

**County Agent
Will Sponsor
Trip to Spur**

A group of Deaf Smith county farmers are now planning to go to Spur next week to attend the All-West Texas Feeders' Day on April 22. The event is a direct presentation of facts derived by the Spur Experimental Station showing the comparative feeding value of different grains and roughage that are raised over the Plains area.

were divided into ten equal lots and fed through the winter on rations made up of varying ratios of the common feeds natural to this region. These steers will be on exhibit that day and study of their development will be made as part of the day's program.

The feeds in various combinations will include chopped heads of milo, kafir and feterita; chopped bundles of milo, kafir, feterita, hegarl and red top cane; cotton seed in cake and meal form as protein supplement, and a comparison of wheat hay with the various sorghums as roughage for fattening steers. Very little speaking will be given during the program, the greater part of the time

being taken up with viewing the feeding experiments and other activities of the Spur station. R. O. Dunkle, county agent, will accompany a number of Deaf Smith county farmers to Spur for the program, as the feeding questions involved are pertinent to the actual farm experience of people here. Mr. Dunkle has asked that all who wish to make the trip with the party, please notify him before Thursday noon, April 21, so that accommodations may be arranged for its members. One feeding experiment being watched at the station, whose practical value has been tested by two Deaf Smith county farmers this winter, is the including of

limestone meal in the feeding ration of fattening and growing stock; Carl Frye, south of Hereford, and G. W. Brumley, just east of the city, having tried it out.

**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 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 equipage. It runs tolerably well, for such as it is.

It was built in 1899 and sold as a 1900 model. It has two cyl-

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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 home 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.**

**Good
News!**

**Amaryllis
Flour**

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 Company is pleased to announce an AMARYLLIS FLOUR CAKE AND PIE BAKING CONTEST. The purpose of this event is to convince housewives of this city and vicinity through 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 contest, just bake a cake or pie, 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 pie—the only requirement is that you use AMARYLLIS FLOUR.

Here Are The Prizes

CAKES		PIES	
First Prize	\$10.00	First Prize	\$5.00
Second Prize	\$ 5.00	Second Prize	48-lb Sack Amaryllis
Third Prize	48-lb Sack Amaryllis	Third Prize	24-lb Sack Amaryllis
Fourth Prize	24-lb Sack Amaryllis	Fourth Prize	12-lb Sack Amaryllis
Fifth Prize	12-lb Sack Amaryllis		

Mrs. Leona Rusk Ihrig will be the judge of the cakes and pies entered, and award the 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 will conduct a sale of the cakes and pies after the lecture next Friday afternoon. The remaining cakes and pies will be on display and sale next Friday evening and Saturday at a location which is to be announced later.

Thus you will help the worthy projects of these organizations by becoming a contestant, by buying a cake 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 shows

START SAVING REGULARLY NOW
We Welcome YOUR Banking Business

THINK!  HAVE MONEY!

THE FIRST NATIONAL BANK OF BANK HEREFORD
A Strong Bank Thoughtfully Managed

THINK!  HAVE MONEY!

MEMBER FEDERAL RESERVE SYSTEM

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 customers and friends.

<p>OUR PRIZE— Gallon Can Pure Ribbon Cane Syrup and One Box Bisquick BAKER'S CASH GROCERY PHONE 114</p>	<p>OUR PRIZE— Whole Side of Bacon Best Grade 1 Pound Lily of the Valley Coffee FURR FOOD STORE PHONE 74</p>
<p>OUR PRIZE— 5 Pounds of Any Dried Fruit, Three of Any No. 2 1-2 Cans in the Store CARL'S CASH GROCERY PHONE 324</p>	<p>OUR PRIZE— One 10-Pound Sack of Meal and 2 Pounds Brown's Saltine Crackers "M" SYSTEM PHONE 249</p>
<p>OUR PRIZE— Half Dozen Cans String Beans CARLYLE'S GROCERY PHONE 164</p>	<p>OUR PRIZE— Box of Nice Handkerchiefs D. R. GASS AND SON</p>
<p>OUR PRIZE— Package of Bridge Cards CLOSE DRUG COMPANY PHONE 13</p>	<p>OUR PRIZE— Two Pounds of Best Steak J. M. WILSON MARKET PHONE 75</p>
<p>OUR PRIZE— A Pair of Kitchen Cupboard Catches R. H. KEMP LUMBER CO. PHONE 44</p>	<p>OUR PRIZE— One Pint Roger's Lacquer PANHANDLE LUMBER CO PHONE 656</p>
<p>OUR PRIZE— One 50c Meal IKE'S CAFE</p>	<p>OUR PRIZE— Electric Waffle Iron CITY DRUG STORE PHONE 106</p>

Variety Essential

(Continued from Page One)

Mrs. Leona Busk 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 shortly achieve her aim," declares Mrs. Ihrig.

"Particularly enough, some of the most attractive dishes of the world's famous chefs are prepared from the least expensive ingredients. 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 recipes represent the ultimate findings of generations of men and women who have devoted their every effort toward achieving perfection 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 double the attractiveness of the table she sets. Some of the simplest, homeliest items can be made into delicacies worthy of the most finely appointed table, if properly prepared."

Mrs. Ihrig, who has carried her practical message of the preparation and cooking of foods to hundreds of thousands of women in America during the past few years will 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 is 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

(Continued from Page Two.)

Underneath the single seat, 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.

using a 3-inch tire. It is useless to try to describe the radiator—it must be seen to be appreciated, and probably the most efficient mechanic of today could not understand its principle of cooling the water.

If the Hereford Motor company can keep the old rattle 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 side by side.

Among other things, the 1899 model sold for \$1175, all cash, absolutely no time payments, at that time more than a section of land would sell for here. The new Ford will have eight cylinders, the roadster will sell for less than

\$500, yet will travel at the rate of 75 miles an hour. It is doubted if the old 1899 model ever made 20 miles an hour in its life—it would not have been safe.

FOR JOB WORK, TRY THE BRAND

All over Bexar county farmers and their wives have been putting in lathe or other tile sub-irrigations systems in their gardens following a recent demonstration in the installation of these systems, the home demonstration agent reports.

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. She suggests that you have convenient wall-plugs 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 principles of cookery were handed down from mother to daughter, the inherited vices going along with the virtues.

An obligation inspired the former—a resignation to forthcoming drudgery the latter. All arts and intriguing possibilities embodied in the tasty preparation of appetizing dishes, were lost in the unhappy prospect of wearisome back-breaking hours from which would emerge the same indigestibles that had scourged that particular family for generations. Granted, that in each household there was handed down some speciality which was justly famous; but the glory of Aunt Emmy's lemon pies, when mentioned in laudatory terms, does not exactly imply that Aunt Emmy knows the first principles of salad preparation. Cousin Sarah's chocolate cake may be a gastronomical fantasy, while her conception of a balanced menu is a nightmare beyond forebearance. Neither on lemon pie nor chocolate cake can a family be expected to enjoy their full measure of health.

The famous loaded tables of our grandparents, "groaning" beneath a wealth of food, were often loaded with abortive dishes that made for high life insurance premiums and increased sales for patent medicine specialties.

With the assistance in preparation extended by great food manufacturers, added freedom from household drudgery provided by labor saving devices, the modern American home cooking is experiencing a remarkable trend toward improvement. The American housewife has cast aside her mantle of martyrdom and with eager eyes and ears, lends every attention toward the development of her own cuisine to the highest possible degree. With the markets of the world available to her, she is able to select from her grocer's shelves the same items that grace the most expensive tables of the country, and from the kitchens made modern by the wonder wand of

science, emerge nearly as fresh as when she entered. Trained home economists search among the well-set tables of the nations and select their choicest recipes, test them in well equipped laboratories, establish balanced menus and develop through costly and elaborate checking the most economical means of preparation of these items.

Public spirited newspapers interested in the health and welfare of their community, great food manufacturers who safeguard with jealous care the high standards of their products, are making possible the presentation of these home economics, findings to nearly every housewife in the nation, with a result that there is no longer remaining the slightest possibility of justification for ignorance. The result of such an organized study of this vital function of dining manifests itself in improved health conditions, good digestion, and homes filled with happiness.

One of the most famous culinary experts in America today, is Mrs. Leona Rusk Ihrig, who carries with her no innate powers to cook beyond those of her neighbor, but who does offer a background of years of intensive study of home economics and the combined experience of the most famous laboratories and kitchens of the nation.

"Good cooks are made, not born," says Mrs. Ihrig. "I have yet to find a woman who inspired by the true responsibility for her culinary activities cannot prepare a tasty meal. Some are more ingenious than others in the development of recipes from her own making. As I lecture annually in scores of cities over the United States, I gather from the women attending my cooking schools these original recipes, and after testing them, include them as part of the

benefits which I shall bestow on future cooking enthusiasts who attend my schools."

The Hereford Brand is proud to announce that through negotiations entered into some time ago it is going to be able to present this gifted lecturer in an actual demonstration of her cooking methods and recipes at the Star Theatre for four days. Attendance will be absolutely free, and in view of the remarkable crowds which have been thronging to Mrs. Ihrig's lectures, it is believed that a new high water mark in total attendance will be set in Hereford.

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

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

School Begins

(Continued from Page One)

yesterday. The latest features of scientific housekeeping will be pointed out.

What We Eat and Why. "What We Eat and Why?" will be considered Wednesday afternoon. Balanced meals, according to Mrs. Ihrig, play a most important part in successful cooking. She will indicate, without employing the involved terminology of dieticians, the importance of certain foods in the diet, and the necessity of including these in the meals.

"What Will We Have for Dinner?" is a universal question. It is asked daily in almost every household in the world. The answers are offered by Mrs. Ihrig in her Thursday's lecture. Tasty

combinations and novel manners in which ordinary foods may be 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 welcomes questions at any time, this final day of the school has been set aside to prepare social dishes suggested by women attending the school.

Amaryllis Contests. The Pie and Cake Baking Contest, sponsored by the Parent-Teacher Association of Hereford, will be judged on Friday. Prizes totalling \$20 in cash and 100 pounds of Amaryllis Flour will be awarded. Amaryllis Flour must be used in baking the cakes and pies for entry in the contest. A number of substantial prizes will be awarded each day of the cooking school.

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

98c



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

We Deliver. Phone 353

"I'll Be There!"

Says Mrs. Leona Ihrig

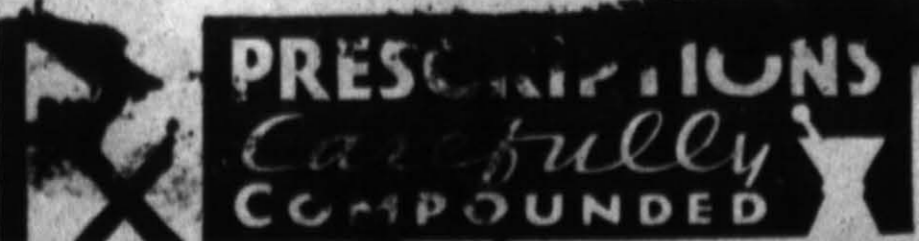
Rexall Original Radio

ONE CENT SALE

Thursday - Friday - Saturday

APRIL 14-15-16

Third and Main Corner Drug Store Phone 105



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 Texas

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 Hoses, to wear white 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 Store

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 school 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" means.

"—the more for the dollar car"

Ireland-Beavers Motor Co.