

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 11.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MARCH 27, 1930.

FIVE CENTS PER COPY.

NEXT WEEK TO BE DEVOTED TO GENERAL CLEAN-UP HERE, ACCORDING TO CITY'S MAYOR

The various civic and welfare interests of Hereford have joined with the state, county and city health authorities in setting aside all of next week, March 30 to April 5, to be observed as Health and Milk Week. Mayor E. S. Ireland has gone a step further in his proclamation to the city and includes a general clean-up program in with the observance of Health and Milk Week.

His recommendations are timely and well worthy of earnest consideration. Most of the agitation Brand has been able to stir up about keeping premises cleaned up around Hereford homes has been with a viewpoint of making the city more attractive and beautiful, but the mayor's article says to clean up the yards and adjoining properties because it will remove unhealthful conditions that could easily bring disease and death to Hereford when warm weather comes.

Next week is clean-up week over Hereford! The time is here to get at such work in earnest, and not put it off until "some other time."

Mayor Ireland in an interview this week said that Hereford at present has one of the best milk regulation programs now in effect in the state. Chief among the milk statutes here are the tuberculin testing of all dairy cattle, health certificates for all who handle milk for the public, compulsory sterilization of all milk utensils; placards will soon be placed at all food dispensing establishments showing the grade of milk used, and samples of milk for testing will be furnished the city milk inspector by all who produce milk for public consumption.

City Commissioners, Mayor Consent to Another Term

The Board of City Commissioners have this week stated that if re-elected by the voters at the city election next Tuesday, April 1, they will continue to serve, despite their recently published statement that they would not again be candidates. They were influenced to change their opinions by the circulation of a petition among citizens asking them to reconsider their expressed desire to no longer serve, and again to handle the city's affairs.

The large number of signers of the petitions left little choice to the commissioners, and they said that it was the will of so many for them to continue in office they would do so if re-elected, although personally each thought he had done his respective share of the duty required of each citizen to help administer the laws of the city and would much prefer that others take their places.

The present board members are E. S. Ireland, Mayor; J. O. Newell and C. H. Dyer, commissioners.

Summerfield Dairy School Closed This Thursday

The dairy school which has been in session for a number of weeks at the Summerfield school house, closed on a close Thursday of this week with Prof. B. H. Hopkins as the last speaker. Prof. Hopkins will talk on the selection of dairy cows and dairy barn arrangement and structure. Tuesday night of this week E. O. Dunkle, county agent, spoke there on the selection and management of bulls.

Those who attended the school testify that it was a success in every department that was discussed.

328 Examined; 197 Defective, Says Miss Hall

A partial report issued this week by the County Health Center, shows that much activity has been carried on by Miss Nell Hall and her corps of assistants since the work was begun several weeks ago.

An interesting item is that 328 inspections of children were made, that number 197 showed some defect, such as bad teeth, tonsils, etc., with 61 of them being over or more underweight. Note in the report shows

CHAMBER OF COMMERCE TO HAVE SPECIAL MEET NEXT MONDAY AT NOON

There will be a meeting of the Hereford Chamber of Commerce at luncheon next Monday noon. This is an "off" Monday for meeting, but Secretary J. A. Miller is desirous of starting off the Health and Milk Week with a bang and has prepared an entertainment in keeping with the plans for a general clean-up time next week.

Howard Ferguson, manager of the Panhandle-Plains, Inc., and Jack Wyatt, city chemist, will be down from Amarillo as speakers, according to word from Secretary Miller this morning. As the program will deal largely with milk as a food, the local agencies are taking an active part in putting it on. S. O. Wilson and the Prairie Dairy are furnishing the milk for the luncheon and the Farmers' Creamery the butter. The luncheon will be held at the Baptist church.

Nurse Says to Watch Weight Of Children

In any truly civilized country as rich and intelligent as our own it ought to be difficult to discern even a dozen children developing into manhood or womanhood under the handicap of even a single remediable defect. We have perhaps failed to stop and think what effect such things as faulty vision or faulty teeth have upon an otherwise healthy child. Oftentimes a child in school is considered dull or stupid mentally when he fails to do good work, when perhaps the real reason for the difficulty is some physical defect which might be easily remedied.

The much cannot be said about watching a growing child's weight. A child ten per cent or more underweight is not normal physically and demands special attention. The trouble may be due to some physical defect or malnutrition. See that each child is getting a good wholesome diet with plenty of milk and milk products. Give your child the right start in life by seeing that he has all physical defects corrected. Is given a good wholesome environment in which to live, and is taught health habits from the beginning.

A person's environment has much to do with his success or failure in life. It is our duty as parents and citizens to keep our surroundings as healthful and cheerful as possible. Keep your family and neighbors healthy and happy by keeping your own premises free from rubbish and anything which might cause unsanitary conditions.

Brumley Chevrolet Company Make Extensive Changes

The progress of modern times is also apparent in Hereford this week on East Third Street where the front of the old Brumley Chevrolet brick business house and filling station is being torn out along with the frame building to the west of it, to make room for the ultra-modern 75 by 140 foot automobile show room and work shop to be used by the Brumley Chevrolet Company to display their cars. When completed, according to Frank W. Hall, secretary-treasurer, and V. T. Downs, vice president, the new building will be the most up-to-date and thoroughly equipped show room and automobile workshop in the whole Panhandle. The entire structure will be remodeled, new sky lights and shop accessories put in, and a new front of cream faced brick and plate glass will adorn the building. New departments will be added, such as a paint room for Duco work, additional room provided to care for more cars under repair, and the newest type of repair equipment, such tool being built specifically for the certain work it is to do.

Vocational Agricultural Class Wins High Honors

The Hereford high school vocational agricultural class brought considerable honors home with them from Lubbock this week when in a contest the Hereford poultry judging team took second place in competition with 24 other teams, and Roger Brumley took third place in individual poultry judging in a field of 75 contestants.

Don't forget the clean-up campaign March 30 to April 5. Let's make it 100 per cent.

HARRISON ELEVATOR IS BOUGHT

One of the biggest of recent business changes took place here last week when the firm of McLean & Pitman, formerly known as the Jones & McLean Coal and Grain Company, purchased the E. W. Harrison elevator from Mrs. E. W. Harrison, together with a plot of land extending south on Main Street, consisting of 22 city lots. The contract was signed to take effect April 1, according to Mr. McLean, and the new firm, which will go under the name of McLean & Pitman, instead of Jones & McLean, will take over the elevator on that date.

McLean & Pitman will continue to operate at their present place of business until the business can be consolidated with the elevator. Mr. Pitman, junior member of the firm, began his business career here with the First State Bank in 1916, and partly severed his connection with the bank when he purchased an interest with Mr. McLean. M. B. (Bobo) McLean purchased the McQueen Coal and Grain Company from J. W. McQueen January 1, 1920, and shortly thereafter sold a half interest to J. B. Jones, the two remaining as partners until the death of Mr. Jones in August, 1926. For the present, Mr. Pitman will have charge of the elevator.

Mrs. Harrison, at the death of Mr. Harrison nearly two years ago, took over the management of the elevator. She will retire from active business life.

All-Day Snow Peps Up Wheat Farmers Here

In the vernacular of the old-time Panhandle expression, "the wheat was saved again yesterday," when a heavy fall of snow came down all day and is still sitting through the air at noon today. There apparently is plenty of moisture content to the snow, and the flakes melted almost as fast as they fell, the temperature staying right around or a little above the freezing mark. The precipitation is the cause of jubilation among residents of Deaf Smith county, as it follows the moisture of ten days ago and seemingly indicates the coming of the usual spring rains.

D. L. Flanagan, Lubbock, Buys Interest in Laundry

D. L. Flanagan of Lubbock recently purchased an interest in the Hereford Laundry and Cleaning Company from M. Howard, owner of Lubbock. Mr. Flanagan is an experienced laundryman, having had about eighteen years in the work and will manage the plant after Mr. Canfield, present manager leaves. A new tailor, George Clark of Pampa, is a recent addition to the plant force and will have charge of the cleaning and pressing department.

Mr. and Mrs. L. W. Carlyle and son, George, left here Saturday overland for Temple, Texas, where Mrs. Carlyle is undergoing medical attention.

D. E. Cohen and Dwight Kierbow, both of Dallas, were business visitors here Tuesday of this week.

PETITION ASKS PRESENT SCHOOL BOARD MEMBERS TO SERVE ANOTHER TERM

A petition circulated Wednesday through the business district had for its import the retention of the present trustees of Hereford Independent School District whose terms of office expire this spring. When presented to the Brand it had the signature of practically every business man and many representative citizens who had been encountered on the streets. The petition had the following wording: "To the Board of Trustees, 'Hereford Independent District. 'Gentlemen:

"We, the undersigned citizens of Hereford, hereby ask you to submit to the voters of the Hereford Independent School District the following names as candidates to succeed themselves as trustees of said district, viz: A. H. Streu, E. B. Posey, J. T. Cronin and C. O. Lee."

Students Hear Talks Relative to Occupations

Hereford high school has as part of its course of study this term one subject that is outstanding in its uniqueness and the theory of its ultimate aims. Students taking this course are known as the "Occupations Class" and the subject matter brought to their attention is work of the various trades and occupations possible or probable for them to pursue when school days are over.

Different trades and business people of Hereford are taking turns in appearing before the class and discussing at length the occupation with which they are most familiar, and analyzing it for the benefit of the class that are the requisites of that undertaking. It is not compulsory in any way that the students select or choose any one of the businesses explained, but the course in its fullness has the advantages of acquainting the scholars with the trades represented, which is probably a great deal more than many modern business people had to enlighten them in the selection of a life work. The work of the Occupations Class is fully accredited with the State University, and it is interesting to know that before Christmas there were but eight schools in the state teaching that work.

Great West Elevator Here Undergoes Improvements

The Great West Mill and Elevator Company are remodeling their plant here by raising the cupola twenty feet higher and making other minor changes to the interior. The addition will aid in the more rapid loading of grain.

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LEOPOLD, REPRESENTATIVE U. S. CHAMBER OF COMMERCE, MAKES INSTRUCTIVE SPEECH

Fans Ask for Semi-Pro Team Here This Year

Now that the boys' baseball teams of the city have about got their clubs in order for the season, the older players have begun to "get the itch" and talk is running rife about a town team for Hereford this summer. Challenges have begun to come in from other Panhandle towns and the local fans have been wondering what is going to be done to put Hereford on the map in the way of a semi-professional baseball team this season. Amarillo, Borger, Perryton, Pampa, Canyon, and others are already getting ready for the big News-Globe tournament this summer, and not a few local enthusiasts would like to see Hereford represented.

A tentative meeting has been called to assemble at Dr. D. K. Robinson's office at 8:00 o'clock Friday evening, March 28, to work out plans toward getting something started. Everybody interested is given a cordial invitation to attend.

Many New Books Received by Library

Among the new books received at the Deaf Smith County Free Library and now in circulation are the following:

Fiction: Benefield, Chicken Waggon Family; Bower, Her Prairie Knight; Lonesome Land; Gray, They Had to See Paris; Curwood, The Crippled Lady of Peribonka; Deeping, Sorrell and Son; Ferber, Show Boat, So Big; Fowler, The Sky Hawk; Grey, Desert of Gold; Riders of the Purple Sage; Thundering Herd, Wild Horse Mesa; Hemingway, Farewell to Arms; Hueston, Ginger and Speed; Kynes, Pride of Palomar, The Thunder God; Kelland, Scattergood Baines; Lincoln, Alias Bradford's Boy; McCutcheon, The Merciles; Nichols, Able's Irish Rose; Nicholson, The Cavalier of Tennessee; Porter, Just David; Rains, Texas Man; Rice, Buffer; Richmond, Under the Country Sky; Rinehart, Bab, The Bat; Sedgewick, Dark Hester; Spearman, Laramie Holds the Range; Stratton-Porter, Freckles Comes Home; Stringer, Wolf Woman; Thurston, The Masquerader; Traut, Tutt and Mr. Tutt; Wilder, Woman of Andros.

Non-fiction: Bradford, Lee the American; Bok, The Americanization of Edward Bok; Halliburton, The Glorious Adventure; Pence, Dramas by Present Day Writers; Williams, Conquering the Air.

Children: Aesop's Fables; Allen, North America; Aldrich, Story of a Bad Boy; Arabian Nights; Asbjornsen, Fairy Tales from the North; Blanchard, The Girl of 76; Bolton, Poor Boys Who Became Famous; Brooks, Boys of Fairport, Historic Girls; Burt, Poems Every Child Should Know; Bates, Chaucer's Canterbury Pilgrims; Baldwin, Fifty Famous People; Calhoun, Miss Minerva and William Green Hill; Crank, So-Fat and Mew-Mew; Drummond, The Monkey that Would Not Kill; Edgar, Treasury of Verse for Little Children; Ewing, From Six to Sixteen; Gray, Little Orphan Annie; Habberton, Helen's Babies; Harland, When Grandmamma was New; Harris, Told by Uncle Remus; Hugo, Jean Valjean; Ingpen, A Thousand Poems for Children; Jacobs, Best Fairy Tales; Kingsley, Water Babies; Kipling, Boy Stories; Kirby, Aunt Martha's Corner Cupboard; Malot, Nobody's Boy; Milne, Now We Are Six; Winnie, The Pooh; Mulock, Little Lane Prince; Otis, Toby Tyler, Mr. Stub's Brother; Shakespeare's Beautiful Stories; Smith, Arabella and Araminta, Mammals from Manners Town; Twain, Adventures of Tom Sawyer; Winchester, Old-Told Tales of Lincoln.

Most of these are entirely new for the library, but some are replacing copies that have been worn out. Attendance and circulation continues to increase.

Despite the steady snowfall all morning, sixty-six members and guests attended Wednesday's Chamber of Commerce luncheon at the Christian church, and enjoyed an hour of real entertainment, together with a fine address by Joseph H. Leopold of Dallas, who is Southwestern manager of the U. S. Chamber of Commerce.

Four other out-of-town visitors were present, Rev. N. M. Gilbert, and T. A. Singer from Dimmitt; F. W. Reeves and John W. White, of Friona, Vice-president C. W. Humble presided over the luncheon.

After disposing of the bounteous chicken and noodle dinner, those present enjoyed to the fullest Mr. Leopold's talk on past practices, present tactics and future possibilities of what he termed a "peculiar animal"—the American business man.

Asserting that business folks are usually interested only in what affects their particular line of work and not caring much about anything else, Mr. Leopold told laughable incidents from the past concerning legislation designed to assist the business man.

"The American business man is living beneath his privileges," he said, "despite the fact that he now leads the world in business methods, the aggregate of American business being twice that of our nearest competitor. The American business man gets satisfied with what he is doing and doesn't want to be disturbed, but the world is moving forward and progress is being made. There are always a few who think most and naturally reap a greater reward. Each man must run his own business and make it pay if he is to succeed. The business of the nation has never been and never will be controlled, and each unit of community, state or national business will be just as big as its operator has the ability to make it. He who takes another's advice is helping the other fellow, for nobody gives good advice until he is too old to set a bad example."

Mr. Leopold traced the origin and work of the United States Chamber of Commerce from a single body of men to its present association of 1800 organizations with 1,000,000 American business men as members. Their officials travel an average of 100,000 miles from one time of reporting till the next, every thirty days. The U. S. Chamber of Commerce does not decide anything until questionnaires have been submitted to all member organizations. These replies are arranged for or against the question under discussion, and pamphlets printed to show which were on each side. If a two-thirds majority is shown for either side, that fact alone determines the decision, otherwise there is no decision. Each member organization receives this pamphlet. Of the 200 active policies being practiced by the U. S. Chamber of Commerce, over 80 per cent are also in use by the Federal government. Two great accomplishments of the U. S. Chamber of Commerce, according to Mr. Leopold, has been the institution of budget systems throughout all governmental bureaus, and stability and encouragement given the Nation during the recent financial crash, with its resultant restoration of confidence to the American buying public.

Clovis Stages Big Celebration On Gas Arrival

The city of Clovis, New Mexico, is having a half-holiday today in celebration of the turning on of natural gas in the city. The occasion has been named the Gas Exposition and will last three days and nights, finishing Saturday evening. The ceremony of turning on the gas will be a feature of the first days program, when Mayor D. L. Lancaster will ignite the first gas by shooting it with a Roman candle as it comes from the top of a 75-foot pipe.

Mr. and Mrs. Clay Ridgeway motored to Canyon last Sunday to visit with Mr. Ridgeway's mother, Mrs. T. A. Ridgeway.

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NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office on North Main Street. Entered as second-class matter at the post office at Hereford, Texas, under the act of March 3, 1879.

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POLITICAL ANNOUNCEMENTS, DEAF SMITH COUNTY

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

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

For County Attorney:
JOHN A. COFFEE

For Sheriff and Tax Collector:
JOHN B. MILLER
J. T. CUNNINGHAM
M. W. CORNETT

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

For County Treasurer:
J. H. HEAD
MRS. BESSIE L. SMITH

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

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

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

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

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

Northwest News

BY MRS. H. O. DORRIS

Speaking from the viewpoint of a rural representative and correspondent of the Brand, will say that it is extremely encouraging for the editor to have made it possible for its correspondents to be able to present stories and articles telling about the accomplishments and activities in their respective localities. Already it is the means of helping us to pay closer attention to the activities of our neighbors and friends, that we may not overlook anything of value; also it is gratifying to note that the efforts of our rural citizens are being recognized and appreciated by our local newspaper and fellow townsmen. While we are on the subject, we are wondering if any farm wife can compete with this, the story of Mrs. H. C. Van Bibber, and her flock of chickens which she raised and sold during the three hardest months of this winter.

On November 11 she received a shipment of 500 white Wyandotte baby chicks. She was much concerned with what to do with them, as they arrived several days earlier than was expected and the brooder house was not finished—not even started. But determined not to be outdone, she serenely moved her babies into her kitchen where they fared fine by the warmth of the range during the day and nights they were made comparatively comfortable with the aid of a gasoline heater. Immediately the building of the brooder house was started.

Mrs. Van Bibber and her husband had barely laid the foundation and sawed a few boards when Mr. Van Bibber was unexpectedly called away on business, but that did not stop proceedings. Mrs. Van Bibber acted as her own carpenter and in the face of hill, cold winds, calmly sawed and nailed away and at the end of five days the house was finished and ready to receive the hungry bunch.

Also, we can imagine Mrs. Van Bibber's relief in getting that bedlam out of her kitchen.

The new quarters were kept snug and warm by a 500 capacity brooder stove and due to excellent care and careful feeding at the end of 12 weeks there remained 408 fat juicy fryers out of the 00, and weighing on an average of 2 1/2 pounds, for which she received 35c per pound, totaling \$322.32. She figured the cost and feeding of each chick at 35 cents, leaving a net profit of \$179.52, \$100 or which was used to pay the cost of the brooder house which has lately been remodeled to accommodate this year's crop of young turkeys.

Rev. Boultinghouse filled his appointment at Bippus Sunday afternoon and his address was enjoyed by all present. He complimented the good attendance and earnest attention.

A social evening was enjoyed at the home of Mr. and Mrs. H. O. Dorris Saturday night when a number of songs from the new books were practiced, the younger folks enjoyed games, and at a late

house the hostess, assisted by Miss Ferguson, Van Bibber and Fortenberry served cake and lunch. About one inch of rain fell here the latter part of last week and was much appreciated by the farmers.

Mr. and Mrs. F. D. Ferguson and mother, Mr. and Mrs. H. O. Dorris and son Emmett, J. E. Lewis and C. S. Perring were dinner guests in the J. G. Fortenberry home Sunday.

Vernon Monroe and J. G. Fortenberry were business visitors in Bellview, New Mexico, last Thursday.

The Community Club met with Mrs. Ed Mecaskey Thursday of last week when the time was spent quilting. Six members were present and the hostess served sandwiches, cake pineapple desert and hot chocolate.

F. D. Ferguson and C. S. Perring were Hereford visitors Friday.

Jim Ney, Mecaskey, Laverne Phillips, Linn Reese and Mrs. Dorris were on the sick list this week.

Relatives from Floyd county visited the Hugh and J. G. Fortenberry homes the past week.

Miss Opal Faye Stein who is attending school at Canyon visited over the week end with her family in the Bippus community.

Mrs. George Bippus who is in the Deaf Smith County Hospital at Hereford, is some better and her friends will be glad to learn of the improvement and wish her a speedy recovery.

SPRING tailor-made suits with the new samples in ORR'S TAILOR SHOP.

His Neuritis Pain Ended By Sargon

"I was a mighty sick man before I started Sargon, but this medicine made me feel better and stronger than I have in 20 years. I suffered with neuritis pains in my back and shoulders and



J. L. RENEAU

many a day I could hardly raise my hands above my head. My kidneys were too free acting, I had pains in my back, and suf-

fered a lot with indigestion. My complexion was sallow and attacks of bilious headaches came over me frequently. I only wish I had found Sargon sooner for all the neuritis pains, pains in my back and headaches have entirely disappeared since I started taking it. I have a good appetite and enjoy my meals without a trace of indigestion. My kidneys seem in good condition, my nerves are steady and I sleep like a log. Sargon pills put my liver to work and ended my constipation. J. L. RENEAU, 2019 Junius St. Dallas. Rice Drug Store, Agents.

and Mrs. J. F. Murphy of Hereford are here this week. Mr. Murphy having accepted the contract for roofing the new Tom Carter building on South Main

5% LAND LOANS

Correct Abstracts

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Hereford, Texas

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Prevents blowing by leaving stubble and trash in surface. Saves one or two operations because close set discs pulverize all lumps in soil.

For summer fallowing, kills all weeds without going too deep. The Original Angell "One Way" Disc Plow revolutionized wheat farming—cut the cost of preparation by one-third—grew bigger crops. That's why we offer it to you.

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COCOANUT, "Bulk," lb 20c

CRACKERS, 15c size Saltine 10c

FIGS, black, dried, 2 lb 30c

SOAP, Palm Olive, 3 for 21c

CORN FLAKES, "Jersey," 2 for 25c

COMPOUND 4 Pounds \$.59
5 Pounds \$1.17

BROOMS 50c
80c

LYE, Merry War For Hogs 10c

Coffee, Admiration, 3 lb cup-saucer \$1.38

Toilet Paper, Northern Tissue, 3 for 25c

WE DELIVER

PHONE 248

"The Whiteface Roundup"

FURTHER DEBATE NEWS

As The Brand has already given a full report of the activities of the teams, this will be sufficient merely as an appreciation from the student body. To say the least, we are very proud of all that has been accomplished by the debaters. We could not ask more of those who went to Amarillo and won by a two-thirds majority there. Yet when Amarillo returned the debate, the judge remarked that this was the closest debate he had ever witnessed, giving them the decision as being a little better than our team, therefore we, the people of Hereford, are still ahead of Amarillo in that respect at least. Next, the two teams changed sides for practice. The two best boys will then go to the District Intercollegiate League to Beat Canyon!

HIGH SCHOOL SPONGES

Webster says sponges come from the sea. That might be so in part, but not all sponges come from the sea. There are too many who have never seen an ocean. There are many, many sponges but they are all exactly alike in principle, even though they do not have the same physical features. You can always tell one whenever you might meet him for their motto is, "To get the most for the least," and it is said that this is the only motto that they will keep, but they surely keep this one.

When you see a sponge coming down the hall you begin to leave for you know what he wants, but in spite of the fact that he is a good sprinter, he soon catches you. He will approach you with a broad smiling face, and so if he thought you were glad to see him, but he knows he is a nuisance—this plaintively as if to say, "You know he can't help it—but can't you just this once—this once begins to occur every day, therefore without waiting for him to give some excuse you give him your paper and hurry away."

This person is positively unclean, for he knows you are easy to borrow from, and he has a way of finding you every time he needs you or your work. When you see that he has caught you again, you make up your mind not to give in, but that broad smiling face always causes you to weaken. But back to Webster's sponge—a sponge never achieves anything in life. Once a sponge, always a sponge; it makes no difference in what condition or state or life the creation begins.

ASSEMBLY PROGRAM

Last Tuesday morning all of the high school students assembled in the high school auditorium to hear once again the famous debaters of Hereford High.

Kathleen Cronin acted as chairman. Andrew Pat Jones and T. H. Seigler were on the affirmative, while Charles Rice and Charles Simpson were on the negative.

The proposition for discussion was, "Resolved that the Sterling Plan, as a system of financing the state highways, should be adopted in the State of Texas," as was explained in this system, bonds are voted and will mature

STAFF

Editors-In-Chief — Bernard Seed
Ralph Hastings
Lyndell Brooks, Merle Barber, Chas. Rice, Chas. Simpson, Assistants
Conducted in Connection with the English Department of Hereford High School, under supervision of Miss Irene Crawford, English Instructor.

on a period of three years. The amount of money that will be received on these voted bonds is \$350,000,000.

The affirmative based their proof on the Sterling plan as being economical and adequate. The negative based their proof on the plan being inadequate, and cannot be officially administered in Texas.

The affirmative brought out the point that no state highway in Texas is entirely paved and no state can be entirely successful in business without the aid of good roads. Texas is the largest state in the Union, has the largest resources, and yet ranks sixth with her sister states in per cent of good roads. The average cost a year for the upkeep of one mile of unpaved road is \$700, while that of paved roads is \$300. The automobile saves one cent a mile on paved roads, so there would be a saving of \$20,000,000 a year on automobiles if the roads were paved.

The negative brought out the point that the Sterling Plan could not be officially administered in Texas because "haywire" contractors would come in here from every where and try to underbid everyone else so they could get the job, as a result the roads will be built in a hurry and out of cheap materials, and will not last long. Although both sides gave some good proof, the ballots were taken and the affirmative won.

THE EIGHTEENTH CENTURY ENGLISH CLASS

Last Monday morning the modern world was completely forgotten by the Senior English classes, and by the boys of these classes, especially. When the classes assembled, the room assumed an atmosphere somewhat similar to that of a coffee club of England during the Eighteenth Century. The girls moved to the back of the room to make way for the famous writers of the day, such as Pope, Addison, Steele, Swift, Johnson and others, who were seated around the desk in club fashion. Each writer told something of interest about his life and works. The greater part of them stressed more than anything else the fact that they were unmarried. Various reasons were given for their being single, but probably they were influenced by some of Swift's sarcastic remarks. In spite of these facts, however, the lesson was considered one of the most interesting ones of this semester.

GLEE CLUB OPERETTA

One of the biggest musical hits of the season will be presented at the high school auditorium Friday, March 28. The local high school glee club, under the direction of Miss Lucille Hicks, feel proud of the operetta, "Jerry of Jericho Road," and feel that they will be

able to present an evening of good wholesome entertainment.

The principal characters in the play are few, but the whole glee club will take part in parts of the play.

The play centers around the following characters: Alan O'Day, played by Deward Roberson, a wealthy easterner, on whose ranch the events take place, unravels a queer love affair between him and Sandy Bank, or Zelma Ruth Shore. Jerry Bank or Marie Seed, owns land near the ranch owned by Alan O'Day, and Oil has been struck on it without her knowledge. John Drayton, or T. E. Seigler, a cousin of Alan, wishes the hand of Jerry Bank. Mim, a flapper and Dora, Mim's cousin, play an interesting part, generally accompanied by Cornelius Bean, the father of fourteen "little Beans." Emma Jackson will play the part of Mim and Genevieve Eberly will play the part of Dora; while Chas. Rice will play the part of Mr. Bean. Then we will feature Lettice Bank, or Tina Lee Springer, as a hard-boiled woman that wishes her daughter, Sandy, to marry Alan O'Day because he is rich. Amos Bank, a poor, non-pecked husband, accompanies his wife, Lettice, and men, if you want to see your own life as it really is, you should see the life that Amos leads. This part will be played by Henard East. Then we have Hunter, a detective, who tries to "trim" Jerry Bank when trying to buy her land. Then last, but not least, we have Uncle Pete, an old superstitious westerner who believes in ghosts. Marvin Knox will play this part.

Of course the above account does not give a vivid description of the situation, but you can see that the play is full of romance and thrills. You will be laughing at poor Amos and his wife from the beginning and you will feel very sad over the love affairs until the last moment. Oh, there are lots of thrills awaiting you in this musical comedy that is filled with romance and underhand work.

A. C. THOMPSON LUMBER.

WHAT SCHOOL HAS DONE FOR ME

Seniors, we are about to end the happy high school days. The end of the road is near and as I turn and look back on my past days, I am both sad and glad that the road is coming to an end. I am glad because I feel that I have accomplished a great task. I feel that I have finished a task that many do not. We have learned many things during our school life that will help us in our future life, but is that the only thing we have done? No, we have learned to be friends and have learned to trust and love our fellow men.

Dear friends, we shall soon have to part, and some of us will go one way, while the others will follow a different road. That will be a sad parting, because we shall have to find new friends and shall have a greater responsibility before us.

Then, just what has Hereford High meant to us? We have not learned all our good teachers tried to teach us, but we have obtained valuable information. But the best thing school has done for me is that it has given me some of the dearest friends that I ever hope to have.

THE SENIOR PLAY CAST HAS BEEN CHOSEN

Monday afternoon several of the Seniors met with Miss Crawford and Mr. Hopkins in the auditorium to try out for the senior play to be given at the close of this term. Three or four persons tried out for each role and the best suited to the part was selected.

The name of the play to be given this year is "Come Out of the Kitchen," by A. E. Thomas. It is a comedy in three acts. The cast consists of five girls and six boys. Vondel Brooks plays the leading lady's part, Olivia Dangerfield; Florence Shore is Cora Falkener; Emma Jackson, Elizabeth Dangerfield; Tina Lee Springer, Mrs. Falkener; Marjorie Golden, Amanda; Oliva's Black mammy; T. E. Seigler, Burton Crane from the North; Newt Gilliland, Thomas Lefferts, statistical poet; Deward Roberson, Solon Tucker, Crane's attorney and guest; Bernard Seed, Paul Dangerfield; Pat Jones, Chas. Dangerfield; Charles Simpson, Randolph Weeks. The time is the present; the place is the Dangerfield mansion in Virginia.

The above cast has been hard at work on the play already and are going to make this year's play the best play that seniors of Hereford high school have ever given. With Miss Crawford to coach the play and the seniors' sponsor, Mr. Hopkins, to boost it, we are assured of a great success. Of course the members of the cast have the support of the whole senior class behind them. Between acts entertainment of various kinds will be given.

"BELIEVE IT OR NOT"

George Harris was seen studying this morning. Perhaps he knows that a diploma will look good soon.

Ralph Glenn won a prize at the senior party Monday night. We still believe that he is good at such things.

Walk to town. Some pretty girl must have a car.

Gaylord Newell never has to shoot paper wads at Travis this morning.

Rogers Orr has a new girl friend—and I think Genevieve has a new boy friend.

You would not believe it, but Mr. Hudson threaded a needle while sitting on a milk bottle at the St. Patrick party.

Babe fooled Mr. Kerr and worked an arithmetic problem this morning.

Paul Barnett did not go to sleep in study hall Monday. Lyndell cannot wait until April. I believe that someone is coming from A. & M.

Miss Bead failed to give a chemistry test March 20. It is also unbelievable that J. C. Gregory can outrun Mack Nolan, but he can.

A. C. THOMPSON LUMBER.

TRACK DEVELOPMENTS

Track practice is under full sway now with about thirty boys reporting for practice daily. This is probably the first year that Hereford has had a full track team. All track and field events are being entered this year with at least two or three aspirants for each event.

The dash men are in excellent condition already. The distance men are steadily improving their time and endurance. Lewis Sherman and Deward Roberson have in the last week, started practicing the hurdles. We have an excellent pit for broad jumping, high jump and vaulting. The weight men are steadily increasing their distances with the weights.

Several track meets are already scheduled in which Coach McCollum expects to enter his track team.

The invitation meet at Farwell, the Amarillo Tri-State meet, and the district meet at Canyon are the meets in which the track team will be entered.

A. C. THOMPSON LUMBER.

SCHOOL COLORS

There has been considerable agitation over school colors. This is an important question, "Why should our school colors be maroon and white?"

First, would not the students of Hereford high school and the people of Hereford like to add to the distinction of our school and

Happy to Tell
All the World
About Konjola

St. Louis Citizen Found New
Medicine to Be Only One
That Made Good.



MR. THOMAS J. BIRGE

After all is said and done, every medicine must meet this test: Does It Make Good? Konjola has made good in so many cases when all else tried has failed that it is the most talked of medicine in America today. Take the case of Mr. Thomas J. Birge, 2642 Chateau Street, St. Louis, for instance. Read what he says about this master medicine:

"I am sixty years old, and most of my life . . . at least as long as I can remember . . . I had stomach trouble, and nothing helped me until I found Konjola. Imagine my astonishment when the very first bottle of this wonderful remedy started me on the road to complete recovery. Today I can eat whatever I like, no matter how rich and heavy the food, without the least discomfort. Fact is, I feel like a new man, and many of my friends to whom I recommended Konjola are as enthusiastic about it as I am."

Konjola is sold in Hereford at the Corner Drug Store, and by all the best druggists in all towns throughout this entire section.

of our teams? By distinction, I mean adding to the attractiveness and effectiveness. Maroon and white are the true colors of a whiteface. What do black and gold stand for? Why they are just school colors that's all. Therefore, the colors maroon and white would be logical.

Strangers and town people have remarked they see no relation of the black and gold to the whiteface, and they wish our colors could be changed.

Don't you think the opinion of the town people, who have supported our high school so loyally, ought to be regarded?

STANDARDIZING THE SCHOOL RING

An intermediary of an engraving company visited the Hereford high school three days of last week with the intention of standardizing the school ring. A meeting of the three classes, freshmen, sophomores and juniors, was held and the question was voted that we standardize the ring for a period of three years. Three representatives of each class were as follows: Peggy Mitchell, president; Sherman Morgan, Melvin Harris and their sponsor, Miss Campbell of the freshman class; Jas. Cloyd, president, Nell Bryant, Louise Jewell and their sponsor, Miss Carlyle, of the sophomores; George Mitchell, president, Alberta Davis, Robert Bell and their sponsor, Mr. McCollum of the juniors, and Mr. C. H. Dillehay.

SQUILL KILL

This New Powder
Kills Rats and Mice
But Nothing Else

Squill Kill for Rats
and Mice

Squill Kill can be used in the home with safety. Has been proven by actual test that it kills rats and mice and does not injure other animals. Kills more rats and mice per dollar.

NOT A POISON—PRICE 50c

CITY DRUG STORE

Squill Kill Drug Company
Barnesville, O.

met with the representative of the engraving company. It was decided that since he had guaranteed to please us with the emblems we would have him send us two different enlarged emblems, worked out on paper, one of the whole

Hereford emblem and one the Whiteface. Then he v the one we like the better ring; but if we do not when it is complete we do to accept it, but find one entirely satisfactory to

10 Days Pre-Easter Sale

I have just purchased the prettiest line of EASTER FROCKS I have had this season and have some remarkable values to offer you. Beginning Friday, March 28, you will find here materials of Silk Crepe, Crepe, Faille Crepe, Roma Printed Crepes and Chiffon in all sizes at the following prices:

\$12.75 Value \$ 6.75
\$15.00 Value \$ 9.75
\$19.75 Value \$12.75
Another Group \$15.00

BIG REDUCTION
SPRING COATS

Fashion Dress
Shoppe

Vogele Millinery Parlor

—We have a fine lot of hats for children, in all the latest styles and shades.

SPECIAL FOR FRIDAY
AND SATURDAY

—We will show you hats ranging in price from \$3.75 to \$5.00. Also a line of better hats for your selection.



WANTED!

500 New Customers to Try Our

Wolverine Work Shoes
and
Sweet-Orr Work Clothes

—WOLVERINE WORK SHOES are the world's standard for high grade materials and workmanship. They are made of guaranteed horsehide, pliable under all conditions, waterproof, steam-proof—the best shoe for hard work and wear that the ingenuity of man can design and make. You will appreciate Wolverine Shoes for a long time after you have begun wearing a pair of them.

—SWEET-ORR WORK CLOTHES are made from the longest wearing fabric possible and deserves its name, "tough as nails." The secret of its strength lies in its threads. They are first dyed, then DOUBLED, firmly twisted and finally woven into cloth. It gives you double wear because made of twice as many threads. Absolutely fast color—warranted never to rip.

For One Week Beginning Next Saturday we are

Giving Away Free!

WE WILL GIVE A \$1.00 SHIRT with each purchase of a pair of Wolverine shoes and one Sweet-Orr pair of trousers, jumper or work shirt; or for the purchase of any two Sweet-Orr work garments. This is a special introductory and must be taken advantage of within one week to receive the dollar shirt.

D. R. Gass Station
in St.

CASH SPECIALS FRIDAY AND SATURDAY

HAM	Country cured, whole or half, per lb	27c
RAISINS	Seedless 4 lb package	29c
Bean Sprouts	They are delicious, No. 2 can	21c
OLIVES	Premier Ripe 4 of tin	10c
MUSTARD	Quart Jar	19c
Marshmallows	White Swan 10 oz can	21c
MATCHES	Diamond brand 6 box carton	22c
OXYDOL	Large size	22c
Toilet Paper	Waldorf 4 rolls	24c
OATS	Plains China	28c

Bakers Cash Grocery
MONT E. BAKER.

WANT Ads

Classified advertisements must be advanced unless arrangements are made to care for the payment. Classified ads received through this office will not be published unless the cost of insertion is paid in advance. Resolutions of Respect, Verbatim Obituaries, Legal Publications and Announcements, Etc., as well as Local scattered about thru

personal mention columns. All of the above styled advertising, with the exception of Cards of Thanks, short Announcements and Reading Locals cost 1-2 cents per word for the first insertion, and 3-4 cent per word for each continuous insertion thereafter without change. Reading Locals and Short Announcements cost 10 cents per line for each insertion, counting six words for each line or part of line.

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

Wanted

our flowers for Easter, flower grown, tomato and pepper plants for your window box over beds, early and avoid disappointed. **NETTIE PRICE** 11-4p
A. C. THOMPSON LUMBER.

ED—Plowing with tractor, outfit, do good work and right. See **ARCH CONK** phone 9014-F4. 11-4c

ED—To buy an acre of land of Hereford preferred. On **BOX 462** 11-2p

ED—To buy stock hogs and s. Phone 137. **H. C. BOW** 10-2p

ED—Confinement cases. See **O. E. RIDGEWAY, P. O. 533.** 10-2p

ED—Sales people; profit-proposition with bright future. **Box 681, Clovis, New Mex.** 10-2p

C. THOMPSON LUMBER.
Brand wants rags—good cotton rags, with old knit wear, stockings, linen collars, absolutely barred. Good price 11-1c

C. THOMPSON LUMBER.
T LISTING on good Plains Have buyers for four sec- if terms are right. Want 2 ns on crop payment plan, can \$1.00 down and \$2.00 at har- Want 640 acres, improved. \$6,000 cash. **W. T. HOL- Paupa, Texas, Box 321.** 9-4c

For Rent

FOR RENT—Two unfurnished rooms in modern home, will be vacated April 1. Phone 4. 11-1c

FOR RENT—Two furnished modern light housekeeping rooms. Phone 224-J. **MRS. J. D. THOMPSON, 25-Mile Avenue.** 11-2c

FOR RENT—The north half of the new Jacobson business building. See **FRED WELCH**, at the Welch Machinery Co., Phone 33 11-1c

A. C. THOMPSON LUMBER.
FOR RENT—April 1, modern 7-room house, furnished. **GEORGE T. MCCURRY.** 11-2p

FOR RENT—Two light housekeeping rooms. Phone 364. **MRS. D. P. VAUGHN.** 11-1p

A. C. THOMPSON LUMBER.
FOR RENT—Upstairs apartment; furnished. Call 194. 11-1c

FOR RENT—Furnished apartment. **MRS. R. P. BRAZIL, 511 West 5th Street.** 11-1p

A. C. THOMPSON LUMBER.
FOR RENT—Furnished rooms, one block north of high school. Phone 103-W. **MRS. E. J. WILLIAMS.** 11-1c

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

FOR RENT—Nicely furnished room for two gentlemen; separate beds; bath adjoining; every convenience; with meals. Phone 212. 9-1c

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

Lost and Found

LOST—Tuesday evening between my home and town, a pair of light gray trousers containing money. Finder please return to **L. H. SHORE**. Reward. 11-1p

LOST—Ford truck casing and wheel. Goodyear Diamond tire. See **FRED WELCH**, Welch Machinery Company. 1-2c

Lodge Directory

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

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

For Sale or Trade

FOR SALE—Modern four-room residence, block west and half a block west of Central school. Phone 179-J. **J. H. NIX.** 8-4p

A. C. THOMPSON LUMBER.
FOR SALE—New six room house, modern, close in, good terms. **A. C. THOMPSON.** 8-1c

FOR SALE—My residence for sale or trade, North McKinley Avenue, Hereford. Write **RALPH SMITH**, 1200 Houston Street, Plainview, Texas. 9-4p

A. C. THOMPSON LUMBER.
FOR SALE—Some well located resident city lots on the pavement for sale or trade. Also have two residences and a 20-acre block for sale or trade. **FRED MIL- LARD.** 7-1c

FOR SALE—On account of other mill business I will sell my custom mill and buildings and lots. One building 20 x 40 with addition 22 x 30; one building 20 x 40, cement floor. All machinery and six lots, or twelve lots. One-half cash, balance easy terms. **STAND- FORD MILLS, Friona, Texas, 88-4c**

ICE BOXES—If it's bargains you want, we have a number of used ice boxes in good condition. **BLATHE BROS., Frigidaire Dealers, Phone 340.** 11-1c

A. C. THOMPSON LUMBER.
FOR SALE—Good used 15-30 International tractor, just worked over. **BUCHANAN — ROSSON.** 8-1c

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

A. C. THOMPSON LUMBER.
FOR SALE OR TRADE—One good model AA Ford truck in first class running order. **WELCH MACHIN- ERY CO., Hereford, Phone 33.** 9-1c

FOR SALE—Good pigs. **DEW** 3-2c
FOR SALE—400 acre farm, close in; price reasonable. Phone 404-J. **MRS. F. J. EBERLE.** 9-1c

FOR SALE—Edison Console phono- graph and 70 records in good condition. **RICE DRUG STORE.** 8-1c

FLOWER PLANTS FOR SALE—Shasta daisies, phlox, golden glow, verbena, petunia and other plants. Call 272. 10-4p

FOR SALE—Seven head Jersey heifers, fresh soon. **J. W. MARN- ELL, Route 4, 5 1/2 miles north on 25-Mile Avenue.** 10-3p

WINDMILL FOR SALE—10 foot steel mill in good repair; self oil- er. Also 3-inch galvanized piping, pump outfit, and 60-barrel galv- anized iron tank. Address **BOX 473.** 3-1c

A. C. THOMPSON LUMBER.

FOR SALE OR TRADE—By own- er, choice chicken ranch, close in, terms if desired; or would trade for 100 acres raw land if well located. Address **P. O. Box 473, Hereford, Texas.** 51-1c

FOR SALE OR TRADE—Three pure bred, full blood German Pol- ice puppies; some used guns and a few well located city lots that I own. Everything priced to sell or will trade for anything. **JOWELL MURCHISON.** 8-1c

FOR SALE—Rhode Island Red hatching eggs. 40c per dozen, 50c per setting. **H. T. WEDDEL, one mile west.** 10-4p

FOR SALE—Single comb Rhode Island Red hatching eggs, 50 cents a setting. Call 9001-F15. 11-1c

A. C. THOMPSON LUMBER.

FOR SALE—Section of land on crop payment plan; six years with- out interest. See **WALSER & DUNN.** 11-1p

FOR SALE—Hatching eggs from pure bred dark Barred Plymouth Rocks, \$3.00 per 100; 50c per set- ting. **F. D. PERKINS, Progres- sive Avenue, Rt. 1.** 11-2p

FOR SALE—Three slightly used room size Wilton velvet rugs. Call 131-W. 11-1c

FOR SALE—Gold Bank strain Mammoth Bronze turkey eggs, \$2.50 per setting. Leave orders at **Carl's Grocery.** 11-2p

FOR SALE—Bred gilts and feed- er shoats. **D. H. CONNELL.** 11-1p

A. C. THOMPSON LUMBER.
FOR SALE—Pure bred Barred Rock eggs for setting. **MRS. J. N. MESSENGER, phone 427-J.** 11-2p

FOR SALE—Two good young mares, broken for work. **DR. G. W. HEARD.** 11-1p

FOR SALE—Windmill, complete, sucker and rod pipe, galvanized tank. \$75.00 cash. Post Office Box 473. 11-1c

A. C. THOMPSON LUMBER.
FOR SALE WITH POSSESSION \$3,500 for improved 20, edge of town. \$7,000 for improved 140, only 3 miles from town. \$4,000 for quarter, with 120 in wheat, wheat goes with land. \$7,200 for fine 320 northwest 21 miles. \$2,250 for close in home, modern. \$3,500 for im- proved 5 acre place. Two sections raw land to lease for wheat 5 years. **L. BASKIN, or Phone 188.** 4-1c

FOR SALE—A good young nurse cow. See **H. H. BOARDMAN.** 10-2p

FOR SALE—Strawberry plants, Everbearing, Mastodon variety, Ke- logg strain. Phone for prices, 225. **A. J. SCHNEIDER.** 9-3c

A. C. THOMPSON LUMBER.

\$3,500 for half section northwest of Hereford, small house, fenced, 240 in cultivation, 120 acres in wheat, all good, immediate posses- sion. Address **L. BASKIN, Owner, Hereford, Texas, phone 188.** 9-1c

Local's

B. Baer returned to his home in Tucumcari, New Mexico, last Sun- day after a several days visit in the home of his son, **Gaston Baer**, and family.

A. C. THOMPSON LUMBER.

Mr. and Mrs. **C. L. Garrison** of Willadoro were business visitors in Hereford last Saturday. Mr. Garrison visited the Brand office.

The Intermediate Department of the Baptist Sunday school will hold a Bake Sale at Texas Meat Market Saturday, March 29. 11-1p

A. C. THOMPSON LUMBER.

BULK GARDEN SEED—WEST TEXAS FEED & SEED COMPANY Phone 295. 11-1c

J. H. Brooks and **J. W. Webb** were in Plainview last Monday on a business trip.

T. S. Warren and **O. M. Dickey** of Lone Wolf, Oklahoma, were here last Thursday transacting business. Mr. Warren owns a half section of land planted to wheat about 36 miles northwest of town. Messrs. Warren and Dickey are negotiat- ing for another tract of land in the west part of Deaf Smith coun- ty.

J. W. Hamm and daughter, **Miss Ruth**, arrived in Hereford Wednes- day from Corpus Christi. Miss Hamm intends to attend high school here the remainder of this term and Mr. Hamm will return to Corpus Christi.

Mr. and Mrs. **Seth B. Holman**, former owners and editors of the Brand, were down from Amarillo Sunday visiting Hereford friends.

The **Heimer Hat Shop** is now showing the latest spring millin- ery, also wash dresses, and a nice line of lingerie. 11-1c

Let THE LAUNDRY LIFT YOUR LOAD

—The day of rest need no longer be followed by the dreaded Day of Hard Labor. The Hereford Laundry has raised standards of cleanli- ness far beyond what is at- tainable in the home, and has lowered prices to meet the economical budget.

Two New Services

TO START MONDAY MARCH 31

WET WASH—Everything thoroughly washed and re- turned damp.

THRIFTY SERVICE—Fami- ly Wash, we wash and iron flat work. We wash wearing clothes and return damp, 7c per pound.

We call for and deliver all laundry and cleaning and pressing. Your washing troubles are all over when you send your work to us. We wash in soft water. We have a special water softener.

Hereford Laundry and Dry Cleaning Company

PHONE 289



Licensed-Bonded Phone 333-W

Geo. S. McConnell Electrical Contractor

Have your electric wiring and repair work done at the right time—at the right price.

Funnygrams From Rice's

The auto bit the fat old hen,
She cackled like the dickens,
But the rooster didn't care a darn,
He had fifty younger chickens.
Don't Forget that Brunswick Super Service tires are guaranteed to give you 20,000 miles of service.
Warmer weather is coming on. Don't trust those old weak tires. It will be a pleasure to drive a new set of Brunswicks. They are insured against accidents.
"Have you ever driven a car?" the lady applicant for a license was asked.
"One hundred and twenty thousand miles," put in her husband, "and never had a hand on the wheel."
Special for Friday and Saturday, 30 x 3 1/2 GUARANTEED TIRE, \$3.95.

H. L. RICE



Prevents bl...
Saves one or...
all lumps in soil.
For summer fallow...
The Original Angle...
wheat farming—cut the...
bigger crops. That's wh...

J. A. WEAR IN
Phone 108

FRIDAY and SATURDAY Specials

- CORN, fancy Country Gentleman, No. 2 cans, 2 for 26c
- SOUP, Rex brand, tomato, 3 for 22c
- APPLE BUTTER, quart barrel 26c
- SYRUP, Sunnyland, gallon 87c
- FRUIT, dried, peaches or apricots, 25 lb box \$4.15
- COCOA, Mothers, 2 pound can 28c
- POST TOASTIES, two for 23c
- COFFEE, Sam Houston, 3 lb can, cup-saucer \$1.24
- COMPOUND, Morris Purity, 16 lb bucket \$1.99
- CRACKERS, Edgemonts, either regular white or graham, box with a white enameled pantry box both for 81c

Carl's Cash and Grocery
Carry Phone 324

C. E. STONE CO.

"TEXAS HOME-OWNED STORE"

Week End Specials

For Friday-Saturday- Monday

MARCH 28, 29 AND 31

—Close-out prices on reasonable merchandise to make room for new shipments.

SPORT DRESSES

—An assortment of beautiful Wash Crepe Sport Frocks, a full line of choice patterns and designs to delight you—

\$16.85 to \$12.50

Millinery

—Many new and beautiful shapes in all the desired materials await your selection here.

\$2.50 Values at .. \$1.95
\$6.00 Values at .. \$4.95
Others Priced at from \$10.00 to \$12.50

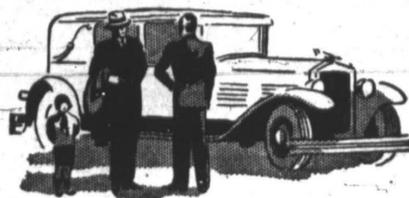
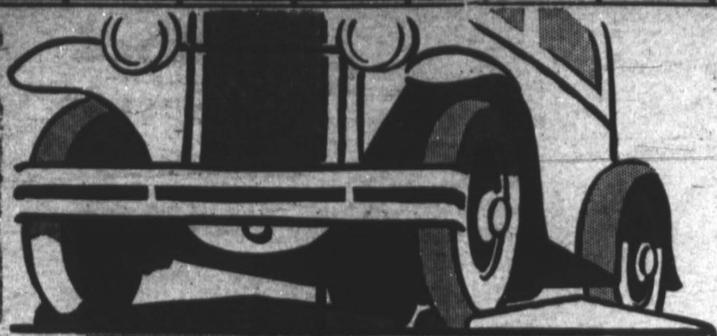
MEN'S SUITS

—A very complete assortment of the newest styles, weaves and materials, featuring blue serges as well as gray and mixed colors of woollens and worsteds. We have the model, material and price that will appeal to you.
ALL \$20.00 SUITS AT \$12.95 **ALL \$42.50 SUITS AT \$37.85**

New Spring Shirts

—This includes every dress shirt we have in the house. Come and take your pick of any style, color, material or pattern or size and get it for—

20% DISCOUNT



Your own automobile dealer will tell you—"You must drain

winter-worn oil!"

He wants you to get all the driving satisfaction and long life that was built into your car. And he will tell you that nothing will shorten the life of any car so quickly as "winter-worn" oil. Thinned and diluted by the use of the choke, this old oil is no longer able to protect flashing metal surfaces.

Drain — then refill with Texaco! This clean, sturdy golden motor oil is so superior in lubricating qualities that it will also help to restore lost power. There's no surer way

of keeping new cars young — or of bringing back youth and zest to aging veterans.

With Texaco in the crankcase, engines have a way of keeping cool no matter how hot the day or how high the hill. For this sturdy oil forms a protecting film that eases every movement—that assures smoothness, quiet and freedom from wear.

You will find Texaco Golden Motor Oil in every corner of the world. Stop today at the Texaco Red Star with the Green T. Drain — then refill with Texaco.

There is another equally important reason for draining your old oil. Not only is it diluted and dirty, but very likely it is Winter grade. And for hot weather driving your engine demands Summer grade oil. The makers of your car—the dealer who sold it to you—the manufacturer's service agent—all make this an important point.

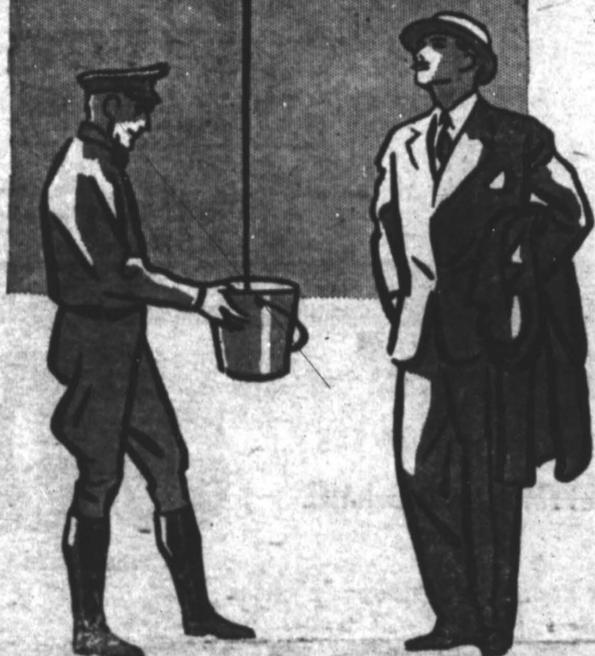
TEXACO

GOLDEN MOTOR OIL

FULL BODY



CLEAN-CLEAR-PURE



DRAIN—THEN REFILL WITH TEXACO



—There are no better fuels and lubricants for tractors, irrespective of price, than those refined by the Texas Company. You who are operating power machinery realize that there is more wear and consequent loss of time on cheaper fuel and an element of risk in any but lubricants whose quality is well known. Why lose this time and take that chance when Texaco is always available?

The Texas Company

R. J. Richardson, Agent
Office 317 N. Main St.

GREASING

your car — BY EXPERTS

Have a Competent Attendant to Do Your Greasing

LUBRICATION

—Is far too important a task to trust to carelessness and inefficiency. Premature wearing of parts will prove that to you if you neglect proper oiling and greasing. Let our experts protect your AUTO-DOLLAR—It's real safety, satisfaction and economy. Come today.

Firestone Tires

—Car owners everywhere get more mileage out of FIRESTONE GUM-DIPPED TIRES. More mileage is built in during construction by the famous GUM-DIPPED process that saturates every fibre of every cord with rubber, minimizing friction, doubling flexing life and adding thousands of miles extra service.

—Firestone is the choice of champions—the preference of the thrifty—the holder of all world records for safety, economy, endurance and mileage at the lowest price ever offered.



N. J. LENOX
TEXAS FILLING STATION
—ON THIRD AND SAMPSON



—Texaco Products only are dispensed here, by attendants well trained in serving the public. The quality of the products they handle is matched by their clean uniforms and courteous service in taking care of your wants in fuel, oil, greasing, washing, vacuum cleaning and polishing.

Buick Service Station
317 N. Main St.

Cash Specials

FOR
Friday and Saturday

SYRUP, Nigger in de Cane Patch, gallon..... 98c
CLEANSER, Sun Brite, four for 25c
COFFEE, Concho, 3 lb can \$1.05
GRAPE JUICE, quart jar 43c
CORN, White Swan, No. 2 can 15c

SOUP, Tomato, three cans 25c
HONEY, gallon can, Texas \$1.30
RICE, White Swan, 2 pounds 19c
CORN FLAKES, Kellogg's, large 11c
PORK & BEANS, Wapco, 3 for 25c

Hereford Wholesale Grocery Company
L. W. CARLYLE

Dawn Items

MISS CARROLL CORBETT and Mrs. W. H. London and family spent Sunday in Dimmitt. U. W. Lovelady was taken to Amarillo Sunday for X-ray treatment. He has been suffering from a broken arm, sustained when he fell from a windmill tower several weeks ago.

Mr. A. Frye and Miss Mary Alice Griffiths motored to Amarillo last Saturday night to attend the play, "Miles Caesar," which was presented by the Little Theatre.

The losing side in the Sunday school contest entertained the winners with a party Wednesday night. The Blues were winners. Various departments of the Sunday school were entertained in different rooms at the school house after several hours of pleasant and games refreshments of cream and cake were served.

The annual county-wide basketball tournament which closes the basketball season in the rural schools of Deaf Smith county, took place at Dawn Friday. Teams from Walcott, Progressive, Daniel, Westway, Summerfield, Ford and

Dawn participated and resulted as follows: Class A schools, boys: Dawn vs Westway, Westway winning. B class schools, boys: Walcott vs Progressive, Walcott winning; Daniels vs Ford, Ford winning; Ford vs Walcott, Ford winning.

Girls: Progressive vs Dawn, Junior girls, Progressive winning.

A large crowd witnessed these games.

The young peoples class of the Dawn Sunday school has started an unique race to stimulate interest in the class. Lovie Mayfield has been chosen to drive the Ford in the race, while Harold Posey will drive the Chevrolet. Mrs. P. H. Barnes is teacher of the class.

Dawn community will present the play, "Little Miss Jack," a comedy drama in four acts, at the school house Friday night, March 28, at 8:00 o'clock. The cast of characters is as follows: Maggie, Bowers girl, Lovie Mayfield; Jimmie, also of the Bowers, Reuben Mayfield; Mrs. Julia Trevors, Mrs. A. T. Frye; Jacqueline, Little Miss Jack, Carol Corbett; Dr. Carlyle, a New York physician, H. H. Miller; Neena Carlyle, his adopted daughter, Lois Smith; Bud San-

burn, his assistant, A. F. Frye; Aunt Kathie, his sister, Gladys Greer; Rider, man about town, R. V. Bond; Drake, justice of the peace, Jones, officer, L. A. Smith.

The dawn P-T. A. met Friday evening, March 21, with an enthusiastic group present. A short program consisting of several songs a reading by Miss Corbett, a talk by Miss Griffiths on the history of P-T. A. and special musical numbers by the Mayfield family and Mrs. R. W. Botsford was rendered. It was decided that the men of the community would meet at the school house Tuesday afternoon for the purpose of installing some new equipment and repairing some of the old. Dawn school is applying for the standing of a class "A" school and several improvements are being made.

J. H. Stewart and W. F. Madfield will ship a car load of calves next week.

Mr. and Mrs. L. A. Smith and family spent Sunday in the home of his brother, O. G. Smith, of Wildorado.

Miss Helen Estes spent the week end with her uncle, Glenn Greer, and family.

Mr. and Mrs. R. V. Bond had as their guests over the week end Mr. and Mrs. H. C. Stanley of Floydada. Mr. Stanley is a brother of Mrs. Bond.

Mr. and Mrs. Glenn Greer spent Sunday in the I. A. Cochell home west of Hereford.

John Straub and family spent Sunday in the Schneider home.

the county-wide meet at Dawn last Friday, taking first place in B class, and it is an honor of which they are very proud.

Mrs. Slade and Mr. and Mrs. Bassett were Sunday visitors at the J. S. Garrett home.

Nella Vee Roberts of Canyon visited Margaret Roberts Thursday night.

Dorothy Norton spent Thursday night with Oleta Reeves.

Messrs. and Mmes. Reeves, Fulkerson and Vance spent Sunday afternoon with Mrs. Garrett.

Mmes. Mann, Simpson and Davis visited Mmes. Orr and Brunson Friday afternoon.

Howard Morel spent Friday afternoon in the Mann home.

Mr. and Mrs. Garrett visited Mr. and Mrs. Morel Sunday night.

Walter Tice and family moved near town last week and C. L. Goad and family expect to move this week. We regret having them leave our community but hope they find many new friends and prosper in their new locations.

Mr. and Mrs. Carriger and children and Mr. Leavell and son, Lucky, were visitors in the Mann home Sunday afternoon.

Joe and James Garrett and Margaret Roberts visited the Buford Young home Sunday night.

Misses Dorothy and Maurine Norton, Oleta and Leota Reeves, Ruby Rempel, Vineta Simpson and Messrs. Thomas and Floyd Simpson, James and Irwin Reeres, Jewel and Chester Norton and Cecil Raynor gathered at the Mann home Sunday night and stayed until singing time.

Lucky Leavell left Tuesday for Hobart, Oklahoma, to be gone a few days on business.

Mrs. Howard Morel is suffering from a severe sore throat and may have to have another operation. We hope for her and all the rest who are ill a speedy recovery.

A. C. THOMPSON LUMBER.

Do you believe in your town and are you willing to do your bit to make it better? You can help by cooperating in the clean-up campaign March 30 to April 6.

Do it without fail! What? Clean your premises next week?

A. C. THOMPSON LUMBER.

Have you made your plans to attend to that clean-up job during next week? If not, do so at once!

Store Fixtures

FOR SALE
—Shelving containing excellent lumber, showcases, counters, mirrors—all fixtures must go to make way for our new

GRAND RAPIDS EQUIPMENT
—Which we are expecting in the next week. Avail yourself of these used fixtures while you can buy them cheap.

The Popular Store

Kansas City Life Insurance Company

Quarter Century Texas Record

Policyholders in Texas 41,500
Insurance in Force in Texas \$92,000,000
Loans and Investments in Texas Over \$11,000,000
Paid Texas Policyholders and Beneficiaries Over \$10,000,000

A Great Company Record

Insurance in Force \$430,000,000
Company Assets \$60,000,000
The Kansas City Life Insurance Company is a strong, progressive legal reserve, old line Company, writing attractive policies at low net cost.
For Information On Policies See

GEORGE V. STAMBAUGH

A. C. THOMPSON LUMBER.

Ford Doings

BY MISS EDITH MANN

Don't forget the club social at the school house Friday night, March 28. We expect a large crowd.

Sunday school and singing were well attended Sunday and also at night. The young people took more interest than usual and we hope they continue to do so.

Mr. and Mrs. Bob Roberts of Amarillo spent Saturday night and Sunday at the D. B. Mann home.

Mrs. Dorothy Frazier's brother of Missouri is visiting her this week.

Mr. and Mrs. Paul Tramel of Olton visited the Mann home Sunday and Mr. and Mrs. Orvil Grider accompanied them home Sunday afternoon and expect to make their home in Olton.

Ford basketball boys attended

\$50 HOW MANY WORDS CAN **\$50**
YOU MAKE FROM THE
LETTERS IN THE NAME
ATWATER KENT

FIRST PRIZE AND SIX ADDITIONAL BRIDGE SET PRIZES

ATWATER KENT

Test your skill—here's a contest open to every one, young and old—and one that will furnish lots of amusement as well as bring a handsome reward to the winner. Use of proper names excluded. Letters to be used only as many times as they appear in words ATWATER KENT.

Here's How!

To the one making the greatest number of words using the letters in the name ATWATER KENT we will give a credit slip for \$50.00, to apply on any new 1930



Complete and Installed in your home..... \$132

EASY TERMS

ATWATER KENT SCREEN-GRID RADIO

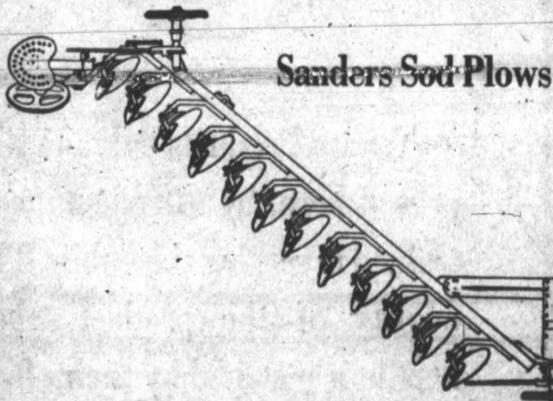
With ATWATER KENT you get proven dependable performance in Radio. Its reputation for service and value is a byword in American homes. Millions have chosen ATWATER KENT after comparison. Your ears, your eyes, your touch, can give you the whole story better than a million claims. See it, hear it, in your own home, compare it with others—THEN YOU BE THE JUDGE!

Let Us Demonstrate One This Week

COME IN AND REGISTER FOR THIS CONTEST AT

ORR'S TAILOR SHOP

HEREFORD, TEXAS



Three discs up to 12. Designed so that they do the best sod plowing of any sod plow made.

The Sanders is the simplest and strongest disc plow made. Our patent frame construction is the strongest of all. We make gangs with three discs up to any size you want for any sized tractor.

Rock Island Tractor

The construction of this tractor is an engineering triumph. It has a heavy duty Buda engine, Stromberg carburetor, Split-Dorf magneto, French and Hecht wheels and Timken bearings. Come and see the Rock Island—the tractor that has more power than any tractor of its type within 1000 pounds of its weight.

Parts for All Tractors and Plows

Welch Machinery Co.

PHONE 33

Ward News Notes

MRS. WILEY ROBERSON

The Willing Workers club met Wednesday, March 19, with Mrs. M. Lipscomb. After the usual business session a very clever St. Patrick's day program was rendered under management of Mrs. V. A. Daugherty, Mrs. Arlie Dean and Mrs. Archie Daugherty. After the program delightful refreshments of salad, sandwiches and coffee were served to fourteen members by the hostess, assisted by Misses Suggs and Higgins. For the next meeting will be with Mrs. W. A. Daugherty April 2. Mr. and Mrs. Jim Lipscomb, Mrs. Williams, Misses Beatrice and Lucille Hutson, and Allene Caraway were guests at dinner Sunday in the John Hutson home. Mr. and Mrs. Dean, Miss Brunson and Miss Garrett were Amalillo visitors Saturday, Miss Brunson going on the Claude to be with some folks until Sunday evening, and Miss Garrett stopping in Canon for the week end. Mr. and Mrs. Bill Hutson took supper in the Jack Hutson home Sunday evening. Mr. and Mrs. G. M. Suggs and Mr. and Mrs. Jack Hutson were Sunday dinner guests in the W. R. Higgins home. Mr. and Mrs. W. B. Harrison and family spent Sunday in the home of Mr. and Mrs. Jimmie Harrison in Westway community.

Dr. and Mrs. C. T. Kibbe and son were visitors in the W. A. Daugherty home Sunday night. Mr. and Mrs. W. P. Caraway visited in the Fred Saultsman home Sunday afternoon. Gladys Lewis, Francis and Viola Hutson spent Wednesday night with Katherine Daugherty. Mrs. Bob Higgins, Mrs. John Hutson and Mrs. Wiley Roberson attended the county federation meeting at Summerfield Tuesday. Mr. and Mrs. Lois Rushing of Dimmett spent Saturday night in the home of Mr. and Mrs. W. R. Harrison. Mr. and Mrs. W. A. Daugherty called in the home of Mr. and Mrs. Cockrell Sunday afternoon. Miss Hughes spent the week-end in the home of her parents, Mr. and Mrs. Allen Hughes in Hereford. Mr. and Mrs. Bill Hutson were visitors in the Wiley Roberson home Saturday night. Mr. and Mrs. Sonny Ledbetter of Vega took Sunday night supper in the John Hutson home. W. B. Higgins and son, Wesley, returned Thursday night from Mineral Wells where Mr. Higgins had been for his health. Miss Mae Harrison spent last week end with her sister, Mrs. Lois Rushing at Dimmitt. Mr. and Mrs. Dick Dixon, Mrs. Green, Joe Green, Mr. and Mrs. Wiley Roberson and Miss Hughes motored to Amarillo Sunday afternoon. Ward history dates back to 1890, when the town of Old LaPlatta was organized. Lumber was bought from the Cameron Lumber Co. in Amarillo and freighted across country with old freight wagons. With this lumber the La Platta church was built. At this time people began moving in and settled on every other school section. After a few dry years the town was abandoned. The church was left standing and used as a camp house by freighters, cowboys and sheep herders. About this time this community consisted of half dozen ranches, J. Frank Ward, Chas. Hodges, George T. Higgins, Jeff Thompson, J. T. Rutherford and Mr. Phanstiel. These people organized a school district 33 years ago. They purchased the old church building and moved it over on J. Frank Ward's land and named it Ward school house in his honor. Mr. Ward now resides in South Hereford. This building was 32x56 feet. Its walls were adorned with bullet holes and names of prominent Spaniards, and other signs of the frontier days. In 1912 an independent school district was organized and the school house was moved to the present site of Ward school on Bob Higgins' land, where it was used until 1923, when the growth of the community demanded a two teacher school. They built a new two-room stucco building. The old building was sold to Mr. Ernest Selgner and moved to his farm and is now the residence of Mr. and Mrs. Selgner. Honor rolls for the seventh month: High honor roll, Winnie Malone, Johnnie B. Caraway and Frances Hutson; honor roll, Robert

Here and There.

BY MRS. C. E. TICE

Rev. Coe will preach at Frio Saturday night and Sunday morning, and arrangements are being made for services in the afternoon. Everyone is invited to bring dinner and enjoy the day. Mr. and Mrs. W. S. Dixon spent Sunday at the Welch home in Frio. Mrs. Single spent an afternoon last week with Mrs. Bell. Dr. and Mrs. Nicholas of Pampa spent Sunday with their daughter, Mrs. Ray Barnard. Mrs. Britt Boyd and Miss Claudie Sain of Portales spent Monday afternoon with Mrs. C. E. Tice. C. L. Goad made a business trip to Canyon Sunday. Mrs. Alfred Walker of Umarber spent the week-end in Hereford.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

Our county agent, R. O. Dunkle and Mr. Miller, secretary of the Hereford Chamber of Commerce, were visitors at the Sims school Wednesday afternoon. Miss Maude Malone was shopping in Hereford Thursday. Ray Chapman went to Hereford Saturday afternoon. Mr. Jacobsen was an Adrian visitor Thursday. D. D. Guthrie went to Adrian Thursday. Lois, Mozelle and Phalace Phillips visited Thursday evening in the J. M. Chapman home. In Adrian-Sims community we have a vast area of rich, level land, most every acre of which can be cultivated. We have a lot to offer homeseekers, and prefer wide-awake men, women and children. Those who will help build better homes, churches, schools and 4-H clubs are preferred. We would appreciate anything the Hereford Chamber of Commerce might do or say to bring new settlers here, and also every reader of the Hereford Brand. We want to say right here that if we did not have a good old Hereford Brand to publish our happenings in Adrian-Sims Notes, we would be a lost number. Here's to the whole Brand family. Let's put Adrian and Sims on the map. The correspondent submitted an interesting and well written poem to the Brand for publication this week, but as the Brand shies from the average spring poet, our efforts could not be used.

with her sisters while Mr. Walker was away on a business trip in the Estancia Valley, New Mexico. Mr. and Mrs. Bell were supper guests at the J. W. Berry home Sunday night. Hundreds of people will visit Hereford during the year. If it is clean, they will like it better.

Call the Man WITH THE BAY MULES

All kinds of hauling and plowing, sand and gravel delivered. Prices Right

L. A. Reed
Phone 255



SNAP! SPARKLE! BRILLIANCE!

All the charming freshness you've ever desired for your home and wardrobe is here. A speedier, more efficient, and less expensive cleaning service for you. Complete in every fine detail. Just call 16 for a surprising trial.

CLEANING PRESSING TAILORING

ORE'S TAILOR SHOP

CREAM WANTED—37c

We pay all transportation charges. Farmers, you certainly realize you get more money for your cream when you ship it yourself. You cannot, on the average, beat our actual market value. That's that we guarantee all the time, and many times in the past our prices have been higher than others pay. Can't you help us, by shipping us your cream. You need our published market and we must have more cream. Ref. Richardson County Bank. **FALLS CITY CREAMERY CO.** Falls City, Nebraska.

the place to go for
IMPLEMENTS

Angell "One-Way" Disc Plow

The Hitch Fits the Ground **FAMOUS Ohio**

An adjustable hitch is now part of Charlie Angell's "One-Way" Disc Plow. A quick, simple adjustment and you have increased the down draft on the discs for greater penetrating power. It gives the same results that "loading it down" does without destroying the mechanical balance of the plow. The plow also has a new nose for the road. Change the wheel direction and the plow pulls endwise, making it much narrower so that it goes through gates or stores away easily. Come in and see this new improved Angell "One-Way" Plow.

J. A. WEAR IMPLEMENT COMPANY
Phone 108 Hereford, Texas

Take the Weather Into Consideration

It is very evident there is going to be a big demand for granaries this summer, don't you think? Well, why not give a problem as important as that your consideration right now when there is more time and opportunity to do a good job of it than there will be later with all the attendant preparations for harvest.

We're telling you to decide now what size granary you will build and get busy on it. You will have a better designed and correspondingly better built storage for your grain when you need it.

ROCKWELL BROS. & COMPANY
Lumbermen
IN HEREFORD 32 YEARS.
Phone Four—The Lumber Number..

Tractors—Combines

JUST RECEIVED TWO CARS OF SAMPLE COMBINES, PICK-UP WINDROWERS AND TRACTORS

COME AND SEE THE NEW **K-T General Purpose Tractor**

NOW ON DISPLAY—ALSO THE NEW **MOLINE PLOWS**

Minneapolis Combines

—Are Superior grain savers—they master unusual jobs.

MINNEAPOLIS WINDROWERS—Give wide swaths for operating tractors and combines and deliver the out grain on top of the stubble.

MINNEAPOLIS PICK-UPS—Have the reputation of doing the cleanest work without picking up substance that you desire to keep out of the machine.

TWIN CITY TRACTOR

—Are especially adapted for combine work. Their surplus power and dependable performance makes them excellent team-mates for combines. Let us show you how the TWIN CITY TRACTOR will make money for you. Read all about them in POWER FARM MACHINERY. Call for your copy.

COMPLETE LINE OF PARTS—SERVICE IS OUR HOBBY

TWIN CITY TRACTOR & IMPLEMENT COMPANY
202 MILES AVENUE, HEREFORD, TEXAS
PHONE 143

The Big Show Is Coming

Herbert Walters' Comedians

IN A MAMMOTH, NEW TENT THEATRE

HEREFORD 3 DAYS

STARTING THURSDAY, APRIL 3

20—PEOPLE—20

With band and modern 8-piece orchestra. Presenting high class plays, with Big City Vaudeville, between each and every act.

PRICES: ADULTS, 35c; KIDS, \$1.20 PER DOZEN

EXTRA FREE—One lady will be admitted free on opening night with each adult paid ticket.

14 or 40

SALE NOW

Gas-Heated Water is a Warm Friend of all Ages

A faithful friend, too. Only your hand at the faucet is needed to release the steaming flood of health-giving hot water . . . simply that and nothing more. On time . . . instantly . . . ready . . . without wait.

RUUD-AUTOHOT is the name of the warmest friend that will ever win a permanent place in your home by its helpfulness in making long tasks short and small comforts great.

The Cleanliness Exhibit is in full swing at the Cleanliness Store. Special inducements that will loosen your purse-strings now . . . we warn you!

West Texas Gas Co.

CLEANLINESS STARTS AT THE FAUCET



1
2
8

FRIDAY AND SATURDAY CASH SPECIALS DUNLAP & GRIMES GROCERY

SOUP, Campbell's, per can	9c	SYRUP, Karo, Blue Label, gallon	60c
BAKING POWDER, K. C., 50c size	36c	SYRUP, Karo, Red Label, gallon	65c
CRACKERS, 2 lb box	31c	TOILET PAPER, five rolls	25c
SOAP, P. & G., 25 cakes	\$1.00	TOMATOES, No. 2 can	10c
COFFEE, Schillings, 4 lb can	\$1.75	ALL KINDS OF FRESH VEGETABLES	

All Orders of \$1.00 and Over Delivered FREE.

Summerfield

BY MRS. L. JOHNSON

We omitted writing an account of the last meeting of the Home-Makers Study Club, as a full account could not be obtained in time. The club met at the home of Mrs. Otto Behrends, assisted by Mrs. Andrew Behrends. The program was led by Mrs. Henry Kendall on the subject of shrubs, trees and flowers. Those on the program very ably discussed their parts. Those assigned were Mrs. George Storey, Shrubs; Mrs. Cannon, Lilacs; Mrs. Curry, Cherry trees; Mrs. Lawrence, Chinese elms; Mrs. Murdock, Fern and roses; Mrs. Huntley, Home-grown flowers. It was one of the best and most interesting programs this year. The hostesses served refreshments to about 35 members.

Mr. and Mrs. B. C. Roberson attended the Baptist Workers meeting at Bovina last Thursday. Supt. A. M. Walker accompanied by all his school boys, went to Coeta Canyon for an outing over the past week-end.

Mr. and Mrs. A. J. Blakemore and daughter, Eva, accompanied by Miss Mary Lee Curry went to Amarillo last Thursday. The Blakemores returned Saturday while Mary Lee will stay a few days with her aunt, Mrs. G. Mills.

Mrs. Scheibagen gave a social in the form of a shower for the newlyweds, Mr. and Mrs. W. H. Fowers last Friday night when about 75 were present and many beautiful presents given to the honorees.

John Lance and J. W. Webb of Chillicothe spent Monday night in the home of R. D. Lance and visited other relatives. On their return home they attended the consecrated services at the Amarillo Methodist church.

Mrs. Joe Kendall gave a party

Glycerine Mixture Stops Constipation

The simple mixture of glycerine, buckthorn bark, saline, etc. (Adlerika) acts on BOTH upper and lower bowels and relieves constipation in TWO hours! Brings out old waste matter you never thought was in your system. Don't waste time with pills or remedies which clean only PART of the bowels, but let Adlerika give stomach and bowels a REAL cleaning and see how good you feel. Rice's Drug Store. (Adv)

honoring her daughter, Geraldine's, birthday last Monday afternoon. A nice time was reported.

Mr. and Mrs. Gleaves Owens spent Sunday at the home of Mr. and Mrs. Jack Roberson.

Mrs. W. Huntley and daughter went to Plainview Friday to visit her father and while there made trips to Tulla, Lockney and Hale Center to visit friends, returning home Sunday.

Gerald Morgan was called to Canadian Sunday where he attended the funeral of a brother-in-law.

Mrs. Hugh White has returned to her home in Pampa after visiting Mr. and Mrs. Geo. Beck.

Mrs. Guy Easley and baby who have been visiting her parents for some time, left for Crowell, Mr. Easley coming for them last week.

Elbert Delozier left Monday for Boyds Creek, Tenn., after a visit of a week in the B. A. Atchley home.

Mrs. A. M. Walker, Misses Opal and Loraine Hayes entertained the girls of their rooms to a slumber party at the school house Friday night.

Mrs. R. D. Lance and daughters and Misses Gertrude and Christine Atchley went to Canyon Friday to visit Misses Meberg, Floyd and Park.

Mr. and Mrs. Walter Hawkins entertained a number of friends and relatives at dinner last Sunday.

Mr. and Mrs. Joe Kendall and family spent last Sunday in the home of Mr. and Mrs. Cecil Hodges near Daniel.

One of the outstanding social events of the year was the meeting of the County Federation of Clubs which met at the school auditorium last Tuesday while there was a snow storm raging. The crowd gathered from different parts of the county and from Hereford. The meeting started with a sumptuous lunch spread by each one donating a dish of something good to eat. Mrs. Lee Curry, president, called the meeting to order and Mrs. Guthrie was elected secretary pro tem. A report from the following clubs was given: Ward, by Mrs. Bob Higgins; Summerfield by Mrs. Cannon; Music Study Club, Hereford, Mrs. Oyar; Mothers Club, Mrs. Tynes; Bay View Club, Mrs. Guthrie. The reports were interesting, dealing with their dreams and problems and past accomplishments.

The District Federation will meet at Pampa in May, and Mrs.

Gerald Morgan was elected to go as delegate. Mrs. Ray Johnson is alternate.

The Summerfield pep squad girls gave a drill and play of their own originality which was well rendered. A solo by Mrs. Homer Fox and piano solo by Mrs. Broadwell, both of Hereford, added much to the program. A splendid talk by the health nurse, Miss Nell Hall, was interesting. She told in part of the propositions she is trying to promote, especially as to physical conditions and mutual control, how mothers and teachers could aid in looking after diet, teeth and tonsils, and help the children to acquire health habits. The clubs can do a great deal to help establish and put over this work in their different communities.

Miss Hostetler was then introduced and gave a fine talk on library work. She stressed the fact that there was a library in the basement of the court house at Hereford containing about 3500 books, and that the school children have special privilege of using them and can be kept for a period of two weeks. One purpose is to place a small library of 15 to 20 volumes in each school and as librarian she will be willing to serve our needs as we tell her our needs. And that our various clubs can cooperate with her to this extent. Motion was made to adjourn and meet with the club at Ward the last Tuesday in May. We were made to realize that Federated clubs unite country and city, and that they specialize in bring-

ing both rural and town people around a common table that plays a valuable part in bringing about better understanding of the different problems in the different parts of the country.

A. C. THOMPSON LUMBER

Progressive News

BY MISS OLIVE PERKINS

Mr. and Mrs. Ray Hershey and Misses Jim Ricketts and Jim Parks attended the basketball tournament at Dawn Friday.

Misses Gusta and Lois Samuelson spent the week end with home folks in Canyon.

Mrs. Blakemore entertained several friends Saturday night at a candy party.

Mr. and Mrs. G. D. Webb and family visited relatives in Amarillo Sunday.

Misses Leatrus Benson, Mattie and Elsie Andrews were Amarillo visitors Wednesday.

Mr. and Mrs. Ira Ricketts and children took Sunday dinner in the Arch Daugherty home.

Mr. and Mrs. Ray Hershey and Katherine were dinner guests of Mr. and Mrs. Howard Hershey last Sunday.

Ira Jeanne Ricketts spent Saturday night with her grandmother Ricketts.

Mrs. Jeff Roberson called on Miss Olive Perkins Monday afternoon.

Miss Leatrus Benson visited her sister, Mrs. Andrews of Frio last Thursday.

Mrs. Jeff Roberson visited her mother Monday afternoon.

Miss Leatrus Benson attended the basketball tournament at Dawn Friday.

A. C. THOMPSON LUMBER.

Poultry Supplies

A COMPLETE ASSORTMENT OF POULTRY SUPPLIES FOR THE LITTLE CHICKS

BASEBALL TIME IS HERE

—and we are stocked up on a high grade of baseball goods. See our lay-out before you buy.

Garden Hose, Rakes, Shovels, Hoes, Spading Forks, Everything you will need for making the spring garden.

Kerr-Anthony Hardware Co.

PHONE 169

CREAM

CREAM PRODUCERS:

Bring your cream to a home town institution that pays all the market price will stand.

Your cooperation with the local creamery is solicited.

Farmers Creamery Ass'n, Inc.

Hereford

Phone 3.

JUST RECEIVED

A SHIPMENT OF

Dr. Hess' Stock Tonic and Hog Special

DR. HESS HOG SPECIAL, the new conditioner, and mineral supplement for hogs only, 75 to 90 per cent of all hogs are infested with worms. Try a box of tonic on your hogs and stock and see the difference in the cost per pound of fat.

JONES & McLEAN

"A HEREFORD INSTITUTION"

HELP YOURSELF

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

COFFEE, Maxwell House, 1 lb can 41c

O'CEDAR Polish, 12 oz bottle 47c

COCOMALT, 1 lb can 43c

PINEAPPLE, sliced, No. 2 can 26c

CRANBERRY SAUCE, No. 1 tall can 21c

EL-FOOD OUR BEST SELLER SIZE 8 OZ 24c

Kwicksolve Wash. Powder, large pkg 21c

SPUDS, No. 1, ten pounds 39c

SUGAR, 10 pound cloth bags 59c

Ask Us About Our Coupon System.

Dress-Up Time

BE PREPARED FOR

Easter

April 20

You have time to have your suit tailored

TO YOUR MEASURE

with Our ten day delivery on custom-made suits.



CORBETT CLEANERS



If a Man Leaves Town—

—With his wife, that's not news. But, if a man leaves town with another man's wife—ah, that's interesting!

The mere announcement of the arrival of some cases of Clothes for Spring would hardly cause a ripple of excitement. But

When we tell you that CURLEE'S CLOTHES are here, in all the glad glory of superb Spring Styles, that's SOMETHING to talk about!

CURLEE CLOTHES have been Good Clothes for a matter of thirty years or more. You know what we mean, workmanship, material and all that sort of thing.

No man could ask for more.

But these CURLEE CLOTHES makers can't sleep nights unless they are able to put into their Suits and Overcoats a certain something called STYLE.

Have they done it this Spring! Don't ask! Just come see . . . that's all, come see!

Each Suit Has Two Pair of Trousers.

PRICES \$19.95 TO \$42.50

Sprowls-Cronin & Co.

Canyon Herd School Opens Friday Morning

The Panhandle Herd Improvement School which will be held at Canyon March 28 and 29 under the auspices of the agricultural department of the W. T. S. T. C., promises to be highly successful. Monday word was received that D. L. Jones, superintendent of the Federal Agricultural Experiment Station at Lubbock will be in Canyon Friday and Saturday as a special representative of Texas A. & M.

R. H. Hopkins, vocational agricultural instructor in Hereford schools, has been honored by being chosen as leader of the Friday afternoon program, March 28, of the Panhandle Herd Improvement program to be given at Canyon College next Friday and Saturday. Seth B. Holman, former owner of the Brand and now managing editor of the Southwestern Stockman-Farmer of Amarillo, will also appear on the program as a leader of a round table discussion Saturday afternoon.

J. B. Butter, supervisor of the agricultural school will be in Canyon to attend the meeting on Saturday.

Another feature of the school will be a meeting of the Vocational Agricultural Teachers of Northwest Texas, who will have a special session of their own in connection with the school.

S. J. Payne, master dairy farmer of Swisher county, W. E. Bennett and James Bush of Amarillo, R. H. Hopkins of Hereford, Dr. Vern Scott of Texas A. & M., Charlie Franz, president of Texas Swine Breeders Association, Prof. Geo. P. Grout of Panhandle, F. C. Bennett of Amarillo, Seth B. Holman of Amarillo, and T. V. Weaver of Dimmitt will take part on the two day program.

Prof. Frank R. Phillips, head of the agricultural department and T. M. Moore have spent much time in perfecting the school which will be the first of the kind held in the Panhandle of Texas.

A. C. THOMPSON LUMBER.

HOT WATER SYSTEM INSTALLED BY CITY DRUG

The City Drug Store has installed a hot water system for their soda fountain equipment, making it as modern as a fountain can be made. LeGrand brothers, owners of the City Drug Store and the building which they occupy, have also remodeled and decorated the rear of the building and made a number of changes in office equipment.

A. C. THOMPSON LUMBER.

LAWN MOWING SEASON STARTED BY MESSENGER

J. N. Messenger, caretaker of the Baptist church, claims the honor of mowing the first lawn this year in Hereford, when he started a new mower Monday on the lawn at the church. Incidentally, it was the first time that lawn was ever mowed, as it was planted last September and has been cared for during the winter until it is now a smooth expanse of velvety green. Some of the white clover stalks Mr. Messenger measured Monday were 12 inches long. The Baptist lawn is a beautiful one, and is a good example of what the premises of all the homes in Hereford can be made to look like with a little care.

STONE STORE OFFICIALS IN HEREFORD MONDAY

C. E. Stone, president of the J. E. Stone Company, and E. L. Sumaker, general manager, were up from Dallas Monday on an official visit to the company store here. C. W. Dunnam, district manager, has been over from Pinta-View this week, also.

Dick Whitl, relief manager for the C. E. Stone Company, came to Hereford Wednesday afternoon to assume charge of the operation of the company's business here. Mr. Whitl is directly associated with the Dallas office of the company and will conduct the store in Hereford until a permanent manager arrives. Mr. Whitl has been here several times in the interest of the first organization of the store and will doubtless be remembered by friends he made here. He is taking the place of Claude Richardson, who recently tendered his resignation.

A. C. THOMPSON LUMBER.

GOVERNOR'S WELCOME TO RED CROSS TO BE BROADCAST

Washington.—The welcoming remarks to be made by President Hoover at the opening session of the national convention of the American Red Cross on May 5 will be broadcast over the network of the Columbia and National systems, it is announced here. Mr. Hoover will appear in his capacity as president of the National Red Cross.

RED CROSS GIVES TO PHILIPPINE CHAPTER

Washington.—An appropriation of \$20,000 has been made by the American Red Cross to the Philippine Chapter to finance the Red Cross health and rehabilitation units in the islands for another year. This enables the Chapter, which has its headquarters in Manila, to deal effectively with problems growing out of recent typhoid disasters, particularly in restoring and improving standards of living.

A. C. THOMPSON LUMBER.

AMERICAN CHILDREN AID POLISH SCHOOL

Washington.—The American Red Cross has received a letter of thanks from the Polish Red Cross acknowledging a gift from the National Children's Fund of the American Junior Red Cross for the establishment of a reading and recreation room in the city of Vilno, Poland. Through this fund, the American Juniors have recently aided the Junior societies of Latvia, Hungary, Bulgaria and Greece in their programs. The object of the Junior Red Cross is to promote international good will and understanding.

RICKETTS-MEGERT

An event of widespread interest to residents of Hereford and community this week was the marriage of Miss Bessie Megert and Rayford Ricketts, solemnized Sunday afternoon, March 23, in Clorissa, New Mexico, with the Rev. J. C. Jones, pastor of the Methodist church officiating.

The wedding came as a surprise to the many friends of the young couple, and only very close friends witnessed the ceremony.

The bride is a daughter of Mrs. Nettie Megert of this city. She is a graduate of the Hereford high school and attended the W. T. S. T. C. at Canyon.

Mr. Ricketts is the son of Mr. and Mrs. L. A. Ricketts, pioneer residents of Hereford. He also received his education in the Hereford high school and was a member of the famous football squad of '28. He holds a position of honor and trust with the City Drug Store in whose employ he has been for the past year.

Mr. and Mrs. Ricketts will be at home in the J. C. Cummins apartment on East Third Street. Their many friends unite in extending the heartiest of congratulations.

Panhandle Lumber Company Moves Into New Building

The Panhandle Lumber Company office has been moved from its former quarters to the beautiful new building just completed on East Second Street. The transfer of the office equipment was made last Friday evening and business is being conducted there at present, although formal opening of the new structure will not be held until later. D. H. Alexander, manager, announced this week.

The new building is a two story structure, built and equipped especially for office work, and is very beautiful as well as serviceable in filling the need of a modern plant to care for the company's business here. Thus is another marked improvement made in Hereford's business district.

Local Legion Members Go to Childress Convention

Three Hereford Legionnaires, C. O. Wilkins, Arch Dobbins and Kirk Blippus, motored to Childress last Sunday to attend the annual convention of the Eighteenth District of the American Legion and auxiliary posts held in that city for that day. This district comprises most of the counties of the Panhandle.

A silver loving cup was won by the Childress Post for activities and for the number of enterprises put over by that organization. The Plainview Post and band had the largest delegation there, having chartered a special train to Childress for the day. They were also awarded a special silver loving cup presented by Bob Whitaker, departmental adjutant of the State organization. The program was scheduled as follows: Parade by Legionnaires, 10:00 a. m.; noon hour and banquet. The afternoon was taken up almost entirely by a business session. Slaton procured the convention for next year.

A. C. THOMPSON LUMBER.

J. E. COCKRELL CELEBRATES BIRTHDAY LAST SUNDAY

Old friends and neighbors of J. E. Cockrell surprised him on his forty-eighth birthday last Sunday by descending upon his home and having a bounteous dinner ready to receive him when he came home from church.

Among the families present were those of W. B. Matthews, J. J. Kropp, R. J. Kibbe, W. A. Daugherty, Payne, Dr. C. T. Kibbe, Mack Beach, E. D. Reed, Miss Lucy Reed, G. W. Heard and Johnson.

FOR JOB WORK, TRY THE BRAND.

Car Takes to Ditch South of Town; No One Hurt

What miraculously resulted in a badly scared couple with slightly cut and bruised countenances and bodies, could easily have been fatal to J. B. Crow and Miss Elizabeth Blankenship of Friona last Saturday night when their car left the road at the top of the hill south of the creek here and plunged twice through a fence and came to a standstill by coming in contact with an electric light pole hard enough to break it off.

Their car seemed to be traveling at an abnormal rate of speed as they passed another reported to have been making 65 miles an hour as they rounded the slight curve at the top of the hill coming toward town on South Main Street. Their car went twice through the fence, long slivers of planks running through the radiator and one is said to have penetrated the flesh of Crow's neck. He received other cuts about the face and body, as did Miss Blankenship. Both have recovered sufficiently to be taken to Friona this week. There was not much left of the car.

A. C. THOMPSON LUMBER.

ANNUAL CATALOG TEXAS TECH OFF THE PRESS

Lubbock.—The fifth annual catalog of Texas Technological College has just been received from the printers and is being distributed by Registrar E. T. Dohoney. It contains announcements for the year of 1930-31.

Howard Layne of Canyon was here on a business trip Tuesday morning.

Culpepper Residence, East Hereford, Burned Saturday

The H. D. Culpepper residence in East Hereford, occupied by Dick Whiteside and family, was practically ruined by fire last Saturday afternoon. The contents of the house were also destroyed, but both house and contents were fully insured.

Origin of the fire is unknown, but it was first discovered in the kitchen. Mrs. Whiteside was ill at the time and was quickly taken to the home of a neighbor. Mr. Culpepper stated that he had just purchased the residence from Mr. Whiteside a week ago, and had expected to move to town and make it his home, but will now wreck what is left and build a home on the site.

A. C. THOMPSON LUMBER.

TENT SHOW SEASON OPENED BY WALTERS' COMEDIANS

The first tent show for the 1930 season will put in its appearance in Hereford for three days next week, beginning Thursday, April 3, when Herbert Walters' Comedians will be here. The company enjoys the distinction of being one of the best equipped tent theatres on the road, with a troupe of twenty people, band and modern orchestra, presenting high class plays with vaudeville between acts.

The Walters shows are also one of the oldest organizations presenting tent theatre plays, having been associated with this type of entertainment for the past twenty years.

A clean town is a healthy town. Why not make Hereford the cleanest town on the Plains?

MR. PROPERTY OWNER:

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

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

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

Ray Barber, Auctioneer

Superior Sales Service
Phone 241 Hereford, Texas

If You Have Anything To Sell

—Such as livestock, beef cattle, dairy cows, hogs, sheep, poultry or rabbits—

AND WANT TO PUT THAT INFORMATION INTO THE HOMES OF 25,000 PEOPLE IN THE SOUTHWEST

—You can make quick connections with a buyer thru the columns of the

Southwestern Stockman-Farmer

A stock-farm magazine now in its 47th year and with a circulation covering West Texas, the Panhandle, South Plains, New Mexico and Arizona like a blanket.

Classified Rates

Five cent a word for one issue; four cents a word for each issue if ordered for insertion in three or more consecutive issues. Count each initial, abbreviation or whole number as one word, including your name and address.

Cash, money order or bank draft must accompany each order. Orders will be accepted at the office of this newspaper or by mail to the

Southwestern Stockman-Farmer

Rooms 10-11, Nunn Building Amarillo, Texas

SUNDAY SCHOOL CLASS HAS MEETING

On March 18 the Pure Gold Sunday school class of Mrs. V. M. Cloyd met with their teacher in the Rev. Cloyd home, when the gathering was opened by a song entitled, "Since Jesus Came Into My Heart," followed by prayer by Mrs. Cloyd. Roll call was next in order and each member of the class responded by giving citations from the lesson that had been

studied by the class members. The teacher then read the duty of each officer of the class, including the regular business that usually comes before the class at each of these meetings.

Those present were Misses Dorothy Smith, Christine Huntsinger, Elva Brunley and Dorothy McLain, secretary. All present enjoyed the hospitality of their teacher and agreed that another meeting will be held next month.

W. A. CARROLL COMPLETES ANOTHER NEW RESIDENCE

W. A. Carroll has recently completed the second dwelling on his lots on Kibbe Street, west of 20-Mile Avenue. Both houses are modern and were built west of his place for the purpose of a rental proposition.

A. C. THOMPSON LUMBER.

PIGGLY WIGGLY

FRIDAY & SATURDAY SPECIALS

BANANAS, dozen	25c
SOAP, Palm Olive, 3 bars	21c
LUX, large size	22c
OLIVES, quart jar	49c
COFFEE, 3 lb can Concho	\$1.06
PEACHES, gallon size	59c
PORK and BEANS, Wapco, 3 for	25c
KRAUT, No. 2½ size	11c
SOUP, all flavors, 3 for	25c
APPLE BUTTER, quart jar	28c
MARSHMALLOWS, 16 oz pkg	24c

MEN'S CLOTHING SPECIAL

For 3 Big Days Only
FRIDAY SATURDAY and MONDAY
March 28, 29, 31
20% Discount!

FOR THREE DAYS ONLY ON
Hart Schaffner & Marx and Merit Suits

—Each and every suit guaranteed to give satisfaction in wear. These suits savor of Spring's smartness in a variety of inviting styles and materials. Wait till you see them. Moderate. Snappy! We'll say they are!

—Most all these suits have two pair of trousers. Their regular prices are from \$22.50 to \$50.00, but for the 3 days they go at

20% Reduction!

Fox Mercantile Co.



She Was His Good Right Arm

By LEETE STONE

HARLEY DIXON, wealthy clubman, was seriously suffering from boredom. The World war, in which he had notably distinguished himself as an ace with the Lafayette Escadrille, had not only taken his right arm from him, but had spoiled him for the pursuit of his capacity for being interested in anything.

The one thing he looked forward to eagerly was the publication of each new novel dealing with war experience. He enjoyed comparing the author's reactions with his own. And finally an impelling desire grew within him to tell the world of his own harrowing and adventurous days and nights of air battle.

But how? He was not a trained writer. And the loss of his arm naturally prevented him from using a typewriter. Consequently the whole idea was vague and indefinitely formulated in his mind until the morning he noticed this ad in his paper:

"Good Angel Inc.—See us for the intelligent type of stenographer. The real 'dictated but not read' kind."

Light broke in on Harley Dixon. How simple! An intelligent stenographer would solve the problem. Which explains his call that morning on Miss Downs, head of Good Angel, Inc.

"You see, Miss Downs," he explained, "I'm really looking for an extraordinary young woman; one who cannot only transcribe accurately and swiftly, but one of a literary, bookish turn who can possibly make valuable suggestions as to the formulation of my story material herself. Have you such a one in mind?"

"I'll send you Miss Virginia Grey tomorrow morning, Mr. Dixon." That evening Harley Dixon told some of his intimates at the club about his forthcoming venture. They smiled with amused affection, not receiving the idea very seriously.

Harley had tried so many avenues of escape from boredom since the war that it was but natural his friends should be rather skeptical over the outcome. He was a likeable, attractive, clean-cut man; but his affluent status in life had removed him from the arenas of struggle, and had made him rather easygoing and not too persistent.

Virginia Grey arrived promptly at nine next morning. She was prepossessing in every particular. She was simply and smartly clothed. Her features combined character and charm, and in her large dark eyes there shone a frank directness that immediately compelled Harley Dixon's respect and admiration.

The first few days were largely devoted to discussion, planning and arranging war-time notes and photographs and data, rather than to any actual dictation. At five o'clock of the third day, as she rose to leave, Virginia Grey turned to Harley and said in her appealing way: "I'd like to ask you something, Mr. Dixon."

THE LOVE PARADE COMING TO THE STAR

Theatre fans of Hereford will be treated Monday and Tuesday of next week to the picture, "The Love Parade," featuring Maurice Chevalier and Jeanette McDonald. This film and talkie has attracted national comment and publicity and has been awaited in Hereford both by the audience and management of the Star Theatre.

The story is a somewhat fanciful one of a modern kingdom ruled over by a queen, who experiences considerable trouble in controlling her tempestuous husband until she agrees to share her kingdom as well as her life with him. There is plenty of comedy furnished by their valet and maid, Lupino Lane and Lillian Roth, while another favorite, Ben Turpin, again appears in a picture cast.

"SUCH MEN ARE DANGEROUS" HERE THIS FRIDAY NIGHT

Hereford audiences of the Star Theatre will be interested to know that the picture playing tomorrow, Friday, "Such Men Are Dangerous," is the story whose filming recently cost the lives of ten actors when the airplane with which the play was enacted, plunged into the ocean.

The story is an entertaining one featuring Warner Baxter and Catherine Dale Owen, which concerns itself with the age-old theory of marriage of riches without love.

BRUMLEY CHEVROLET OPEN USED CAR SALES LOT HERE

Brumley Chevrolet Company is this week announcing the opening of their used car lot on East Third Street, one half block off Main, and are quoting extra special prices on their reconitioned cars for next Saturday, March 29, only, the opening day. The lot will be a busy place, according to W. Frank Ball, used car manager for the company, who says they are going to make the lot one of the most attractive places in town.

A. C. THOMPSON LUMBER.

TEXAS GIRLS TO NATIONAL MEET OF 4-H CLUBBERS

College Station.—Mille Novosad of King's Highway community, in Brazos county, and Ruth Kemp of McCaulley, Fisher county, will represent the 4-H Club girls of Texas at the National 4-H Club encampment at Washington, D. C. in June by reason of their records in the annual Texas 4-H Club girls contest.

As winners of what are known as the Washington trip scholarships these girls will attend the encampment as guests of the Progressive Farmer, donor of the two free trips. Announcement of the winners has been made by Miss Bess Edwards, assistant state home demonstration agent of the extension service, A. & M. Each of the girls has had four years of club work.

Mille Novosad as a member of her club took poultry and gardening as demonstrations during her four years as a club member. In three years with poultry project she realized a profit of \$620.67, in four years she canned 760 quarts of vegetables and fruits. She engaged in varied home improvement tasks.

Ruth Kemp's record shows a total profit on various projects over a period of four years of \$1,429.96. Productive demonstrations brought in \$297.50, while food preservation showed returns of \$373.45.

A. C. THOMPSON LUMBER.

TWELVE WEEKS SUMMER TERM AT TEXAS TECH

Lubbock.—A full 12 weeks summer session will be held at Texas Technological College, according to an announcement just made by President Paul W. Horn. The first term will open June 2 and close July 12, and the second term will open July 14 and close August 22. A number of visiting specialists are listed among the summer faculty, full announcement of which will be made soon. Usual entertainment features are to be offered for the benefit of summer session students. Last summer 1300 students, less one, attended, and President Horn expects a minimum of 1500 for the coming session.

Ain't It the Truth?

"You are charged," said the judge, "with beating up this government inspector. What have you to say?" "Nothing," replied the grocer. "I am guilty I lost my head. All morning I held my temper while government agents inspected my scales, tested my butter, smelled my meat, graded my kerosene. In addition, your honor, I had just answered three federal questionnaires. Then this bird came along and wanted to take moving pictures of my cheese, and I patted him in the eye."—Type Graphic.

A. C. THOMPSON LUMBER.

It Was a Case of Psychology

By H. IRVING KING

HER name was Letitia Calvin, but she was generally called Letty—which seemed a much more appropriate name for her. She was at the age when young ladies are apt to take up fads—hers was psychology.

She took to analyzing her own mind and the minds of her friends, but discovered nothing very startling—commonplace minds yield distressingly commonplace results. What Letty wanted, she felt, was a criminal to experiment upon. To delve into the "subconscious ego" of a criminal, she was sure, would be productive of any number of thrills.

Letty lived in one of the few remaining "insula" of New York composed of brown stone houses occupied by brown stone people. She had been spending the evening with her friend, Harriet Brooks, who lived only five doors away. It was now half after ten and she was hurrying home.

Just half way between her own home and the Brooks house stood the Jeffrey Wilson house. As Letty approached it she saw, to her astonishment, a man emerge from the rearway and stand in the shadow of the high stoop.

Now the Jeffrey Wilson house had been closed for five years, the family being in Europe. An aged couple, old servants of the Wilsons, lived in the basement as caretakers. Once a week, as Letty knew, this aged couple paid a visit to a married daughter in the Bronx and stayed over night; and this, as Letty also knew, was their night to be away.

What could a man emerging from the rearway of this house at this time mean? Clearly a burglar.

Letty's desire to question him was betrayed by her countenance and the burglar, as if a little annoyed at the scrutiny, stepped forward and lifting his hat said: "Well, mademoiselle!"

"Oh," gasped Letty; "I don't mean to be inquisitive—but are you a burglar?"

"Why, yes," replied the man in evident surprise; "but how did you guess?"

"Why, I saw you coming out of the area," said Letty, "and I am so interested in criminals—psychology you know."

"Oh, I see," mused the man. "I see. I thought at first you had discovered me." He broke off and seeing Letty gazing with disapproval at the long, black, fur-lined coat he wore said: "Oh, I picked this up inside. The rest of my costume is, I trust, more to your liking."

"Where's your mask?" asked Letty under her breath. She could not accept a burglar without a mask.

"Right here," replied the man, and taking a black mask from his pocket he adjusted it to his face. "That better?" he asked.

"Oh, yes," said Letty. Just then a limousine stopped at the curb close to them. "So you would like to apply the tests of psychology to my criminal mind?" said the man. "At some future time, my dear lady, I promise to give you an opportunity. But just now here is the car in which I must make my 'get away.' He stepped into the car and was gone.

She decided to say nothing about her adventure to anybody. She thought of her burglar every day, however, and for two weeks scanned the papers to see if there was anything about the Wilson house burglary.

Two weeks later Letty attended a dinner-dance at the home of that paragon of hostesses, Mrs. Stuyvesant Manderville. What was her amazement to see, moving nonchalantly about among the guests, her burglar! What should she do? Should she warn her hostess? No, she would take the misguided man aside and by the science of applied psychology induce him to forego his nefarious intentions and depart.

Seizing an opportunity, Letty walked close to the burglar and said in a low voice: "I recognize you. Follow me."

She led him to two vacant chairs in a corner of the room, and with a severe look was just beginning her oration, when up swept Mrs. Stuyvesant Manderville with, "Oh, I am so glad you two are already acquainted. Jeffrey, you are to take Miss Calvin in to dinner."

Letty shrank away from her companion and stared at him. "Aren't you a burglar?" "Not in private life, Miss Calvin," he replied. "In private life I am Jeffrey Wilson. You see the first time you asked me that question I was on my way to a costume ball and had got myself up as a burglar. At first with that long coat on, I wondered how you had guessed. Then I saw that it was a case of psychology. My coming up out of the area? I recently returned to America to stay; and when in New York have occupied a room in the old house."

"Please don't look disappointed. I am sure that, though I do not pursue the calling of a burglar, there is enough hidden depravity in my ego to reward exploration."

"Very likely—there is in most men," replied Letty, piqued at his bantering tone, "but whether I find it or not I shall always call you my burglar." And Jeffrey Wilson lived up to the name. Within a month he had burglarized Letty of her heart—so that she promised to marry him. They live in the brown stone house now in the brown stone "insula."

Wild Flowers Are Going

Among our rarest and most beautiful plants are the orchids of which, in 1894, 47 varieties were listed as having actually been found in New England, but even then several, such as Perseus monstrosus and Pagonia affinis, were very rare.

ELECTRICAL PROGRAM AT A. & M. TO SHOW WONDERS

College Station.—Frying eggs without fire, a talking skull, a mechanical talking man, diving ducks, a tin can motor and arc lighting through the human body are just a few of the many demonstrations that will make up the electrical engineering program on Engineering Day at the A. & M. College of Texas May 10.

Elaborate preparations to make an outstanding event of the occasion to be observed at A. & M. College for the first time this year, are well under way; under guidance of an executive committee of students of which W. F. Deane of Kingsville is chairman and S. L. Moseley of Italy is secretary.

The Modern Way

Salesgirl: And what kind of step-ins would you like to buy, sir? Customer: Like those the girl sitting there is wearing.—Exchange.

Mrs. A. L. Milburne of Vega, died in the Deaf Smith County hospital Monday, March 24. The remains were taken to Vega for burial the same day by the E. B. Black Company.

PHYSICAL EDUCATION COURSE AT THE A. & M.

College Station, Texas.—Additional courses in physical education to permit a student to major in that field in seeking bachelor of arts degree will be offered for the 1936-37 session by the A. & M. College of Texas, Dean Chas. E. Friley of the school of arts and sciences, has announced. Growing demand for training to fit students for the dual role of coaching athletics and teaching in the class room is responsible for augmenting the physical education course. Dean Friley pointed out. The new work will increase the total number of hours offered in physical education at A. & M. to forty-two in addition to two hours of physical training required of all freshmen.

MRS. HENRY BROMAN DIES

Mrs. Henry Brozman, 32, passed away last Wednesday, March 19, in the home northeast of town about seven miles. The funeral services were held from the Catholic church last Friday afternoon, Rev. Fr. Salvator officiating. The remains were laid to rest in the local Catholic cemetery. Mrs. Brozman is survived by her husband and three small children.

J. L. Eyer, T. L. Moore, H. Conell and a Mr. Fulton, all representing the Texas-Ohio Cultivator Company, were here last Tuesday conducting a plowing demonstration east of town. J. A. Wear is representative of the company in Hereford.

W. E. Anderson, representing the Oliver Farm Equipment Sales Co., of this part of the Panhandle of Texas south of the Canadian River, and Eastern New Mexico, was here

Wednesday and Thursday conferring with M. D. Wombie, agent for the Oliver line in Hereford.

W. D. Berry, representing the Minneapolis-Moline Power and Lumber Company, and out of Oklahoma City, and R. C. Landes, blockman of this territory, and with the same company, were here last Friday visiting their representative, S. C. McAdams.

A. C. THOMPSON LUMBER.

Custom Hatching

Eggs are received every Saturday and Wednesday for all kinds of hatching. Make your reservation for a tray or more for your custom hatching for this season. Place your order for baby chicks before it is too late. Booking now for all breeds for future delivery.

HILLSIDE HATCHERY AND POULTRY FARM South Hereford On Main Street. Phone 79

Voline T. Downs G. W. Brumley W. Frank Ball V.-Pres. and Genl. Mgr. President Sec'y. and Treas.

Brumley Chevrolet Co., Inc. Announce



BIG REDUCTIONS ON USED CARS WITH AN OK THAT COUNTS

The opening of our USED CAR LOT located just west of the Magnolia Filling Station on Third Street, just one-half block off Main. We will have on this lot, at all times, a complete stock of USED cars. The lot will be electric lighted and remain open of evenings until 9:00 o'clock.

We extend to the people in the Hereford trade territory a SPECIAL invitation to visit this USED CAR lot on Saturday, March 29. To celebrate the opening of this new market, we are going to offer on that date SPECIAL bargains in USED CARS, "With an OK that Counts." Cars offered in this sale will be priced lower than it has ever been your privilege to buy such cars. Be sure and be there and see for yourself the wonderful values we are going to offer.

With the opening of this new location we expect to serve the USED CAR buyer in a bigger and better way than we ever have since we have been in business. The car-buying public in the Hereford trade territory has to a great extent made it possible for us to expand in a way to better serve you and at all times make it possible to offer you the best USED CAR for the least money.

If it's a \$500 car you want—we have it. If it's a low down payment you want—we can arrange it! If it's a medium priced car you want—we have it! If it's small weekly or monthly payments you want—we will arrange it! If it's a practically new car you want—we have it!

ASK US ABOUT OUR USED CAR GUARANTEE!

Here Are Listed Some of the Outstanding Bargains We Are Offering In Opening This New Location:

- 1929 CHEVROLET COACH —An almost new car, in this sale at \$450.00
1925 CHEVROLET SEDAN —Runs and looks good, and can be bought Saturday ONLY, \$50.00
1927 CHEVROLET COUPE —Completely overhauled and ready for thousands of miles of Service. Price, Saturday ONLY, \$225.00
1929 FORD COUPE —A good looking car with small mileage. Going Saturday ONLY at \$400.00
1929 CHEVROLET TRUCK —Ready to do any hauling job. Price \$500.00

\$350 1928 Chevrolet Sedan—has been reconitioned, good tires, seat covers, fully equipped with accessories. Lots of miles left in this car for only \$350. Easy payment plan if desired.

- 1929 FORD ROADSTER —Only 8,000—like a new car. Specially priced at \$375.00
1929 FORD SPORT COUPE —Completely overhauled and offered for one day only at \$375.00
1928 CHEVROLET COACH —Not a thing wrong with this car even though the price is only \$350.00
1928 WHIPPET COACH —A good little car, offered for \$245.00, Saturday Only
1927 FORD TUDOR —A good model T, offered in this sale at \$110.00

GMAC terms can be arranged on anything we offer you. This financing plan is the most flexible and the cheapest in the world for automobiles. During our opening days we are going to make liberal allowance on your old car for any car you wish to buy. We want your business and urge you to visit us at our new location.

YOURS FOR SALES AND SERVICE

W. FRANK BALL, Used Car Sales Manager

Brumley Chevrolet Co.

"A RELIABLE INSTITUTION"

International Sunday School

Lesson

BY DR. J. E. NUNN

March 30, 1930.

QUARTERLY REVIEW

Topic: Jesus the King—A Life of Service.
Key Verse: Unto us a child is born, unto us a son is given; and the government shall be upon his shoulders; and his name shall be called Wonderful, Counsellor, Mighty God, Everlasting Father, Prince of peace.—Isaiah 9:6.

A Brief Retrospect.

During the quarter just ended we have studied the first half of the Gospel of Matthew. We have covered the story of the life of Christ extending from his birth to a date about nine years before his crucifixion, a period of thirty-

PLENTY MONEY FOR YOU

—With which to Build a Home, Refinance into a loan to suit you, or rebuild your present home. Monthly pay, low rate interest.

RALPH BARNETT

two and a half years. Matthew wrote his gospel primarily for the benefit of the Jews, not only those who were already Christians, that their faith in Jesus might be strengthened, but also to other Jews in order to convince them that Jesus is their long hoped for Messiah. Matthew makes more quotations from the Old Testament than any other Bible writer. The quotations are those which were commonly accepted by the Jews as Messianic. He shows that Jesus fulfilled these prophecies with wonderful exactness. He must, therefore, be the Messiah, the world's Redeemer.

In the first lesson we are told of the virgin birth of Jesus in Bethlehem of Judea. In accordance with the prophecy, the visit of the Wise Men, divinely guided, the murder of the infants in Bethlehem in fulfillment of prophecy, the flight into Egypt, as prophesied, the return to Judea and thence to Nazareth, fulfilling the prophecy, "He shall be called a Nazarene."

The only historical event in Jesus' boyhood and youth that is recorded in the Bible, and it is given only by Luke, is his visit together with his parents to Jerusalem when he was twelve years old. At the age of thirty, Jesus was baptized by John in the River of Jordan, thereby sanctioning by his example the rite of baptism as

an ordinance to be observed by all his followers. Also, Jesus told John that by this act of baptism they were "to fulfill all righteousness," thus teaching us that his baptism symbolized that which does fulfill all righteousness, viz., his burial and resurrection, including of course, his death, necessarily previous to his burial. "Therefore we are buried with him by baptism unto death; that like as Christ was raised up from the dead by the glory of the Father, even so we also should walk in newness of life."—Rom. 6:4.

In the fifth, sixth and seventh chapters of Matthew (our fourth, fifth and sixth lessons in the quarter) we find Christ's Sermon on the Mount, the most notable sermon ever preached. In it Christ sets forth the fundamentals of his kingdom, the kind of character his disciples should possess and the kind of life they should live.

In the eighth and ninth chapters (seventh lesson) we have a group of ten miracles of Christ, performed at different times and places, but recorded together by Matthew apparently for the purpose of more impressively showing his supernatural power. By these miracles Jesus demonstrated that his life, his works and teachings were approved of God. Therefore, his claim to be divine was approved of God and consequently must be absolutely true.

The twelve men who were chosen by Jesus to be his inner circle of disciples, those who we call the twelve apostles, including the one chosen afterward to take the place of Judas, the traitor, were all poor men, possibly excepting Matthew, mostly fishermen, without power, influence or money; yet,

to them Jesus committed the greatest work ever entrusted to men, viz., the conquest of the world for him simply by the preaching of the gospel, the story of his life, death and resurrection, and the offer of eternal salvation, to every one who repents of sin and believes in the Saviour.

We have studied quite a number of Christ's wonderful parables—wonderful for their simplicity, their beauty and the forcefulness of their lessons. Among those we studied are the Parable of the Sower, or the Parable of the Four Kinds of Hearers; the Parable of the Tares; the Parable of the Mustard Seed; that of the Leaven; the Pearl of Great Price and the Hidden Treasure; the last two teaching especially the priceless value of religion and the exceeding importance of Christ's injunction: "Seek ye first the kingdom of God."

This series of lessons emphasizes the fact that Jesus, the King, was living a life of service. "He went about doing good," his was a threefold kind of service—"Teaching in their synagogues, preaching the gospel of the kingdom and healing all manner of disease."—Matthew 4:23. Such is the threefold work of his disciples today: preaching, teaching, healing, Gospel preaching, Christian education, Christian hospitals, Ministry for the souls, for the minds and for the bodies of men.

The last lesson is the beautiful story of Jesus' compassion upon the heathen woman who was in sore distress because of her daughter's grievous ailment. It is a remarkable test of faith in most trying circumstances. It is a fine illustration of the characteristics of effectual prayer—humility, faith, patience, perseverance.

In this visit of Jesus to a Gentile nation and in bestowing his rich blessings upon a Gentile woman, he foreshadowed the fact that his gospel should be given to Gentiles as well as to Jews, and that the offer of salvation through faith in him should be preached to all nations, to all races, in all the world, throughout all the ages until Jesus comes again.

Our chief business in this life is to hear and obey the Master's last command: "Go ye into all the world, and preach the gospel to every creature."—Mark 16:15.

TEXAS TECH RIFLE TEAM RANKS HIGH WITH RIFLE

Lubbock.—Unusual success has been attained by members of the Texas Technological College rifle team in recent matches with 21 other institutions. Tech has lost only two of the matches the week ending March 8, with two more contestants to be heard from. The two losses were to Norwich Uni-

versity and to the University of Washington.

Tech won from University of Cincinnati, University of Pittsburgh, Texas School of Mines, University of Southern California; University of Michigan, De Pauw University, Lebanon College, New York Stock Exchange, Bunsen Institute, Rose Polytechnic Institute, Stanford University, Oregon State Teachers College, University of Georgia, Cornell, Princeton, Columbia, New York University and the Massachusetts Institute of Technology.

A. C. THOMPSON LUMBER.

Find Out About
CONTROLLED VOLATILITY
In Phillips "66"
AS YOU LIKE THEM!
WEST & SNYDER

FOR RENT, FOR SALE GARDS AT BRAND OFFICE, CHIEF

SHERWIN-WILLIAMS PAINT HEADQUARTERS



Specify SWP and engage a good painter

Why SWP costs less on your house than any other paint

What will it cost to paint your house? This is what concerns you—not what the paint costs per gallon.

While fine old SWP costs more per gallon, it costs less on your home than any other paint. Why? Because one gallon of SWP will thoroughly paint almost twice as much surface as a gallon of cheaper paint. Therefore fewer gallons of SWP are needed.

So—ignoring the fact that SWP lasts twice as long as cheaper paint, and that its weatherproof colors retain their beauty to the very last—the first cost of painting your house with the world's best house paint is actually less than that of cheaper paint. Buy your paint on a job basis and save. Let us prove it to you by simple arithmetic.



SWP House Paint

The world's standard of house paint quality. SWP is made in one quality only and that the very best. Famous for long life and the permanency of its many beautiful colors. Covers more square feet of surface per gallon. Costs less on the house than cheaper paints at a lower price per gallon. Regular colors, per gallon . . . \$3.75
Gloss White, per gallon . . . \$4.00

S-W Floor Enamel

A beautiful enamel finish for wood, concrete or linoleum floors. Withstands daily scrubbing and tramping heels. Per quart . . . \$1.00

S-W Mar-Not

A water-resisting floor varnish made to withstand tramping heels. For oak, light maple, birch or linoleum. Per quart . . . \$1.50

Rogers Brushing Lacquer

The popular modern fast-drying home finish. Exquisite colors. Dries while you want. Per 1/2 pint . . . 60c

S-W Flat-Tone

A washable flat wall paint for interior decorations. Produces beautiful velvet finish on plaster or wallboard. Per quart . . . 90c



Small text describing the product and its availability.



Portable Garages

Build your own garage. We supply all wood material, doors and windows. You simply assemble on your lot. Several plans—1 and 2 car sizes.

We have just received a new shipment of Cypress and Yellow Pine lath—4 foot length—2 grades.

Make your roof permanent with Red Cedar shingles. Extra thick at butt. Estimate on your requirements given free.

Full size window screens at a special price. Cypress frame—copper screen. Easily put on. Also half length screens.

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

MONEY TALKS BY YOUR CASH



I am your money. I am all minted up and have no place to go. You will get value received if you take me to E. B. Black's, says Your Cash.

E. B. BLACK Co.

COMING TO AMARILLO DR. MELLENTHIN Special Attention to Internal Medicine Does Not Operate Will be at Amarillo Hotel on Saturday, April 5.

One Day Only No Charge for Consultation Many in this community will avail themselves of the opportunity to visit Dr. Mellenthin on this special visit to Amarillo. The doctor pays special attention to the Science of Internal Medicine and Dietetics. He is trying conscientiously to eliminate surgery in his treatment of disease as far as possible.

Some of the ailments treated as diseases of stomach (especially ulcers), glands (especially goitre), ailments of women, disease of liver and bowels, as infected gall bladder, gall stones, appendicitis, chronic constipation, colitis, auto-intoxication and rectal ailments, circulation disturbances as high or low blood pressure, heart and blood disorders, skin, nervous, bladder, kidneys, bed-wetting, weak lungs, tonsils, adenoids, metabolic disturbances such as Rheumatism, sciatica, leg ulcers and chronic catarrh. Medicines are prescribed and prepared for each individual, also special attention given to diet as to proper balance and selection of foods.

For this service a nominal charge is made. Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the State of Texas. Married women must be accompanied by their husbands. Address: 4221 West Third Street, Los Angeles, California.

Away They Go—Like New!

Your car may look the wreck of the Hesperus now. But no matter. Our able mechanics can put it into A-1 running condition, repairing every defect.

A FEW OF THE THINGS WE DO
Storming the block, install new pistons, grind valves and reset, in both automobiles and tractors; repair door glass and windshields, service brakes, either mechanical or hydraulic. General repair work done.

"Our Work Stands Up—We Make It."

Beavers Bros.
PHONE 383

THE BIG NEWS THAT IS SWINGING THOUSANDS TO PHILLIPS 66

The Daily News PHILLIPS CONTROLLED VOLATILITY

A winter gasoline in winter! A spring gasoline in spring! A summer gasoline in summer! A fall gasoline in fall! That's what you get when you fill up with Phillips 66—because its volatility is scientifically controlled for season and climate. It has swept away old ideas of gasoline performance. Its year 'round easy starting, lustrous pickup, lusty power and mileage qualities are turning buying habits upside down. You'll find extra value at no extra cost wherever you see a pump globe marked Phillips 66.

Phill-up with **Phillips 66**
REGULAR and ETHYL

© 1930, Phillips Petroleum Co.

Lanham Filling Station, Second and Miles Avenue; West & Snyder Service Station, East Third; Herford Service Station, South Main Street, Moore Grocery Filling Station, East Herford; L. B. Lookingbill, Summerfield Filling Station; J. T. Hartley Filling Station, Jumbo District.
T. E. (Tom) MAJOR, Agent.

Flagg News

BY MRS. F. L. SUMMER

Mrs. Fred P. Hines who has been ill for some time, passed away Monday at a Clovis sanitarium, and her little son died Tuesday. Several friends of the family here attended the funeral services held near Portales. The community extends deepest sympathy to Mr. Hines.

Horace Ballew made a business trip to Muleshoe Saturday. Mr. and Mrs. Phelps are the proud parents of a baby girl, born Friday, March 20.

Mr. Oomble of Acme has purchased a tract of land here. Jay Taylor of Amarillo was a business visitor in Flagg last week. Mr. and Mrs. Albert Walthall of Olton visited in the Dodson home Sunday.

Mr. Roach of Earth was a business caller in Flagg recently. Mr. and Mrs. Bos Arms of Olton visited in the Cox Arms home Sunday.

Mr. and Mrs. Tom Bratcher were dinner guests of Mr. and Mrs. Henry Southern Sunday.

Mrs. Thomas of Hall county was a visitor in the Mosur home last week.

Mr. McMurtry of Tulla was here on business last week. Neil Thomas will leave Tuesday on a business trip to Young county.

Mr. and Mrs. Floyd McGee visited in the Bunswanger home Sunday.

The new residence of Fred Simpson is nearing completion.

Saturday, March 23, the school board met to receive bids for this school house to be built in this district. Fourteen bids were received. The contract will be finally let Tuesday, April 1.

A. C. THOMPSON LUMBER.

Atwater Kent radios have wonderful tone, simply constructed so that troubles are almost nothing. Get an Atwater Kent if you want real radio happiness. ORR TAILOR SHOP, Phone 16. 1-tfc

Arney News Items

BY MRS. F. W. FORTNER

Hard winds Sunday night did minor damage in this section.

Mrs. O. Fortner and children returned to Borger Wednesday after a visit here with relatives.

L. Taylor was in Ft. Worth and Dallas last week.

There was a fruit supper at the C. B. Burks home Saturday night. A number of students attended the Intercollegiate meet at Dimmitt last week.

Miss Dolah Sprawls of Tulla spent Saturday with Miss Charline Sprawls.

Miss Rachel Burks spent the

week end with home folks. There are several large flocks of baby chicks in this vicinity. Mr. Forgas was here from Littlefield Wednesday.

Mrs. Grady Bailey spent Sunday afternoon with Mrs. Guy Bailey.

Mr. and Mrs. C. Fox are living on the McKinney place, Hugh is recovering from a recent accident. Messrs. and James, J. B. and John Crume and families visited Mr. and Mrs. W. A. Hawkins at Hart Wednesday.

Mr. and Mrs. E. B. Robinson have sold their home, as have Mr. and Mrs. M. Burks, and these families will likely locate in New Mexico.

Judge M. R. Avery visited the school last Wednesday.

A. C. THOMPSON LUMBER.

Everything in radio accessories. ORR TAILOR SHOP, Phone 16. 8-tfc

NOTICE OF SHERIFF'S SALE

STATE OF TEXAS, COUNTY OF DEAF SMITH.

By virtue of an order of sale issued out of the Honorable District Court of Deaf Smith County, Texas, on the 19th day of March, 1930, by the Clerk of said Court in the cause of A. J. Graff and J. F. Schulte vs Thomas Chavaux, No. 1776, and to me, as Constable of Justice Precinct No. 1, of Deaf Smith County, Texas, directed and delivered, I will proceed to sell within the hours prescribed by law at sheriff's sale on the first Tuesday in May, 1930, it being the 6th day of said month, before the court house door of Deaf Smith County, Texas, in the town of Hereford, Texas, the following described property situated in Deaf Smith County, Texas, to-wit:

The Southeast one-fourth of section No. 11, Township No. 2, North of Range 1 East, of a Capitol Syndicate subdivision as shown by a plat thereof in the Deed Records of Deaf Smith County, Texas, and said land being about 100 acres, all of which is situated in Deaf Smith County, Texas.

To satisfy a judgment amounting to \$1124.00 in favor of the plaintiffs, A. J. Graff and J. F. Schulte, against Thomas Chavaux, with interest thereon from the 29th

day of February, 1930, at the rate of eight per cent per annum, and costs of suit.

That under said judgment and order of sale all of the above described tract of land will be sold to satisfy the amounts due thereon.

Given under my hand at Hereford, Texas, this the 19th day of March, 1930.

J. T. CUNNINGHAM, Constable of Justice Precinct No. 1, of Deaf Smith County, Texas. 10-3c

MECHANICAL HEN CROWDS BIDDY OFF THE NEST

Mechanical substitutes for the fluffy old mother hen are fast crowding the faithful old biddy off her nest on farms throughout the country, according to reports sent to the United States department of agriculture by the crop correspondents of the bureau of agricultural economics. Only 43 per cent of all chickens raised are still hatched under hens, the report indicates.

It is worthy of note that in those sections where farm poultry flocks have reached their highest efficiency as profit producers, incubator chicks are used in far greater proportion. In the northern, central and far western states where poultry is an important source of farm income, the farm flocks are being raised in a more scientific manner, and incubator-hatched chicks are in the majority. In the South where farm poultry is not a major source of farm income, a large share of the flocks are grown from hen-hatched chicks.

This finding of the department of agriculture coincides with the reports from the contest conducted last year by hatcheries which operate under the slogan, "Hatchery Chicks for Greater Profits." Every one of 41,000 letters from farmers throughout the nation told of profits from farm flocks, after they had started using the hatchery product.

Reasons for this are quite apparent, when the history of the

poultry industry through the past few years is reviewed. Continued flock improvement by the hatcherymen has made available hens with high average laying capacity. The farmers have discovered that a comparatively small investment will bring a proportionately large return, provided, of course, proper methods and a fair amount of attention are given their flocks.

Sanitation, observance of proper feeding methods, and attention to the poultry and egg markets, are essentials of profitable poultry raising with which farmers are becoming familiar, often under the tutelage of the hatcheries from which chicks are purchased.

A. C. THOMPSON LUMBER.

The Boys Were Going Away. Two colored gentlemen who had just reduced the population of a farmer's henroost were making a getaway.

"Laws, Mose," gasped Sam, "why you reckon them flies follow us so close?"

"Keep gallopin', nigger," said Mose, "them ain't flies, them's buckshot."



WHAT A DIFFERENCE 90 DAYS MAKE!

TODAY A TODDLING CHICK... in 90 days a proud pullet about to lay. There's something to think about! Tiny bones and little muscles have grown several times in size... a delicate fuzz has sprouted into hundreds of feathers... a chick weighing grams has grown into a pullet weighing pounds... all in 90 short days!

A wonderful change... and only one thing can do it... good feed! This year consider Purina Startena Chow (mash) and Purina Chick Chow (scratch) or All-Mash Startena Chow for the first six weeks... and then Purina Growena and Purina Intermediate Hen Chow until your pullets are laying at 16 weeks.

Put these Chows before your chicks. You will see pullets that are built right... pullets that will lay eggs aplenty in fall and winter when eggs are always worth good money.



Jones & McLean
Phone 1

6% PER CENT MONEY ON Farm Loans
No Commission to Pay
FRANK BARBER
Representing the Southwestern Life Insurance Company



First Deposit Your Earnings HAVE MONEY!

It is not how much money a man earns, but what he SAVES that counts.

Do you bank a part of the money you earn? GET ON, and KEEP on the RIGHT TRACK.

Start Saving Regularly NOW

Have your money SAFE in our Bank.

THE FIRST NATIONAL BANK OF HEREFORD
—a strong bank thoughtfully managed—
HEREFORD, TEXAS
MEMBER FEDERAL RESERVE SYSTEM

DEAF SMITH COUNTY ABSTRACT CO., Inc.
110 West Third Street
G. P. McCOLLOUGH, Manager
ABSTRACTS LOANS

DR. D. K. ROBISON Residence Phone 78-J
DR. R. R. WILLS Residence Phone 114-W
DRS. ROBISON & WILLS
CLARK BUILDING
Phone 282

WEST TAILOR SHOP
MRS. O. F. WEST, Proprietor
"Well Pressed is Well Dressed"
Clothes called for and delivered—Phone 385

CHIROPRACTOR
Dr. W. A. Robinson
Corrective Diet—X-Ray and Patho-Magnometer Laboratory. Office Phone 207

MEATS
DOES YOUR CHILD CRAVE MEAT?
—Of course he does. His vigorous, active play and hard study hours demand it.
Texas Meat Market

Hailed as Years Ahead
Now See What You Think of it

There is a tremendous amount of satisfaction in being able to offer farmers in this vicinity the new Model "L" Case Tractor. Those who have seen it pronounce it years ahead of present-day tractors because it has all the best features of modern design plus additional features as well.

Now see what you think of the new Case. Its great power will astonish you, especially when you consider that the tractor weighs but slightly more than three draft horses. Its ease of handling, its three forward speeds, its short turning radius, its accessibility of all parts, its roomy platform, its adjustable spring seat—all these features and many more will instantly appeal to you.

Whether or not you are in immediate need of a tractor, it will pay you to investigate the new Case. Come in and get a copy of our new booklet that shows this attractive tractor in its natural blue-gray and red colors.

C. A. SKELTON
HEREFORD TEXAS DIMMITT
CASE
Full Line of Quality Farm Machines

CONOCO SMASHING ALL SALES RECORDS!

THE new Conoco Germ-Processed Motor Oil is not only the fastest selling oil in Conoco history... it is establishing a new high mark in public acceptance... By a wholly new characteristic, Penetrative Lubricity, this motor oil is attracting motorists from other brands with a quickness unprecedented in the oil world... this would not be possible if this oil were not the finest and safest motor lubricant yet introduced.

It is the Germ Process which gives Conoco the essential points of superiority that make possible these things: 76% less motor wear; reduced carbon formation; lowered operating temperatures; greater gasoline mileage; resistance to dilution; and instant lubrication at the first touch of the starter.

The Germ Process adds to a supremely fine paraffin base oil, a precious oily essence lacking in all other oils. This makes possible the metal-penetrating safety factor that we call "Penetrative Lubricity." Try this new oil today... at the sign of the Red Triangle.

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

TWO BIG Events

It Doesn't Matter How Much You Make—It's What You Save That Counts!

BIG REXALL ONE "CENT SALE" COMING THURSDAY, FRIDAY AND SATURDAY, APRIL THIRD, FOURTH AND FIFTH

And official opening of our new 100 Per Cent Mechanical Refrigerated Soda Fountain.

In combining these two events, we are making it possible for you to **SAVE WITH SAFETY** on your drug needs. And also bring to you a very **PLEASANT SURPRISE** that is indeed **DIFFERENT** from any ever offered in Hereford.

WATCH NEXT WEEK'S PAPER

Corner Drug Store

The Rexall Store

Day Phone 105

Night Phone 233 or 403-W

"We Fill Any Doctor's Prescription."

STAR THEATRE

HEREFORD, TEXAS

PROGRAM

FRIDAY ONLY
MARCH 28

Elinor Glyn tells what a man can do with "IT"



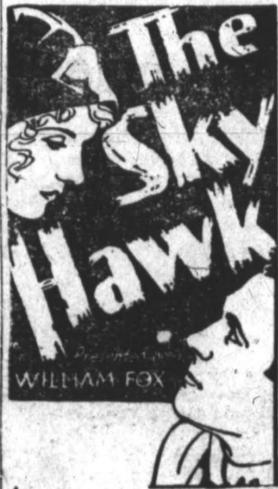
SUCH MEN ARE DANGEROUS

with **WARNER BAXTER** and **CATHERINE DALE OWEN**

HEDDA HOPPER
ALBERT CONTI

Presented by **WILLIAM FOX**

SATURDAY
MARCH 29



The Hawk

WILLIAM FOX

Wednesday and Thursday

APRIL 2 AND 3

"PARIS"

This is a musical comedy and the first picture to be played in Hereford by our new disc-type equipment. A dandy show. A VITAPHONE PICTURE.

Midnight Pre-View

SUNDAY NIGHT, MONDAY AND TUESDAY

HEAR!

"I am a Lover"
"My Love Parade"
"Paris, Stay the Same"
"Let's Be Common"
"Nobody's Using It Now!"

MARCH 30 AND 31 AND APRIL 1

Matinee Each Day

15c-50c

MAURICE CHEVALIER

The Love Parade

AN ERNST LUBITSCH PRODUCTION

JEANETTE MACDONALD
LUPINO LANE LILLIAN BOWEN

Locals

F. J. Owen reached home last Sunday from Murfreesboro, Tennessee, where he spent the past three weeks visiting his mother and other relatives.

A. C. THOMPSON LUMBER.

Cleaning and pressing done to please you. ORR'S TAILOR SHOP, Phone 16. 11-2c

Dave McDonald left Monday night for Chicago where he will attend a sale of pure bred cattle.

Corner Drug Store Rexall One Cent Sale, April 3, 4, 5. 11-1c

F. L. Austin, of the general offices of the R. H. Kemp Lumber Co., at Roswell, New Mexico, was transacting business Tuesday at the Hereford yard of the company.

Cleaning and pressing done to please you. ORR'S TAILOR SHOP, Phone 16. 11-2c

A. C. THOMPSON LUMBER.

Do you know that our city has adopted what is known as the "Standard Milk Ordinance," which assures us a clean, wholesome supply of milk?

NOTICE!

In connection with the clean-up campaign to be observed from March 30 to April 6, all are asked to burn trash on the premises. Tin cans and non-combustible matter should be collected and placed in the alley so that it may be hauled away by the city truck. The truck will not start until about the middle of the week. In case anyone is overlooked, please call City Office, Phone 222, and the truck will call as soon as possible. C. R. BOYD, City Marshal.

Corner Drug Store Rexall One Cent Sale, April 3, 4, 5. 11-1c

Cleaning and pressing done to please you. ORR'S TAILOR SHOP, Phone 16. 11-2c

A. C. THOMPSON LUMBER.

State Adjutant R. O. Whitiger and wife and Mrs. L. E. Carpenter, president of the State American Legion Auxiliary, were visitors here to the members of the local American Legion last Thursday.

Our big display ad on Atwater Kent Radios, price and contest will interest you. ORR'S TAILOR SHOP, Phone 16. 11-2c

The Intermediate Department of the Baptist Sunday school will hold a Bake Sale at Texas Meat Market, Saturday, March 29. 11-1p

Mr. and Mrs. W. H. Russell and C. B. Williams reached home Sunday evening from a ten days visit and business trip to Greenville, Texas. Mr. and Mrs. Russell visited in the home of his mother, Mrs. L. H. Russell, while Mr. Williams transacted business in that part of Texas.

Our big display ad on Atwater Kent Radios, price and contest will interest you. ORR'S TAILOR SHOP, Phone 16. 11-2c

A. C. THOMPSON LUMBER.

Plant trees that will bear fruit. See J. F. WARD, Phone 250. 11-1c

Misses Mary Pearl Coward and Imogene Copeland, teachers of the Messenger school, west of here, were visitors in Hereford Saturday.

A. C. THOMPSON LUMBER.

FOR SALE—Shade trees and Amor River hedge. J. F. WARD, phone 250. 11-1c

Mr. and Mrs. Earl Dobbins of Canyon were guests Sunday of Mr. and Mrs. F. W. Scovell. Mr. Dobbins is manager of the West Texas Gas Company at Canyon.

A. C. THOMPSON LUMBER.

J. P. Hodges, construction foreman for the Great West Mill and Elevator Company, of Amarillo, and Jack Garrett arrived in Hereford Tuesday morning to make repairs and improvements on the Great West elevator here.

A. C. THOMPSON LUMBER.

FOR SALE—Oat and winter barley seed. J. F. WARD, Phone 250. 11-1c

George Connell was in Amarillo Monday on a business trip.

FOR JOB WORK, TRY THE BRAND.



Special

For One Week, Beginning Friday, March 28

REALISTIC PERMANENT WAVE ONLY \$7.00

MRS. W. S. SMART
Phone 432-W

Just One Radio Left from Our RADIO SALE

And It Won't Be Here Long!

—We have just one Gray bar radio left of our stock and want to sell it as soon as possible. We are making a tremendous reduction—away below actual cost price—to get our entire stock of radios cleared out. This Gray bar is a beautiful instrument, brand new, gives wonderful reception and can be bought for less than any dealer would have to pay wholesale for it. Someone is going to get a real bargain in this last machine we have left.

COME IN, SEE IT, AND HEAR IT WORK!

Texas Utilities Co.

Mrs. Roy Bruner and two children, Virginia and R. K., Jr., of Tucuman, New Mexico, were in Hereford Saturday and Sunday visiting Mrs. Bruner's son and wife, Mr. and Mrs. Hal Bruner. They returned home Sunday evening.

Beautify your home lawn with evergreen, a good assortment. See J. F. WARD, Phone 250. 11-1c

L. F. Gulmarin and family arrived here the latter part of last week from their home in Olney. Mr. Gulmarin is an expert farm machinery man and has taken charge of the implement department of the Panhandle Lumber Company. He was with the W. C. Harrell Company at Olney for the past four or five years.

Hereford is attracting many new citizens. A cleaner town will attract more. Do your duty as a citizen and co-operate in the clean-up campaign, March 30 to April 6.

Mr. and Mrs. F. M. Kester spent the week end in Pampa.

Fonder Thurman returned home the latter part of the week, accompanied by his brother, Obe Thurman, who spent a few days visiting his sister, Mrs. Henry Williamson.

Are you, Mr. Citizen, loyal to your town? If so, do your duty by making your premises spot and span during the clean-up campaign March 30 to April 6.

As part of the clean-up campaign, why not get rid of the remaining locust trees? They are doomed, and should be replaced by good trees.

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

Mr. and Mrs. E. Stapp and family and Misses Nettle and Bessie Mae Thomas all of Tulsa, were visitors here last Sunday in the home of Mr. and Mrs. T. A. Sul-lins.

The Music Study club will meet in regular order Monday, March 31, with Mrs. Carl Mounts and Mrs. Wiley Roberson hostesses. Mrs. C. H. Dyer will lead the lesson. A miscellaneous program will be held.



Two Heads Are Better Than One!

It takes a lifetime to save what you could lose in a poor investment in a single day.

It is easy enough to spend money, but not always so easy to find a good investment.

Our bank offers you safe and sound advice in the matter of securities. It is cheerfully given as a part of our service.

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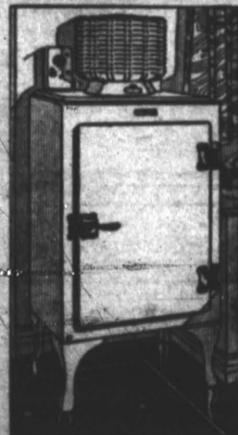
Not one

has paid a cent for service

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