Published Every Thursday

Our Slogan—"More People-"More Farms"

2nd Year-Number 13-A.

The Hereford Brand, Hereford, Texas, Monday, April 11, 1932.

Five Cents Per Copy.

Brand's Cooking School Opens Tuesday At 2:00 FREE MERCHANDISE PRIZES TO BE GIVEN BY FIRMS

lany Articles Presented to Show Appreciation of Patronage.

It is not possible to enumerate this issue of the Brand's daily listributed free at the cooking school to be held Tuesday, Wed-nesday, Thursday and Friday af-ternoons in the Star theatre. More and more merchants are designating special awards to be given free to those who attend the cook-ng school.

Five six-pound sacks of Amaryls Flour will be given away each day by the Great West Mill and Elevator Company.

free a gallon of pure ribbon cane syrup and a box of Bisquick. D. R. Gass & Son will give free

box of fine handkerchiefs. Carlyle's Grocery will give free half dozen cans string beans.

free a pack of bridge cards. Furr's Food Store will give free ole side of the best grade baon and one pound of Lily of the

J. M. Wilson's Market will give free 2 pounds of the best steak. Carl's Cash Grocery will give free 5 pounds of any dried fruit, and 3 of any No. 21/2 cans in store. "M" System Grocery will give free a 10-pound sack of meal and 2 pounds of Brown's Saltine crack-

The above merchandise will be distributed free among those who attend the cooking school, and is given in the spirit of cooperation with the Brand in its endeavor to make the cooking school reach its highest possible success.

It is probable there will be other merchants join the ranks of those contributing free merthe Star theatre to hear Mrs. Ihrig's lectures and see the dem-

Hereford Boy For Senator In New Mexico

Word comes from Tucumcari his week that R. E. Brazil, son Mr. and Mrs. R. P. Brazil of ffice of State Senator in New Mexico from Quay county. He is now county superintendent of chools there.

Mr. Brazil has lived in New Mexico, finishing up his education at Montezuma college and the Las Vegas normal. His early school training was obtained in Hereford and he attended Wayland college neighboring state,

ney who is making the race for one could guess with a surety what state representative from the 123rd a Wednesday night dinner would district, was in Hereford Friday consist of, and just how the Sunshaking hands with old friends day left-overs would be serve on

and making new ones. rather large program of activities and the super scientific deties for himself should he be velopment of canning and packing of the questions now before the russian caviar, swiss cheese, french state and nation, that are evaded dressing, english sauces, mexican by the older order of politicians chili and the most famous foud He has a good platform. products of the four corners of the

DEAD-LINE ON COPY DOES NOT MEAN TIME

of the Brand often ask the question, "What is the last moment I can get this in the paper?" and the answer is given that a certain hour is specified which has been named in newspaper parlance The Dead-Line. It is the most

Almost without exception the advertiser or writer waits until that hour to begin preparing the copy while the paper must wait beyond the allotted time to re-

The dead line is the time for is reserved for emergency cases where it was absolutely impossible to have the material ready before that hour. Usually the advertiser or writer concludes there is no hurry until the allotted time, Close Drug Company will give and does something else when they should be making preparation. If all those hundreds of people who contribute in one way or another to each copy of the Hereford Brand should wait until the deadline, there could not possibly ever be a paper issued within two days

> The Brand owes its greatest allegiance to the community as a whole and not to any individual or group. Its time of publication is determined to be that which will best serve the greatest num- actually engaged in the work. The ber of people. Any firm or in- Brand employes are going to be dividual who asks special considivery busy this week, and to give eration because of lateness of the community the results the copy is not harming the paper as paper feels is due its readers, its

will be printed daily in connection of all its friends. tion with the cooking school the needs to be turned in much in lar paper. advance of that. Five people do to the publishing of the daily Brand only matters of the most urgent when the average daily of the importance will be given considsmallest capacity has 12 persons eration at that time.

Merchants Donate Useful P.-T. A. Sponsors Pie Items To Those Attending and Cake Baking Test As Feature of School

Advertisers and correspondents Pleasure Hour Meets At W. J. Smith Home

Hour club were royally entertained on Friday night of last week at the home of Mr. and Mrs. W. J. Smith when the husbands gave a party in onor of the wives. After the guests were seated a delicious supper of brown beans, hot tamales, tomatoes, onions, olives, ice cream, cake and coffee were served, and the ladies were allowed to smallest spoon ; naginable as an eating implemen'. The group heard from each man present with a story on his wife.

After this bridge furnished entertainment for the remainder of the evening with prizes given for the ladies only. Mrs. Elswick Cloyd was presented with high prize and Mrs. Glen Weir low.

Those enjoying the party were Messrs, and Mmes, Dick Dixon, Ivan C. Davis, Elswick Cloyd, of Canadian: Frank Richards, Elmer Mathies, Boyd London, Cris Renfro, Emmett Green, Homer Henslee, Carl Jennings, W. J. Smith. Raiph Smith, Glen Weir, Paul Mather and James Wilson

employes earnestly desire and During this week the Brand solicit the understanding coopera-

The next special number of the paper is sponsoring. To be able Brand, issued during the cookto do so, it will be necessary to ing school, will be delivered in set a last-minute time to receive Hereford Tuesday afternoon, ancopy for each issue which means other will be issued Wednesday that advertising or news items afternoon, while the Thursday afshould, if at all possible, really ternoon number will be the regu-

Dead-line has been set for 9:00 the mechanical work incidental a. m. each of these mornings, but

Great West Mill Offers a Brand News Variety of Cash and Flour as Premiums.

An added attraction, and one of the most interesting single features of the Brand cooking school, is the ple and cake baking coutest being sponsored 's the Hereford parent-teacher association to exploit the merits of Amaryllis flour, made by the Great West Mill & Elevator Company.

This contest is open to everyone. The only requirement is ed from Amaryllis flour. The entrants may bake any kind of pie or cake they wish, and bring !t to the cooking school before 11:00 o'clock next Friday morning.

Mrs. Ihrig will judge the ples and cakes Friday and the prizes will be awarded that afternoon. The competition is open to all. In the cake contest the first prize will be \$10 in cash, second prize will be \$5.00 in cash, third prize a 48pound sack of Amaryllis flour, fourth prize a 24-pound sack of Amaryllis flour, and fifth prize a 12-pound sack of Amaryllis flour.

prize will be \$5.00 in cash, second prize a 48-pound sack of Amaryllis the pleasures, sorrows, progress flour, third prize a 24-pound sack of Amaryllis flour, and fourth serves. prize a 12-pound sack of Amaryllis

All Go to P.-T. A.

All pies and cakes submitted in the baking contest become the property of the Hereford parentteacher association and they will be sold Friday afternoon and Saturday to provide funds for the school cafeteria conducted by the P.-T. A. in the Hereford schools. Not only is it important that many enter ples and cakes in the after the close of the cooking Ranger school. Thus one of the most

and pies possible to be made by to the state constabulary forces. Hereford housewives will be in the contest, and the toothsome delicacies will grace someone's Sun day dinner table.

Seen On the Screen at

Manager J. C. Parker will have mbining of sound with the original picture.

The height of war-time pathos, tragedy, humor and care-free comraderie is carried to new levels in "The Big Parade".

Tuesday and Wednesday will find Marion Davies and Clark Gable playing leading roles in an old-time favorite story that has delighted millions of readers, "Polly of the Circus".

sible to the people of Hereford. At an average cost of \$3.00, 15,-386 home demonstration gardeners last season gathered an average of \$80 worth of vegetables.

Covers Region Thoroughly

the Hereford Brand in its regular weekly issue will show that the paper enjoys the corresponence of a greater number of communities than any other publication of a similar character known, making the Brand the subject of envy of every other weekly or daily publication over the Panhandle.

communities represented by specipast week. Hundreds and hundreds of citizens of the county were brought prominently before the readers of the paper by activities worthy of mention.

Every week approximately 100 School Board business firms and the names of a thousand local people join together in the news distributed by theBrand to thousands and thousands of readers. The paper is proud of the position it has been granted in the affairs, hearts, lives and homes of the people and accepts its responsibility gladly, In the pie baking contest, first with the humbly expressed hope that it may continue to share in ford independent school district and ambitions of the region it

Omar Baker Is **Chosen On State** Ranger Force

ried the name of Omar Baker, C. O. Lee, whose duties made it operator of the Stockman Cafe necessary to not be a candidate in Hereford, as a new appointee after nearly 10 years of service. contest, but that others buy them to the position of Toxas State The election results pay a fine

Hereford Brand's cooking

Cooperation Makes

Holding of Cooking

Noted Lecturer To Present Variety of Demonstrations

FOOTBALL GAME TUESDAY AFTERNOON WHEN SENIORS MEET 1932 WHITEFACES

The close of the spring football training period for next fall's Whitefaces will be reached tomorrow afternoon at 4:30 when the seniors face their old team mates left over and the newcomers on the squad in the annual spring

Considerable rivalry has developed over the supremacy of the two teams, and it will lack much of being simply a play-boy affair. The seniors will have beef, but the new team will have the brains and craft that made the 1931 team the wonder of all those that met it There were 17 distinct rural on the gridiron. It will be worth

> The game will be played under the new rules recently adopted past several years. Cities where and which will be in general use

Complimented By Re-Election

Without an opposition ticket and facing one of the most critical years of its history, the Hereschool board was re-elected last Saturday by one of the largest votes ever polled here. Ninetyfour ballots were cast, and the straight ticket as suggested to re-elect the former members was voted solidly, with one exception, one candidate receiving but 93 votes to the others 94.

A. H. Stren, president; E. B. Posey, secretary, and C. C. Acker, News dispatches of Friday car- Jesse Stanford elected to succed

tribute to the body of men who requests for Mrs. Ihrig to conduct Mr. Baker has wor renown as give of their time to look after a cooking school in each of their worthy causes in the city will be a local peace officer, and his many the affairs of the school district, towns on successive weeks. She friends here extend congratula- and can easily be taken as a token has held schools at Dalhart. Sham-One thing is sure, the finest cakes tions upon his recent appointment of approval of the work they have rock and Memphis, where her

Four Days Will Be Used to Bring Messages to Hereford Housewives.

Mrs. Leona Rusk Ihrig, who will conduct the Hereford Brand's first annual cooking school in the Star theatre, with the cooperation of the Hereford Parent-Teacher Association, beginning Tuesday of this week and continuing through Friday, arrived Sunday from Amarillo and is busily engaged with last minute preparations for the first day's school to open at 2:00 o'clock tomorrow afternoon.

This noted culinary artist is well known over the Panhandle and Plains country where she has been conducting the most highly she has appeared always clamor for her return for successive engagements, her popularity increasing with each visit.

THINGS TO REMEMBER:

WHO: Mrs. Leona Rusk Ihrig. WHAT: Hereford Brand Cooking School.

WHEN: Tuesday, Wednesday, Thursday and Friday afternoons, from 2:00 to 4:00 o'elock, April 12, 13, 14, and 15.

WHERE: Star Theatre, Hereford.

WHY: To lecture on and demonstrate cookery. ADMISSION: ABSOLUTELY

PRIZES?: Yes, plenty of them

-be on hand to get yours. COOPERATING AGENCY: The Hereford Parent - Teacher Association in sponsoring a cake and pie baking contest in connection with the cooking school, to give cash and merchandise prizes.

Ten leading newspapers over the Panhandle have combined thely crowds have more than filled to capacity the buildings in which the schools were given. She comes to Hereford for her first visit and indications, are that the commodious Star theatre will be needed to hold those who will attend the lectures and demonstrations.

In her quiet manner that has appeared, Mrs. Ihrig has given the Schools Possible programs, and made suggestions that will contribute to the sucess of the school

Home-Maker's Convention.

"I want the women of Hereford and the Hereford trade territory to feel that the cooking school is a convention of home-makers, rather than a formal course in cooking" she said "If, at any time some one should have a question or a request, I sincerely hope that they will feel free to make it known. If the instruction should not be entirely clear to every one, I am glad to repeat and to explain more in detail."

Program Announced. The program for the cooking

school, as announced Mrs. Ihrig, follows; Tuesday, in her discussion on 'Why We Changed the Doormat."

she will trace the evolution of the modern kitchen and the emancipation of the housekeeper of today from the drudgery of

(Continued On Last Page)

Variety Essential **Arranging Menus** For The Home the Star

American home menus has long cacies. constituted one indictment against at Plainview before going to the they can offer little, if any, rebut- was not matched with correspond-Hereford friends will watch with sability of the American housewife proper use and serving. Many a interest the political campaign to recipes and ingredients of new housewife is forced to pass by with of Mr. Brazil, and lay a kindred and original dishes, furnished her hungry eyes, items on her grocery claim to all his future greatness, with a safe rejoinder to any charge shelves which she would like to H. K. Stanfield, Amarillo attor- American home, for many years prepare. Monday. With the remarkable de-Mr. Stanfield has mapped out velopment of transportation facilid representative, and has food products, she is able today d a decisive opinion on most to draw from her grocery shelves

The lack of variety in modern nation, as well as imported delli-

The rapidity with which these the American housewife to which items were made available to her tal. For many years, the inaccessing accurate information as to their within this line, and in many an serve but would not know how to

> Cooking schools conducted by trained lecturers with a wealth of scientific background preparing them for the intimate acquaintanceship with the little details of listing a balanced menu, and the proper methods of preparation of savory dishes and utilization of materials that might otherwise be wasted, elminates the last alibi of the American housewife to the charge of monotony in diet.

> > Continued on page three.

son for his patrons at the Star theatre when he presents the new whose products are presented by adaptation of "The Big Parade," school this week, it would not be en years ago as the most tremendpossible to have Mrs. Ihrig come ous depiction of the World War, with her lectures and demonstraand has now added much to its tions. Not only have the trades force and characteristics by the

Farmers' Creamery Association.

Without the advertising of the by the S. O. Wilson Dairy. Meats are furnished by Texas merchants and business people Market and Grocery.

General Electric Refrigerator, tables and kitchen cabinet are furnished by E. B. Black Company. The L. & H. Gas Range and Hot Point electrical appliances are furnished by A. H. Streu Hardware people of the city given generous Company.

ly of their merchandise as prizes, The cooking utensils and kitchen loaned valuable equipment to the glassware are furnished by C. F. Brand for use in the demonstra- Kerr Hardware Company. tions of various cookery problems. - Bread is furnished by the Herebut nearly all are spending hard ford Bakery.

earned cash to help the Brand de Groceries are furnished by Pigfray the enormous expenses of the gly Wiggly Grocery. undertaking, thus making the cook- The Plymouth automobile is furing school a truly community-wide nished by Ireland-Beavers Motor

proposition given in the interest Company. of and for the promotion of the very best things not otherwise pos- el by the Texas Utilities Company. Natral gas is furnished by the

Butter is furnished by the West Texas Gas Company. Amaryllis flour is furnished by Milk and cream are furnished the Great West Mill & Elevator.

County Agent Will Sponsor

A group of Deaf Smith county

rations made up of varying ratios tivities of the Spur station. Trip to Spur on exhibit that day and study of Smith county farmers to Spur for out,

the Spur Experimental Station protein supplement, and a com- ranged for its members. showing the comparative feeding parison of wheat hay with the One feeding experiment being value of different grains and various sorghums as roughage for watched at the station, roughage that are raised over the fattening steers. Very little speak- practical value has been tested

were divided into ten equal lots being taken up with viewing the limestone meal in the feeding ra-

their development will be made the program, as the feeding ques as part of the day's program. | tions involved are pertinent to the The feeds in various combina- actual farm experience of people farmers are now planning to go tions will include chopped heads here. Mr. Dunkle has asked that to Spur next week to attend the of mile, kafir and feterita; chop- all who wish to make the trip All-West Texas Feeders' Day on ped bundles of milo, kafir, feterita, with the party, please notify him April 22. The event is a direct hegari and red top cane; cotton before Thursday noon, April 21, so presentation of facts derived by seed in cake and meal form as that accommodations may be ar-

ing will be given during the pro- by two Deaf Smith county farm-

and fed through the winter on feeding experiments and other ac- tion of fattening and growing stock; Carl Frye, south of Hereof the common feeds natural to R. O. Dunkle, county agent, will ford, and G. W. Brumley, just this region. These steers will be accompany a number of Deaf east of the city, having tried it

1899 Ford Car Displayed By Local Firm

Hereford Motor Company has been exhibiting a Ford automobile the past week that transcends the present dignified equipment of that Last October 100 yearling steers gram, the greater part of the time ers this winter, is the including of name, and dates back to the days when they were best known as horseless carriages.

The car has excited as much curiosity as anything in town. It is of a type known as runabout, and as one wag suggested, it looks like it would just about run. Several have availed themselves of the privilege of riding in the ancient equippage. It runs tolerably well, for such as it is.

It was built in 1800 and sold is a 1900 model. It has two cyl (Continued on Page Three)

MRS. LEONA RUSK IHRIG

Selects the

HEREFORD LAUNDRY

-And during the cooking school she will tell you why it is more economical to send your clothes to the-

HEREFORD LAUNDRY

PHONE 298

To Quote Mrs. Ihrig:--



-"The homes is the wife's business, and should be conducted on a business-like basis. Accounts must be kept in order, and expenditures recorded in the budget book. I have found a checking account with the bank is a simple method of keeping these records."

The First State Bank

New Kitchen Comfort In

Care-Free Natural Gas Cooking

-Attend the Hereford Brand's Cooking school—April 12 through April 15 and see Mrs. Leona Ihrig demonstrate how natural gas makes cooking quicker, cleaner, easier and more efficient.

Mrs. Ihrig Says:

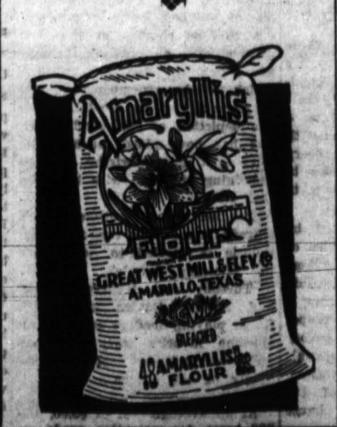
-"At this time of the year, women begin to think of kitchen comfort—and natural gas is the best fuel for cooking without heating the kitchen."

WEST TEXAS GAS CO.



Was Selected by Mrs. Ihrig to be Used in The Hereford **Brand Cooking** School!

She knows what a difference flour makes in cooking and baking results-and she selected Amaryllis because she knows it to be dependable, scientifically blended and a fine, even - textured flour which will bake delicious cakes and pastries and light, fluffy biscuit.



Great West Mill and Elevator Company Announces a

CAKE AND PIE BAKING CONTEST

In cooperation with the cooking school, the Great West Mill & Elevator Co is pleased to announce an AMARYLLIS FLOUR CAKE AND PIE BARING CONTEST actual proof that AMARYLLIS FLOUR will produce cake and pie baking results which compare very favorably with those obtained with finest cake flour! To enter the con test, just bake a cake or ple, or both, and bring them to the Cooking School next Friday morning before 11:00 a. m. There is no restriction as to the kind of cake or pi the only requirement is that you use AMARYLLIS FLOUR.

Here Are The Prizes

First Prize

prizes. All cakes and pies entered, whether or not they win prizes, go to the Cafeteria Fund of the Hereford Parent-Teachers' Association. The Parent-Teachers' Association remaining cakes and pies will be on display and sale next Friday evening and Saturday

Thus you will help the worthy projects of these organizations by becoming a contestant, by buying a dake or pie, or by doing both.

Great West Mill & Elevator Company Amarillo

Have Money

Shop Wisely

Careful buying a few cents saved one week a dollar next week in a month or two you will surprise yourself at the size of the balance your bank book

START SAVING REGULARLY NOW We Welcome YOUR Banking Business



FIRST NATIONAL





Free! FREE! Free!

A SURPRISE TRIMMED WITH SMILES

Attendance Prizes!

In addition to helping defray expenses of The Brand's Cooking School, these firms are offering attendance prizes as a means of showing their appreciation to their women sustomers and friends.

OUR PRIZE-

Gallon Can Pure Ribbon Can Syrup and One Box Bisquick

BAKER'S CASH GROCERY PHONE 116

OUB PRIZE-

5 Pounds of Any Dried Fruit, Three of Any No. 2 1-2 Cans In the Store

CARL'S CASH GROCERY PHONE 324

OUR PRIZE-

Half Dozen Cans String Beans

CARLYLE'S GROCERY PRONE 164

OUR PRIZE

Package of Bridge Cards

CLOSE DRUG COMPANY PHONE 13

OUR PRIZE-

A Pair of Kitchen Cupboard Catches

R. H. KEMP LUMBER CO. PHONE 44

OUR PRIZE

One 50c Meal IKE'S CAFE OUR PRIZE

Whole Side of Bacon Best Grade

1 Pound Lily of the Valley Coffee FURR FOOD STORE PHONE 74

OUR PRIZE-

One 10-Pound Sack of Meal 2 Pounds Brown's Saltine Crackers

"M" SYSTEM

OUR PRIZE-

Handkerchiefs

D. R. GASS AND SON

OUR PRIZE-

Two Pounds of Best Steak

J. M. WILSON MARKET PHONE 75

OUR PRIZE-

One Pint Roger's Lacquer

PANHANDLE LUMBER CO PHONE 656

OUR PRIZE-

Electric Waffle Iron

Charles of the

CITY DRUG STORE PHONE 100

(Continued from Page One)

Mrs. Leona Rusk Ihrig, who will appear in Hereford April 12-13-14-15, under the auspices of the Hereford Brand, and will conduct a practical cooking course of four lectures at the Star theatre for the women readers of the Brand, is one of the staunchest advocates of the varied diet.

"With the wealth of recipes available from the most famous chefs of the world, any woman aspiring to better cooking results can very Mrs. Ihrig.

"Particularly enough, some of the most attractive dishes of the world's famous chefs are prepar ed from the least expensive ingredlents. There is a subtle and essential knowledge in preparation, which must be carried out to the utmost . minute detail if proper results are to be obtained. These findings of generations of men and women who have devoted their every effort toward achieving pe fection in given dishes.

"With proper knowledge it is not essential that the American housewife double her weekly expenditure for food materials in order to more than souble the attractiveness of the table she sets. items can be made into delicacies worthy of the most finely appointed table, if properly prepared."

Mrs. Ilfig, who has carried her message of the preparafind cooking of foods to hundof thousands of women lu erica during the past few years present to the Hereford housewives during her school a comprehensive method of outlining a varied and balanced menu for the family table, which cannot help but be reflected in the improved appetite and general health of the household circle.

Attendance at the cooking school absolutely free, and without obligation, and judging by the tremendous number visiting her many schools in other cities, a new record may be anticipated in attendance at the forthcoming Hereford Brand school, which will be held at 2:00 each afternoon in the Star theatre building from Tuesday, through Friday of this week,

1899 Ford

inders back beneath the single the carburetor hangs down near the dust of the road, a heavy bicycle roller chain transmits the power from the engine to the rear wheels, the latter being the same size as old time motorcycle wheels,

Watch For Your FULLER BRUSH MAN Will Be Here Next Week Has a Gift for You.

Variety Essential using 3-inch tire. It is usless \$500, yet will travel at the rate and their wives have been putting

mechanic of today could not un- would not have been safe. derstand its principle of cooling

If the Hereford Motor company can keep the old relic until the coming of the new V-type 8 cylinder Fords that are due to arrive here any day, it will be an interesting comparison to put the two de

Among other things, the 180 model sold for \$1175, all cash, all solutely no time payments, at that shortly achieve her aim," declares time more than a section of land would sell for here. The new Ford will have light cylinders, the roadster will sell for less than

it must be seen to be appreciated, if the old 1,000 model ever made in lathe or other tile sub-irrigaand probably the most efficient 20 miles on hour in its life-it tions systems in their gardens fol-

JOB WORK, TRY THE BRANK

lowing a recent demonstration in the installation of these systems, the home demonstration agent re-

CONVENIENCE-

-In housekeeping is obtained by having plenty of electrical outlets handy to your appliances.

GEORGE S. M'CONNELL

Phone 759-W

Attend the Cooking School Every Day

Hear what Mrs. Ihrig says about electrical appliances in your home. suggests that you have convenient wallplugs to make house work a pleasure.

-Mrs. Ihrig will demonstrate a number of time and labor saving appliances.

Texas Utilities Company

at the

Cooking School



Hereford Made Bread

is used exclusively

Mrs. Ihrig Says:

"I shall not give a recipe for home-baked bread during the Brand Cooking School because it is not necessary inasmuch as the bread Produced by the HEREFORD BAKERY is of such wonderful quality."

> Your Grocer Has a Fresh Supply Baked Today

Hereford Bakery

Selected for the Cooking School

L. & H. Gas Range

Attend Every Day

See Mrs. Ihrig demonstrate the cleanliness, economy and efficiency of this enameled range with rock-wool insulated oven and complete inclosure of burners and valves.

Streu Hardware Company

STUDY AND RESEARCH IN **COOKING TAKES PLACE OF** MOTHER'S INSTRUCTIONS

Until recent years, the princi- from mader to daughter, the in ples of cookery were handed down herited vices going along with the

S. O. Wilson Dairy

was selected by

MRS. LEONA IHRIG

to supply her with cream and milk delivered daily fresh after each milking.

S. O. WILSON DAIRY

Phone 9027

······

20 Bars, In Eight Perfumes





2 for 1 Sale

FAMOUS WOODBURY PRODUCTS

-Now you can enjoy these Jergens-Woodbury products at half their usual cost. Buy enough this week for the whole year.

QUALITY DRUG

All Meat Used In the

Cooking School

Is Supplied by the Texas Market

"My meat must be fresh and of the best quality," says Mrs. Ihrig. "and a short inspection of Texas Market and Grocery convinced me that they fill the bill."

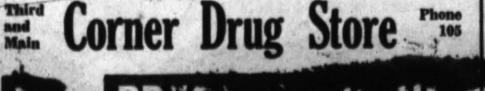
Texas Market and Grocery

Phone 353

"I'll Be There!"

Says Mrs. Leona Ihrig

Thursday - Friday - Saturday





virtues. An obligation inspired science, emerge nearly as fresh as benefits which I shall bestow or

the former-a resignation to forth- when she entered. coming drudgery the latter. All Trained home economists search tend my schools." arts and intriguing possibilities em- among the well-set tables of the bodied in the tasty preparation nations and select their choicest to announce that through negotiaof appetizing dishes, were lost in recipes, test them in well equip- tions entered into some time ago yesterday. The latest features the unhappy prospect of weari- ped laboratories, establish bal- it is going to be able to present of scientific housekeeping will be some back-breaking hours from anced menus and develop through this gifted lecturer in an actual pointed out. which would emergethe same indi- costly and elaborate checking the gestibles that had scourged that most economical means of preparthods and recipes at the Star particular famfly for generations, ation of these items. Granted. that in each household Public spirited newspapers in- will be absolutely free, and in view ternoon. there was handed down some spe- terested in the health and welfare of the remarkable crowds which cording to Mrs. Ihrig, play a most the school. cialty which was justly famous; of their community, great food have been thronging to Mrs. Ihrig's important part in successful cookbut the glory of Aunt Emmy's manufacturers who safeguard with lectures, it is believed that a new ing. She will indicate, without emlemon ples, when mentioned in jealous care the high standards high water mark in total attend- ploying the involved terminology test, sponsored by the Parentlauditory terms, does not exactly of their products, are making ance will be set in Hereford. imply that Aunt Emmy knows the possible the presentation of these first principles of salad prepara- home economics, findings to neartion. Cousin Sarah's chocolate ly every housewife in the nation, cake may be a gastronomical fan- with a result that there is no

full measure of health. grandparents, "groaning" beneath happiness. a wealth of food, were often loadmedicine specialties.

labor saving devices, the modern ratories and kitchens of the na American home cooking is exper- tion, iencing a remarkable trend toward "Good cooks are made, not born," modern by the wonder wand of them, include them as part of the

tasy, while her conception of a longer remaining the slightest posbalanced menu is a nightmare be- sibility of justification for ignoryoud forebearance. Neither on lince. The result of such an orlemon pie nor chocolate ake can ganized study of this vital func- FOR RENT, FOR SALE CARDS swers are offered by Mrs. Ihrig be awarded each day of the cooka family be expected to edjoy their tion of dining manifests itself in AT BRAND OFFICE. CHEAP. in her Thursday's lecture. Tasty ing school, improved health conditions, good The famous loaded tables of our digestion, and homes filled with

One of the most famous culinary ed with abortive dishes that made experts in America today, is Mrs. for high life insurance premiums Leona Rusk Ihrig, who carries and increased sales for patent with her no innate powers to cook beyond those of her neighbor, but With the assistance in prepara- who does offer a background of tion extended by great food man- years of intensive study of home ufacturers, added freedom from economics and the combined exhousehold drudgery provided by perience of the most famous labo-

improvement. The American house says Mrs. Ihrig. "I have yet to wife has cast aside her mantle of find a woman who inspired by the martrydom and with eager eyes true responsibility for her culinand ears, lends every attention ary activities cannot prepare a toward the development of her own tasty meal. Some are more incuisine to the higest possible de- genius than others in the develgree. With the markets of the opment of recipes from her own world available to her, she is able making. As I lecture annually in to select from her grocer's shelves scores of cities over the United the same items that grace the States, I gather from the women most expensive tables of the coun- attending my cooking schools these try, and from the kitchens made original recipes, and after testing

Chosen for the COOKING SCHOOL

Cream O' Plains Butter

Churned in our spotless, modern Creamery at Hereford FRESH at your grocers.

Farmers' Creamery Ass'n., Inc. Hereford

> IN THE KITCHEN OR FOR THE PARTY

"Stonecrest

Hose"

MRS. IHRIG SAYS, IN HER INSTRUCTIONS TO THE BRAND:

"Please arrange with Stone Department Store to furnish me with one of their famous \$1.00 Stonecrest Bose, to wear while in your city. I have worn this \$1.00 guaranteed hose and find it to be the most beautiful and serviceable hose I have ever worn. They combine beauty, style and service."

> Stone's Will Be Pleased to Meet Your Demand In Hosiery

Stone Department of

future cooking enthusiasts who at-

The Hereford Brand is proud demonstration of her cooking me-Theatre for four days. Attendance will be considered Wednesday af aside to prepare social dishes

Hereford housewives are enjoined to follow the Hereford Brand closely, since incidental data regarding Mrs. Ihrig's school will be published daily.

School Begins

(Continued from Page One)

What We Eat and Why.

"What We Eat and Why?" of dieticians, the importance of Teacher Association of Hereford, certain foods in the diet, and the will be judged on Friday. Prizes necessity of including these in the totalling \$20 in cash and 168

in which ordinary foods may served will be demonstrated Dishes to tempt the most jaded of appetites will be prepared.

Friday, the concluding day of the school, will be "Request Day. Although Mrs. Ihrig welcome questions at any time, this final day of the school has been set Balanced meals, ac- suggested by women attending

Amaryllis Contests.

The Pie and Cake Baking Conpounds of Amaryllis Flour will be "What Will We Have for Din- awarded. Amaryllis Flour must ner?" is a universal question. It be used in baking the cakes and is asked daily in almost every pies for entry in the contest. A household in the world. The an- number of substantial prizes will

WE ARE PLEASED TO **ANNOUNCE:**

-that Mrs. Leona Rusk Ihrig wrote as follows to the Brand:

"PIGGLY WIGGLY STORE is MY choice. Will they supply my grocery needs?"

We certain will. And we know that you will find our handy shelf arrangement and high quality foods will fill your needs.

Piggly Wiggly Store

WOULD IT BE CONVENIENT?



R. E. Kessie, Publisher Brand, Hereford, Texas.

Would it be convenient to arrange for a New Plymouth to be used during the Brand's cooking Charl April 12 13 14-15?

LEONA RUSK IHRIG.

Yes Indeed! And a Pleasure Too

WE WANT YOU TO EXPERIENCE AND INSPECT its FREE WHEELING, automatic clutch, easy shift transmission, double drop frame, hydraulic brakes, safety steel body, and explain what "floating power"

"-the more for the dollar car"

Ireland-Beavers Motor Co.