
Mr. Hughes, formerly Chief Jus-
tice of the Supreme Court, will be
chosen by Governor Fuller of
Massachusetts as head of a com-
mission to investigate the Sacco-
Vanzetti case.

Such a choice would be satis-
factory to the country and the de-
cision conclusive. It is more im-
portant by far than executing any
two men to make sure that there
was no mistake or prejudice in
conviction.

The views of clergymen each
Sunday present interesting con-
trasts, such as would have been
unsafe for the clergymen one hun-
dred years ago.

The Rev. Dr. Walter Duncan
Buchanan says we are ignorant
about heaven and our uncertainty

is a blessed thing. It gives us
something to hope and work for.

The Rev. Dr. Minot Simons,
Unitarian, says we must look for
our "compensations" in this life.
Old ideas of heaven and hell "are
now inadequate and futile."

The Rev. Dr. Straton says Mrs.
Snyder, convicted of helping to
murder her husband, is an atheist.
She couldn't have committed the
crime had she believed in God.

If that is so, there have been
atheists in high places throughout
history.

Republicans and Democrats are
planning a 1928 campaign in
which the wet and dry question
will be shelved, forgotten.

Some wets say, "If you do, we
will start a third party, dripping
wet."

That would not hurt the feel-
ings of Republicans who have de-
cided the Democrats may have
the wet issue.

If, as seems likely, a wet Demo-
crat is nominated, the wets will
know his wetness and vote for
him. A separate wet party could
get as few votes now as a sepa-
rate prohibition party used to get
in the old wet days.

Congressman William W. Co-
ben says the Government's treat-
ment of letter carriers and mail
clerks is a disgrace which is ac-
curate. Mail workers are under-
paid as regulars, and shamefully
treated as substitutes. For the
Government to compel men, per-
haps with children, to waste an
entire day waiting for one or two
hours' work, and for the richest
country in the world to pay its
post office force as miserably as
ours are paid, is unworthy.

PUNKIN HOLLOW
HAPPENINGS

Casper Jospans read where it
said kissing would shorten a per-
son's life and is thinking of get-
ting another girl as he figures his
present girl has cost him at least
ten years of his life.

Mrs. Asparagus Jiggers always
tells her neighbors a scandal story
in a whisper and admonishes them
to not mention it to a soul when
she wants it to spread real fast.

Fletch Dugan who had just
given a long lecture on how to
quiet things over in China and
Mexico, had to hand over the baby
to Mrs. Dugan to get it to stop
crying.

Gus Hoolan has turned his hogs
out and they are doing so well and
getting so fat that they highbatted
Gus when he met them in the
road the other day.

At the debate on Woman Sur-
frage Saturday night Gluke Tuggle
expressed himself as being highly
in favor of women suffering—same
as men.

A large swarm of wasps was
at church Sunday and Parson
Joshua Tuffshell said he was
satisfied that the devil sent them
to break up the meeting but that
it was not the first time he had
outdone the old rascal with a big
sermon.

Jug Whittlebone went to the
county seat to see about getting a
divorce and on being informed it
would cost his ten dollars decided
not to get it as there is not that
much difference in the two women.

Rasher Rawbones has had to
stop telling about his trip to the
city as he saw so many strange
things that he was fast working
himself up a reputation as a liar.

Parson Joshua Tuffshell said in
his sermon Sunday that it looked
to him like that nearly everybody
was going to the dogs whereupon
one of Buck Hinshaw's hounds
walked right out of the church and
commenced to howl.

Flukus Tuggle seems lazier this
Spring that ever, but that is be-
cause we had forgotten how lazy
he was last year.

Mrs. Bart Horseapple attended
the meeting of the Long Tongued
Ladies Club Tuesday and got two
scandals started, four neighbors
fighting mad at each other and was
well satisfied with her visit.

A patent medicine firm has
been after Losh Hoostetters to have
some more pictures made to go
with a testimonial he sent them
as the first picture he sent showed
his ears too prominently and they
were afraid the public would take
Losh for a mule. Losh is now
wondering if it would be cheap-
er to have his ears trimmed down
or get an artist to paint a big hat
over the ears in the picture he has
already.

Miss Clarissa Hoople heard a
stranger who was on the lookout
for a wife would be at church next
Sunday and she has already com-
menced to practice on a sweet,
bewitching smile.

Rasher Rawbones has had to
wash his legs as his socks do not
come up to where his pants begin.

No Single Crop
System Goes In
Farmer's Plans

Farming hundreds of acres of
wheat or grain sorghums on the
one crop system may be all right
for some folks, but J. M. Chap-
man, living thirty miles northwest
of Hereford, had rather stake his
chances on milk cows and chickens
with enough grain for feed and
with a reasonable acreage in wheat
each year. His plan is making
him money.

Mr. Chapman keeps the Wyckoff
strain of White Leghorns. He has

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of
Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of
Women, Obstetrics.
503-4-5 Oliver Balle Building
AMARILLO.



see
something
New
this summer
in the
Far
Cool
West
california
Colorado
New Mexico
Arizona
Grand Canyon
Indian-detour
Seashore
Mountains
Dude Ranches
daily Santa Fe
Xcursions
this summer

mail this coupon

Please mail free picture folders "Grand Can-
yon Outlines," "California Picture Book,"
"Indian-detour," "Colorado Summer."
Name
Address

See:
J. E. BEYER, AGENT
Or Write:
T. B. GALLAHER,
General Passenger Agent,
Amarillo, Texas.



I should be killed!
Bee Brand Powder of
Liquid kills Flies, Fleas,
Mosquitoes, Roaches,
Ants, Water Bugs, Bed
Bugs, Moths, Crickets,
Poultry Lice and many
other insects.

Powder 10c and 25c
Liquor 50c and 75c
Write for free booklet on kill-
ing house and garden insects.
McCormick & Co.
Baltimore, Md.

Bee
Brand
INSECT
POWDER
LIQUID

200 laying hens, and now has bet-
ter than 800 young chickens rang-
ing from three weeks to two
months of age. He plans to have
500 hens and pullets, after a rigid
culling for next year. Mr. Chap-
man mixes a balanced ration, com-
posed almost entirely of home-
grown grains, and he has been
getting splendid results.

An incubator, with 600 egg ca-
pacity in the basement of the home
is used to hatch off all the baby
chicks. The Chapmans are also
setting some turkey eggs and have
their pegs set at 200 for the fall
crop. After the hatching season
infertile eggs are sold to the Pig-
gery Wiggly system stores in Ama-
rillo, and during the past six years
Mr. Chapman has guaranteed his
eggs and has never had one turned
down.

Seven good Jersey cows are be-
ing milked and returns from the
cream is better than \$80 per
month, and Mr. Chapman figures
that the skimmed milk is worth
his feed bill for the chickens. Ox-
ford's Golden Sunshine 54th heads
this Jersey herd and Mr. Chapman
is making every effort to breed
up his milk cows and is doing
some constructive work along this
line.

The Chapmans started with 908
acres fifteen years ago, with noth-
ing but the raw land. Now they
have a good home, a fine orchard,
outbuildings of various kinds and
more than \$1000 worth of poultry
houses. The orchard furnishes
fresh fruit during the summer and
the surplus is canned for winter
use. Some eight or ten varieties
of peaches, plums, cherries, ap-
ples, grapes, etc. are to be found
in this orchard, and the Chapmans
find it a big help in the live-at-
home plan. Two fourteen year old
cottonwood trees stand right by
the lots and furnish shade for the
livestock on hot summer days.
These trees measure nearly seven
feet in circumference and are about
fifty feet high. Mr. Chapman has
put out a number of trees about
the poultry lots and with his
many fruit trees will soon have
one of the shadiest farm houses
in the country.

Mr. Chapman owns 908 acres
of land, and 350 of this is in cul-
tivation. He summer follows a cer-
tain portion of this each year for
wheat, and while the yield is cut
short over the county, Mr. Chap-
man will make a pretty fair crop.
He plans to have a third of his
acreage in row crops each year,
a third in wheat and summer fall-
ows a third, and practices the
rotation system of farming.

All the grain sorghums raised
on the Chapman farm are fed to
livestock and poultry and this
man finds it a good way to mar-
ket his stuff for a profit. He
feeds his cows and chickens a bal-
anced ration, has a feed grinder
and mixes his own grains.

Last year Mr. Chapman planted
twelve acres in pinto beans and
harvested a good crop. He also
found that wheat sown on this
land is much better than wheat
sown on maize or kafir soil.

"What would you do if you failed
to make a crop?" Mr. Chap-
man was asked, and he replied:
"Our cream checks and egg money
would keep us going and as we
have grain that is two years old,
we wouldn't have to buy very
much feed."

Hereford Breeder Will
Offer Prime Herefords

E. B. Black, Hereford breeder,
is now conditioning a string of
fine Herefords from which he will
select sixty individuals, the cream
of his herd, for his Anxiety 4th
sale here November 3. During the
past eight years Mr. Black has
built up a well balanced herd by
doing constructive breeding with
good herd sires, extra quality
foundation cows from the most
popular blood lines. It is doubt-
ful if a breeder in the Southwest
has more straight line bred Anx-
iety 4th Herefords than does E. B.
Black, and he plans to select the
best, both as to breeding and in-
dividuality for his November sale.

News from Bethel.

Mr. and Mrs. Clayton Williams
transacted business in Hereford
last Thursday.

Van Lust and family returned
Thursday from a vacation trip to
Hot Springs, N. M., and he is very
much improved in health.

W. H. Branson of Inliffail, Al-
berta, Canada, arrived Thursday
for a visit with his daughters,
Mmes. Vern and Earl Lust. This
is his first visit to the U. S. in
seven years and was a surprise to
his daughters. It was snowing
when he left home May 2.

Miss Evelyn Smith and Leland
Smith attended the singing con-
vention at Frio Sunday.

Many Bethel folks attended the
Flagg-Big Square ball game Mon-
day. Mr. Showalter is catcher for
Flagg.

K. Roberts and wife enjoyed a
visit from his mother, who lives
near Quanah.

Messrs. Rothwell, Benton and
Earl Lust and families shopped in
Dimmitt Saturday.

Vern Lust and wife entertained
with a birthday dinner Sunday,
May 23, honoring Loyal Lust.
Other guests were Mr. and Mrs.
Glenn Stiles, Mr. and Mrs. Earl
Lust and W. H. Branson.

John Smith and family were
dinner guests in the Earl Lust
home Wednesday.

Messrs. and Mmes. Crier and
Arms attended the singing con-
vention at Frio Sunday.

E. R. Rothwell and family mot-
ored to Amarillo Sunday to meet
their son Harry, who returned
from a year's school work in Den-
ver, Colo.

Boyd Kimbell and family spent
Sunday in the J. C. Williams home.
Vern Lust made a business trip
to Hereford, Tuesday.

Mr. McMillan was a dinner
guest in the Rushing home Sunday.
J. T. Smith and family spent
Thursday night and Friday in the
J. Z. Smith home, leaving Sunday
for their home at Carlsbad.

Several men attended the ball
game between Big Square and
Pumpkin Center Thursday.

Mrs. K. Roberts was hostess
Thursday to the Embroidery Club
and other ladies of the commu-
nity. At the close of the meeting
refreshments of ice tea, cake and
sandwiches were served. The next
meeting will be June 9.

Miss Ida Crawford returned
home from Denver Friday where
she had been visiting for several
months.

Several from this community
are attending church at Dimmitt
this week.

Jim Sanders was here from
Hereford this week.

Mr. Waggy and family of Cleo
were guests in the Williams home
Thursday.

Mrs. Loyal Lust and daughter
returned Wednesday from a visit
in the home of her parents in
Miami, Arizona.

The West Texas State
Teachers College
CANYON, TEXAS
J. A. Hill, Pres.
Summer Term Opens June 7
First Half Closes July 16.
Term Closes August 26.
A Class "A" College Offering
Bachelor Degrees.
(This space paid for by Can-
yon Chamber of Commerce)

POWER
Harvest Your Crops
with Hart-Parr Power
Raising crops with Hart-Parr power will increase
your acreage, your yield, and your profits. The great
1927 Hart-Parr is especially adapted to harvesting,
in that its tremendous power enables it to haul a
wagon as well as a combine and to operate the com-
bine to full capacity with power to spare. Hart-Parr
tractors can be depended on to give from low-price
fuel the most power at the lowest cost for the longest
time. Hart-Parrs are made in three sizes for small,
medium or large farms. Come in and see the great
1927 line.
Hart-Parr Owners Are Hart-Parr Boosters
M. D. WOMBLE
Hereford, Texas
AUTHORIZED DEALER IN
HART-PARR
TRACTORS

STEEL ECLIPSE
The only windmill
with a
DROP FORGED
CRANKSHAFT
THAT'S one of the many reasons
why the Fairbanks-Morse Steel
Eclipse Windmill stands alone. The
crankshaft that moves the pumping
mechanism is drop forged, accurately
machined and ground—made like
the finest engine crankshafts.
And in every detail the Steel
Eclipse shows a great advance over
the common conception of a good
windmill. Instead of cast gears you
find accurately machined gears in
the Eclipse. Instead of ordinary
shafting and bearings you find
turned, ground and polished bear-
ing surfaces that eliminate vibra-
tion and add many years to the life
of the windmill. The old front bear-
ing difficulty has been abolished by
an equalizing arrangement. The
self oiling feature has done away
with the old oil can, one of the
causes of windmill wear and trouble.
Come in and get acquainted with
this windmill that has fewer parts
and better—the windmill that is
built like a good engine—the wind-
mill that pumps sooner and pumps
longer. We have one on display.
Dunlap & Son
Phone 256 Hereford, Texas
FAIRBANKS-MORSE PRODUCTS
"Every Line a Leader"



New 100% Mechanically Refrigerated Fountain Everything Sanitary, Cold and Refreshing

This Combined With Our Service—

"You Know What It Means"

Phone 300

CITY DRUG STORE



Local Happenings

Mrs. R. B. Boren and Mrs. Henry Statcup, of Dimmitt, were in town shopping on Tuesday.

Mrs. M. A. Fox returned home last Thursday from a two weeks visit with her daughter, Mrs. Glenn Webber, of Brownfield.

On every purchase you get DOUBLE Gold Bond Stamps at STAMBAUGH'S DRY GOODS STORE on Tuesday. 18-7c

Mr. and Mrs. Ray Ivey and Miss Lillian Floneker, of Plainview, spent the week-end as guests of Mr. and Mrs. S. F. Rosson.

You will eventually want a square deal; why not get it now? We buy poultry, eggs and cream. SQUARE DEAL PRODUCE CO.

Mr. and Mrs. Edgar Webb left last Thursday for Excelsior Springs, Missouri, where Mr. Webb went for medical attention.

FOR SALE—Baled millet hay FRED MILLARD. 20-47

Ladies, use Elizabeth Arden Toilet Goods. They are pure and will improve any skin. CLARK'S DRUG STORE has them.

STAR THEATRE

HEREFORD, TEXAS

FRIDAY EVENING ONLY

JUNE 3
Alma Rubens
in

"The Heart of Salome"

SATURDAY MATINEE AND NIGHT

JUNE 4
Ken Maynard
in

"The Unknown Cavalier"

MONDAY AND TUESDAY

JUNE 6-7

"The Blonde Saint"

with Lewis Stone and Doris Kenyon

WEDNESDAY AND THURSDAY

JUNE 8-9

COLLENE MOORE
in

"Orchids and Ermine"

FRIDAY EVENING ONLY

JUNE 10

"Rubber Tires"

with Harrison Ford and Bessie Love

SATURDAY AFTERNOON AND NIGHT

JUNE 11

TOM MIX
in

"The Broncho Twister"

William Wommack and family, of Amarillo, were here the latter part of last week visiting in the home of Mrs. Wommack's parents, Mr. and Mrs. C. Runton.

Every Tuesday you can get DOUBLE Gold Bond Stamps at STAMBAUGH'S DRY GOODS CO. 18-7c

Mrs. C. Runton and daughter, Pearl, left Monday for Amarillo to visit with Mrs. Wommack and Copeland, daughters of Mr. and Mrs. C. Runton.

Don't junk that cut or snagged tire. Take it to RICE'S. It may be well worth repairing.

Mr. and Mrs. J. D. Hudgins and daughters, Mrs. T. L. Davidson and S. B. Border, of Wharton, Texas, arrived last week for a visit with Mrs. Hudgins' sister, Mrs. Hubermacher, and niece, Mrs. Geo. Garrison. Dr. T. L. Davidson came in on Friday and he and his wife returned to Wharton on Sunday.

You will eventually want a square deal; why not get it now? We buy poultry, eggs and cream. SQUARE DEAL PRODUCE CO.

Mrs. Charage Fallwell and son, of Friona, were here Monday for the purpose of medical attention for young Fallwell.

Mrs. G. A. F. Parker and daughter, Miss Mary Luellen, will leave in the next ten days for Mt. Holyoke College, South Hadley, Mass., to attend the graduation exercises of the Senior class of that college of which Miss Anne Fitzhugh Parker is a member and a graduate.

Fresh shipment of King's Candy. Get her a box. CLARK'S DRUG STORE.

S. J. Rice and daughter, Miss Esther, arrived here Monday morning from Mississippi where they have been visiting Mrs. Rice.

Do we trade tires? You tell 'em. RICE.

We give DOUBLE Gold Bond Stamps on Tuesday. STAMBAUGH DRY GOODS CO. 19-7c

For one day, June 4th, all hats from \$1.00 to \$5.00; new shipment white hats. MRS. JOHN CUNNINGHAM.

C. S. Richards has been appointed temporary traffic officer until another appointment can be made.

See our line of Cordovan Leather goods. CLARK'S DRUG STORE.

C. Runton left the latter part of last week for Amarillo where he visited his two daughters, Mmes. Bessie Wommack and Bertha Copland.

Mrs. T. E. Seigler and sister, Mrs. J. B. Hendricks, left Tuesday for Groom, Texas, to visit with relatives and friends.

WANTED.—Fifty gallons of sweet cream every day. Will pay 50c per pound butter fat. GOLDEN RULE PRODUCE CO.

E. R. Williams, a brother of Mrs. R. C. Bridges, left the latter part of last week for his home in Dallas.

Miss Eva Skelton left Wednesday for Denton where she will enter the North Texas State Teachers College for the summer term.

Don't bother with the old style pen staff! Buy a Parker Fountain pen. They are practical and convenient. CLARK'S DRUG STORE has them.

J. T. Crowin returned Sunday night from Dallas where he has been this past week. His daughter, Miss Mollie Ray, remained for a longer visit with relatives.

For one day, June 4th, all hats from \$1.00 to \$5.00; new shipment white hats. MRS. JOHN CUNNINGHAM.

Little Miss Louise Ann Frye, daughter of Mr. and Mrs. C. W. Frye, of the Easter community, is visiting relatives in Amarillo and Claude.

Buy your Eastman Kodak films from CLARK'S DRUG STORE—they have all sizes.

Mrs. Homer K. Fox is entertaining her parents, Mr. and Mrs. F. E. Glenn, of Fontana, Calif., who arrived Thursday evening. On Sunday Mrs. Fox's brother, Dick Glenn and family, a sister, Mrs. Lester Gordon and family, motored over from Tulsa to visit their parents.

A letter addressed to "Ye Chief Editor of the Brand" says "Here is an item in which some of the people in your community, friends of mine and of the family may be interested." The letter goes on to announce the marriage of Miss Ruth Moore, daughter of Mr. and Mrs. R. N. Moore, of Cleburne, Texas, to Thomas Aubrey Cox, son of Mrs. D. N. Cox, of this city, at the Central Church of Christ, Cleburne, Texas, on June 2nd. Mr. and Mrs. Cox will make their home near Berger, at which place Mr. Cox is employed by the Santa Fe railroad. The Brand extends hearty congratulations to the young people.

Miss Ruth Joy Haberer, daughter of Mrs. John Haberer, is now working in the county clerk's office in Dimmitt.

Father's Day is Sunday, June 10th. How will Hereford celebrate the day?

Miss Dorothy Cash of Canyon arrived for a visit with her aunt, Mrs. H. C. Baird, of the Jumbo community.

Hat and Scarf Ensembles Gay Note on Style Horizon



Take all that has been said and done in regard to the fancy scarf, multiply it a thousand-fold, let imagination run its limit for vivid color schemes, add to the list the new kerchief squares, which are the smart item for sportswear, and then the story of scarfs is but half told. They're calling upon handsome bags, parasols and other accessories to join the ensemble.

The Brunswick Tire is a standard high grade tire which we sell for less. The Seiberling is a tire made for the man who demands the utmost service at standard prices. RICE sells them.

We pay a premium price on infertile eggs. SQUARE DEAL PRODUCE COMPANY.

Rex Tynes and family left Sunday, overnight, for Fort Worth, where they will meet Miss Theima who has been attending the T. C. U. this past year. They will also go to Franklin where they will visit Mr. Tynes' relatives for several weeks.

We are now ready for cream and will try and merit any business that comes our way. C. H. CARL, in Carl building on South Main, formerly occupied by the City Cafe.

A. W. Gregg left Friday on an extended vacation trip in the East. He will visit friends and relatives in Fort Wayne, Ind., Youngstown, Ohio, Chicago and other points. He expects to be away for a month.

LOST—A German police bitch dog; last seen near the Arlio Dean farm. Finder return to S. F. ROSSON at R. B. R. Co., Hereford. 15-11

Phone 28. That's RICE'S "INSTANT TIRE SERVICE."

We take this way of expressing our sincere appreciation to our many friends for their kindness during the recent serious illness in our home.

J. A. WEAR and Family.

Good used balloon tires in the popular sizes at RICE'S.

Mr. and Mrs. George L. Muse will return this week from Mineral Wells, Texas. Mrs. Muse has been in Mineral Wells for several months and Mr. Muse joined her there last week.

"We all, or most of us," G. A. F. Parker said, "voted dry and would do it again; so why complain about the present weather conditions?"

The Dawn community, largely through efforts of Glenn Greer, has just raised \$25 for the Red Cross food relief fund. The money was turned in to Ralph Barnett, chairman of the local Red Cross, and came unsolicited. The Dawn community and the people of Hereford have been very liberal in this work according to Mr. Barnett, as Hereford's quota has been more than doubled and not any of the fund raised was solicited.

Secretary T. D. Moss, of the Hereford Chamber of Commerce, is in receipt of a letter announcing the annual meeting of the State Association of Chamber of Commerce Secretaries and is making plans to attend. The association will meet June 25-24-25 at Sherman.

Tell us your news items.

Flowers

CUNNINGHAM FLOWER SHOP, AMARILLO

and CLOVIS FLORAL SHOP

Mrs. J. H. Pitman
Phone 157

Hereford Ball Club Plays Vega Sunday

Strengthened by the addition of a Denver Post tournament player who played with an Oklahoma club last season, the Whitefaces will meet the Vega Outlaws Sunday prepared to put the most formidable team on the diamond that has represented Hereford this season.

Last season the Whitefaces won four out of five games played with the Outlaws, but will face a much improved team in the game Sunday, according to Charlie Whitehead, manager, who recently watched the Vega team in action.

The recruit from Oklahoma will hold down the initial sack and Posey will be shifted to second to strengthen the infield. Young will work behind the bat, with either McWright, Walcott or Carmichael doing the hurling.

Hereford has won three out of every four starts this year and the Whitefaces expect to add another to their string of victories in the game Sunday, which will

begin at 3:30 and will be played at West Park. A tentative game has been arranged with Farwell for June 12.

A Happy Reunion

Mrs. Carl Frye planned a delightful day for her brother, Ernest Woodburn, and two of his boyhood friends, Homer Wilson and Sam Lambert, on Sunday, May 30. Ernest and his wife and little daughter, of Amarillo, motored down for the day and Homer Wilson and wife and Sam Lambert, wife and children, joined them at the Frye home. A most delightful day was spent in pleasant reminiscences. These boys, "Balaban," "Skin" and "Ham," as they were affectionately called, enjoyed to the fullest reviewing the many experiences of their school days.

See or Phone
Mrs. Nettie Fries Glatton
for
Flowers of any kind
PHONE 448.



Use S.W.P. Paint—it lasts longer and covers more per gallon.

Panhandle Lumber Co.

There's one day that two at least feel as cheap as one

U.P. Daily



EVERY JUNE BRIDE

—Or bride of any other month, for that matter, holds in her hands the destinies of at least two souls—perhaps more!

—See to it, Oh eyes of blue or black or gray or brown, that, whatever else there may be, there is comradeship and forethought for, where there are THRIFT and LOVE there is a happy home!

Western National Bank

"There is no Substitute for Safety."

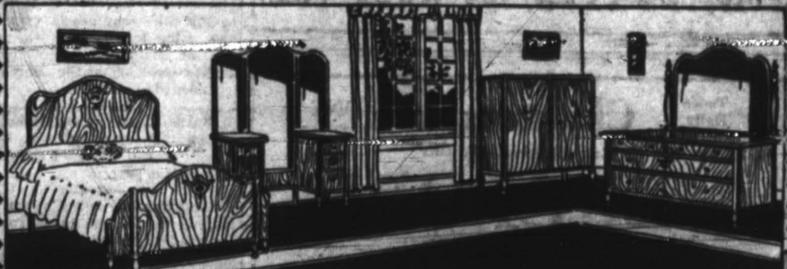
Steffens Ice Cream

THE BEST

EXCLUSIVELY

Corner Drug Store

Filling the Bedroom With Quality Pieces



Grace of design, perfectly matched veneers and expert cabinet work combine to make these suites dominating values. Superbly carved, beveled and headed; dustproof construction—wonder bargains at the low price we ask.

\$150.00 Fine Walnut Bed Suite for ----- \$125.00

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