

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

28th Year—Number 7.

Hereford, Deaf Smith County, Texas, Thursday, March 1, 1928.

Seth B. Holman, Publisher.

FARMERS STUDY OF BOYS URGED BY CANYON DEAN IN TALK TO COMMERCIAL CLUB

Future Agricultural Leaders of Country Deserve Aid and Attention, Declares Dean Jarrett. Business Men of City to Sponsor Short Course Trips for Eight. Other Important Business Discussed.

"Farmers should study their children as well as their farms, and help them to bigger, better things," declared Dean J. A. Jarrett of W. T. S. T. C. in an address before the Hereford Chamber of Commerce at the regular meeting of that organization Monday.

Funeral Services Held Saturday For Mrs. Turner

Funeral services were held here last Sunday afternoon for Mrs. B. F. Turner, well known former resident of Hereford, who died at Clovis on Saturday, February 25, at the age of 78 years and seven months.

Born Indiana Cincinnati Fleming, she was married on October 7, 1859, to B. F. Turner at Louisville, Ga. To this union were born eleven children, nine of whom survive. Mr. Turner has been dead about nine years.

With her family, Mrs. Turner was one of the oldest residents of this vicinity. She had been living in Clovis for the past few years. Children surviving her are Mrs. L. A. Rankin, of Fort Worth; B. F. Turner, Copeland, Ark.; Mrs. B. B. Cobb and Mrs. H. S. Duncan, Clovis, N. M.; B. F. Turner, Phoenix, Ariz.; Mrs. A. L. Hopson, Winslow, Ariz.; Mrs. W. T. Brookshire, Barstow, Calif.; John Turner, Plainview, and Cecil Turner, Hereford.

Rev. E. B. Bowen of Hereford conducted the funeral services and interment was made at 3:50 p. m. in the West Park Cemetery.

Railway Makes Many Changes In Schedule

Sweeping changes in schedule over the entire system, to take effect March 4, were announced this week by the Santa Fe Railway Company, through T. B. Galaher, general passenger agent, Amarillo.

Train No. 1, west bound, will arrive in Hereford at 6:45 a. m. instead of 6:50 a. m., reaching Los Angeles at 6:00 o'clock the following evening.

Train No. 2, west bound, now arriving at 8:00 p. m., will reach here at 7:55 p. m., arriving at Los Angeles at 8:15 a. m., the second morning.

No. 22 will leave here at 12:00 p. m. instead of 1:55 p. m. and No. 10, west bound, at 11:15 p. m. instead of 2:10 p. m.

Farm Sale Dates

Farm sale records as to prices brought and attendance are expected to be broken next Tuesday, March 6, when Bruno Fox, whose farm is located one and one-half miles south and one half mile east of Dimmitt, will hold an all-day farm dispersion sale. The sale begins promptly at 10:30 a. m. and lunch will be served by church ladies. Col. Ray Barber is auctioneer and Bruce McLean will act as clerk.

What is said to be the largest bill of high class, pure-bred dairy cattle offered in a sale in the Panhandle in many months will be sold on Thursday, March 8, at the M. M. Boyd Dairy Farm one mile south of the Amarillo cemetery, east of the Santa Fe tracks, Amarillo. Col. Ray Barber of Hereford, will conduct the sale, which will include seventy-five head of choice dairy cattle of which forty are Holsteins and thirty-five are Jerseys. Mr. Boyd's entire dairy-farm and household equipment will also be offered in this sale.

Miss Leona Hood returned last Thursday night from Claude, Texas, where she had been called a week ago by the serious illness of her grandmother.

WORK CREW LEAVES

Utilities Workmen Leave After Rebuilding Entire Lighting System and Installing Whiteway in Business and Residential Sections.

A. D. Chase, line foreman in charge of construction of the new whiteway system here, announced this morning that his men have completed cleaning up after their work here and will leave Friday. Besides installing a complete new system of street lighting, including more than one hundred light standards, this crew has entirely rebuilt the wiring system.

Mr. Chase will take his crew to Lubbock where the Texas Utilities Company is going to move two miles of high line, and from there to establish a new high line between Happy and Kress.

MILLER HOME BEGUN.

Ground was broken this week on the new five-room residence being built on McKinley Avenue between Fourth and Fifth Streets by Mr. and Mrs. C. L. Miller. The new home will be finished in stucco and will contain all modern conveniences.

CITY BIDS FOR ROUTE THIS WAY

Highway Head Urges Directors to Investigate Roads Through Canyon and Hereford for 66.

That Hereford will make a strong bid for the re-routing of Highway 66, known as the "Main Street of America," through this city, was made known this week by L. Baskin, highway commissioner of the Hereford Chamber of Commerce. Backed by the Chamber of Commerce and city officials, Mr. Baskin has been in communication with the board of directors of Highway 66 in regard to this re-designation.

Pointing out that the route from Amarillo via Canyon, Hereford, Vaughn and Albuquerque is much shorter and passes through a "more desirable country," the highway committee has asked the directors at Oklahoma City to investigate the possibilities of the route thru this city.

Mr. Baskin believes that about twelve tourists pass over the route through this city as compared to the present route followed by Highway 66. Attention is called to the fact that the stage line systems have all chosen this route in preference to the more roundabout way.

With the pavement which is planned in this county and the proposed pavement between Canyon and Amarillo, it is believed that an independent change of route will be the added amount of year-around good roads.

Mrs. M. L. Steele returned Saturday from a three weeks visit in Genoa, where she had gone with her sister, Mrs. J. M. Anderson. Mrs. Anderson remained for the treatments at the health resort there.

Miss Agnes Elliston, who is teaching in Canyon, spent the week-end here visiting her parents.

MERCHANTS PROMISE TO GIVE TRIPS

Business Men Agree to Send Eight to Farmers Short Course at A. & M. College This Summer.

That the business men of Hereford will again send at least eight county club members to the short course to be offered at the A. & M. College of Texas in July, was made known this morning by W. D. Kellehor, in charge of arrangements.

Last year, Mr. Kellehor says, the business men here sent seven boys and girls to the short course. In the past two years club members have won trips to the International Livestock Show in Chicago and otherwise brought credit to this county. Sending a group to the short course, believes Mr. Kellehor, is one of the best investments which could be made.

According to County Agent Dunkle, eight club members, including both boys and girls, will make the trip this year, some time in the latter part of July.

Ten firms here have agreed to stand the expense of sending one club member each, or to help with the expense of sending one. Those who have volunteered so far are Fox Mercantile Company, Western National Bank, T. E. Seigler, E. B. Black, Sprows-Cronin Co., E. B. R. Implement Co., First State Bank, Streu Hardware, First National Bank and Thompson & Ireland.

Hereford Will Present Radio Program Friday

"Hereford and the surrounding country" will be discussed at length in a radio program to be broadcast at 6:30 a. m., Friday, March 2. It was announced this morning by President T. E. Seigler of the Hereford Chamber of Commerce.

This program, which is in connection with the Panhandle Development Movement including many Northwest Texas counties, will be arranged by Mr. Seigler, assisted by committee chairman of the organization.

"Although we have not yet arranged details of the program," Mr. Seigler said this morning, "we are sure that the program will be of interest to all those living here, as well as in other sections of the Middle West, whom we are trying to interest in this territory."

Triple Birthday Party Given at Chandler Home

Many guests were present at the triple birthday party given last Sunday in the A. W. Chandler home in honor of the anniversaries of Mrs. R. J. Kibbe, Otho Douglas and A. W. Chandler.

A bountiful dinner was enjoyed by the following families: O. L. Rutherford, Joe Matthews, Jasper Cockrell, W. M. Cogdell, Joe Bodkins, Mrs. T. M. Palmer, Mr. and Mrs. Honoree, Mrs. Hodges and Mrs. Fred Barry and children of Estelline, Texas.

CITY HALL OPENED

H. B. Webb Wins Distinction As First Person to Transact Business in New Location. Chamber of Commerce to Move There.

Amid a bustle of workmen scurrying to finish last-minute details within the specified time of construction, the official "residence" of the City of Hereford was moved Tuesday morning to its new location in the recently opened city hall and fire station at the corner of Third Street and Miles Avenue.

H. B. Webb bears the unique distinction of having been the first person to transact business with the city in its new offices. Mr. Webb's tax receipt is the first official document to be issued from the city hall.

With the exception of the oak flooring which is still being put down on the second floor and concrete work on the sidewalks and entrance to the fire station, all of the work on the building is completed. It is understood that the Chamber of Commerce is planning to open its offices in the new structure.

MANY PLAN TO ATTEND MUSIC FETE

Hereford to Be Well Represented at the Annual Music Event in Amarillo Coming Week.

Hereford will be represented on the program of the annual Panhandle Music Festival to be held in Amarillo on March 7, 8 and 9. It was learned this week with the announcement that Mrs. G. A. F. Parker, well known pianist and teacher of this city, will have charge of the Harmony and Ear Training course to be held on Friday morning, March 9, at 9:00 o'clock.

Already dozens of reservations have been made from this city, according to the management of the Amarillo College of Music, which is promoting the affair. Interest is mounting, it is said, especially over the contest work.

Contests to be held in connection with the annual Festival are under auspices of the Panhandle Music Teachers' Association, of which Miss Mattie Mae Swisher, formerly a teacher in the schools here, is president. Miss Swisher is now teaching at Canyon.

West Texas Chamber Plans Big Convention

Already giving every assurance that they will make the event a success, sixteen of the leading business men of Fort Worth, with a full complement of sub-committees and co-workers, have begun preparations for the Tenth Annual Convention of the West Texas Chamber of Commerce to be held there on June 18-19-20.

With Amos G. Carter, publisher of the Fort Worth Star-Telegram, as chairman of arrangements, the West Texas Chamber of Commerce officials are enthusiastic over the prospects to make this the greatest convention in the organization's history. Large delegations from member towns have been asked by President R. W. Haynie.

Frank A. Gyles was an Amarillo visitor Sunday afternoon.

GREAT CROWDS THROG CITY FOR BIG LIGHT CEREMONY HELD LAST THURSDAY NIGHT

Merchants Co-Operate With Prizes and Automobile Show to Make Event Greatest Ever Seen Here. Texas Utilities Head Journeys from St. Louis to Attend and Make Speech. City Hall Opened.

City to Send Delegation to Friona Meeting

Hereford will be well represented on the program and in attendance at the meeting of Zone No. 2 of the Amarillo District of the Woman's Missionary Society, to be held in Friona on Saturday morning, March 3, it was announced here this morning.

Mrs. E. W. Harrison will deliver a short address in the series of speeches "Tributes to Our Pioneer Women." Her speech will come in the morning session which begins at 10:30. In the afternoon in the session to be held at the school building, Mrs. J. F. Ward will make the regular report from Hereford.

A feature of the program will be the pageant, "America's Obligations," to be presented as the concluding number of the delegation from Bovina. A large crowd from Hereford is expected at the meeting.

Baptist Play Friday Night Is Acclaimed

What is reported by those who have seen it to be the best all-around dramatic production ever offered in this section production offered in this section of the four-act mystery comedy, "The Ghost Bird," to be presented by members of the J. O. B. Dramatic Club of the Baptist church at the high school auditorium Friday night, March 2.

The play was presented by this group at Friona Tuesday night, before what, according to Superintendent J. A. Conway, was the largest crowd ever to attend a play in that city.

With one successful performance to their credit as well as several weeks of hard rehearsals, this dramatic organization will present Friday night one of the smoothest, most finished productions seen here in some time.

This play established a record as to its attendance, practically on time. It will begin exactly at 8:00 p. m. here. It was announced this morning. Admission charges will be 15c and 30c, proceeds to go to the new Baptist church building fund.

TON LITTER SOLD.

Proud of his accomplishment was Stockfarmer W. D. Mayben, of twenty miles east-of-here last Friday, when he journeyed to Hereford to sell the first ton-litter of pigs ever raised by him. Ten pigs, weighing 2490 pounds, sold to G. W. Brumley for seven cents per pound. The pigs were six months old on Friday, February 17. Mr. Mayben now has another litter of twelve which he says should exceed the mark set by the recently sold lot.

NOVEL ADVERTISING USED.

Something novel in the advertising line was the idea employed Saturday morning by one of the merchants here desirous of attracting a crowd to his sale. That his scheme was a good one was evidenced by the group of nearly seventy-five who gathered to witness the fun. Four hens were released from the top of the store. Prizes for catching the hens were won in every instance by children.

SAM HUTSONS MOVE.

Mr. and Mrs. Sam Hutson moved Monday afternoon from their home on East Third Street to a new home on the east side of Jackson street, between Fourth and Fifth.

CANYON COUPLE WED.

A very simple, quiet wedding was that of Miss Vera Castwell and Herman Miller, both of Canyon. The couple motored here on Sunday night and were married at the home of Judge J. H. Wilson.

Business Places Make Several Improvements

Two places of business on Main Street, in the 100 block, have now under construction several improvements. The First State Bank is having the front windows moved out flush with the sidewalk and will later install a complete new set of fixtures and equipment and move the offices out to the front of the building.

The G. R. Warren grocery store has undergone a complete remodeling of the front. The front door has been moved from the side to the center of the building and new show windows have been put in besides several improvements which have been made inside the store.

J. M. Marchison spent the week-end in Plainview.



LOUIS SHEPPARD Bass and Manager R. H. LOWE Second Tenor CHARLES SHEPPARD Baritone C. L. GUNN First Tenor

This quartet will put on concert programs at the following communities, beginning Monday, March 5: Monday night, Jumbo; Tuesday night, Frío; Wednesday night, Dawn; Thursday night, Progressive; Friday night, Summerfield; and Saturday night, Ford.

The quartet is sponsored by the Plateau Singing Convention Journal.

THE HEREFORD BRAND

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

SETH B. HOLMAN Editor and Publisher
Also Publisher of
THE FRIONA STAR, FRIONA, FARMER COUNTY, TEXAS.
MRS. SETH B. HOLMAN Associate Editor
ELBERT W. SMITH Local Editor

TELEPHONE 30
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NOTICE TO THE PUBLIC.

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

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

SUBSCRIPTION PRICES

Subscription, Zone 1, per year	\$2.00
Zone One, Six Months	\$1.00
Outside Zone One, per year	\$2.50
Outside Zone One, six months	\$1.50
Outside Zone One, three months	\$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

A Well Deserved Compliment.

THE ACTION OF OVER ONE HUNDRED Hereford business men and women recently in circulating a petition asking the present Mayor and City Commissioners to allow their names to again go on the ballot for re-election in April was certainly a timely recognition of a job well done. Hereford has been singularly fortunate in the calibre of her city officials ever since the city was incorporated. Judge William M. Knight, D. F. Ashbrook and others carried on the fight for a dozen years and by the use of keen vision and unselfish devotion to duty laid a firm foundation for future development. Mayor Ireland and Commissioners Dyar and Newell have built well upon that foundation and today there are not many Plains towns that can match Hereford in the number and excellence of its public utilities and modern conveniences. The petition is a compliment, but a well-deserved one, and The Brand, for one, hopes these three public-spirited men can arrange to carry on the work they have so ably handled for another term at least.

Judge Kelso—Our Idea About Him.

JUDGE I. R. KELSO, Big Boss of the Texas Utilities, journeyed all the way from St. Louis just to be on hand Thursday night at the opening of the new White Way, street lighting system, and the City Hall.

We have a vast respect and admiration for that man. Lots of unthinking people cuss the corporations—but where would the country be without them? Judge Kelso is always an interesting study to us. He's a dreamer of dreams—and then makes those dreams materialize into efficient, working realities. He's a dynamo of energy, a cordial, likable, fascinating fellow. He is like a physician who takes a personal interest in his patients—the more you know him the better you like him. His vast network of utilities covers many towns and counties in several states. But the Judge knows everybody worth while in every town on his line, keeps in close personal touch with all the little civic troubles and triumphs, lends an active and helpful hand where he can, whether his company is directly interested or not.

Judge Kelso thinks out a project to the end, then puts it over in a big way; he is a keen student of human nature, a philosopher, a Christian worker—an outstanding man in every sense of the word.

Heard In the Barber's Chair.

FIRST INQUIRER "Who's going to win that Senatorial race this year? I believe that with four or five candidates in the race, Senator Earl B. Mayfield will be re-elected in a walk."

Second Witness—"I think Tom Connally has it in his hip-pocket."

Third Contributor—"Now! You're both wrong; Tom Blanton will win. He's the best advertised man in the bunch. Connally is not known much outside his congressional district; Mayfield's support has disappeared—and while lots of people cuss Blanton you can bet the boys in the forks of the creek have all heard about him."

Last Philosopher—"Speaking of Blanton—did you ever stop to think that extreme types like he represents are really good things to have in public life? They act as watch dogs of the treasury—alarm clocks that make enthusiasts pause and reconsider—they are door-checks that some times irritate us exceedingly, but are actually of tremendous usefulness in steadying the boat and forcing us to apply cold reasoning to public projects that are oftentimes pushed through in too big a hurry?"

Two Views—Both Wrong.

PROBABLY NO BRANCH OF BUSINESS today is more misunderstood than advertising. Its steady growth is evidence enough that advertising will be able to bear up beneath this burden of misunderstanding. But there are two diametrically opposed views, fairly prevalent, that need to be corrected.

The "loose-tipped, sand-brained" attitude of advertising holds that it is "hot air, bunk, apoplexy." He regards advertising as just so much waste, and the advertising man as a parasite on the nation's business. This fellow does not know, of course, because any sane conception of anything harms it somewhat. But after all, it's easy enough to answer him. For the evidence is at hand, although it isn't so easy to convince him.

Then there is the man who regards advertising as a 1,000,000,000-candle-power modern Aladdin's Lamp, and the advertising man as a performer of miracles who can cure the ills of any business by a mere saying of words. He thinks all he needs to do is put up a plant, start making some article—no matter what it is or how it is made—place his account with an advertising expert and, presto, he can buy ten Rolls Royces and a shipload of champagne.

Of course, both these views are wrong. Advertising does pay—when the article advertised is good and the advertising is properly done. That's such a self-evident statement that it looks a bit foolish, now that it's written. But advertising needs to spread a little further, such a gospel. The American Press.

New Education Building

CANYON.—Work is progressing rapidly on the Education Building which is being added to the plant of the West Texas State Teachers College. This building is 217 feet long and 98 feet wide. It will cost \$300,000 with equipment.

The building is three stories and basement, the first floor being given over to primary education, general offices and an auditorium which seats 550. The second floor contains the intermediate grade rooms, library and gymnasium. The third floor houses the high school department. A much desired feature of the new building is a cafeteria with a seating capacity of 250 people.

Finish throughout the building will be oak. Terrace floors being used in halls, lavatories and kitchens. The building is to be ready for occupancy September 1, 1928. The building was designed by E. F.

Rittenberry, architect, of Amarillo, and is being erected by a Fort Worth contractor.

Texas & Texans

—By WILL H. MAYES—

Showing Interest In Progress.

One of the best evidences of a progressive spirit on the part of a people is the interest they show in what is going on about them of a kind to help them improve their own condition. A few years ago Texans, and especially Texas farmers, showed little interest of any kind of a public gathering outside of church meetings or political gatherings. Now they turn out by hundreds and thousands to see a farm demonstration train, or a health train, an exhibit of fine stock, or to hear lectures on any phase of life, business or farming. Of course, improved roads and automobiles have had something to do with this, but back of the attendance there is a genuine desire to be better informed about everything that makes for better living or better surroundings.

What People Read.

There has been just as noticeable a change in the reading of the people. They are no longer so interested in where Sallie Jones spent the week-end as in what is going on or being done in an adjoining county or some other part of the state that might as well be undertaken in their own town or community. They want to profit by examples and experiences of others, whether gathered from demonstration trains, public lectures or writings. They have learned that success of pretty much every kind comes from taking the experience of others as a starting point from which to build for themselves. This column is therefore largely filled with news of and comment on worthwhile activities throughout the state. You can't read it regularly without wanting your town or community as good in every way as progressive, as the best. That is why this paper prints it and that is why you are reading it now.

Pleasing the Editor.

Every editor wants to publish as far as he can what the people like to read and the only way he can know what is wanted is to have readers tell him. He can't know what is in the minds of the people without being told. He likes both criticism and commendation of a helpful kind, but he seldom gets anything else than criticism and that isn't often of a kind to help him. I know from experience as an editor. If you see anything in this paper that you think should not be there, tell him so kindly and tell him why. Unless he is narrower than most editors I know he will not get offended. If you see anything in the paper you like, stop him and tell him so, and then watch him grin. The grin will be thanks enough and will pay you for your time and trouble. Try it.

Dairy Schools.

Dairy schools at which short courses of instruction in all phases of dairying are given, are the inevitable results of the establishment of creameries and cheese factories. In Van Zandt county ten of these schools are being held in different parts of the county to give all persons opportunity to attend. If one want to make money from dairying there is more to learn than to tie away the calf milk the cow and turn her out to rustle for herself until milking time comes again. I will not undertake to tell you what is to be learned, but you should go to a short course dairy school and have some one who knows tell you. My dairying was done in the days when the method of which I just wrote was the only one used. It is different—altogether different now.

East Texas Court Houses.

Many of the East Texas court houses were built in the old days when but little space was required for court crowds, officers and court records. They were good enough, even fine buildings in their day, but in the modern growth of the county seats in which they are located they now look antique and are too small for the business trans-

court houses in East Texas, many of them built soon after the war between the states and abound with the histories of the counties have ground, must give way to modern structures.

Growers Stick Together.

Farming and trucking are hard vocations to organize in their own interests but the growers in the Rio Grande valley have learned that it pays. The price of cabbage last year was almost ruinous. Cabbage in large quantities rotted because the price did not pay the expense of cutting and marketing. This year they organized to hold for \$9 a ton and are getting it. Proper organization for fair prices usually wins.

Construction at Brady.

Brady is growing and reaching out for more growth. In witness of this there is a \$250,000 worth of construction under way or planned for the immediate future. In addition some \$25,000 is to be spent for later road construction this year and that without any more taxation. Then there is a new city hall costing \$30,000 being built. Blocks of paving, I have forgotten how many, are being placed. And, good as any, the annual Turkey Trot is to be held in the fall on a scale to attract thousands of visitors. Brady prides itself in "Keeping Something Doing."

Bastrop Brick Plant.

Elgin brick has long been famous. Elgin and Bastrop are neighboring towns in Bastrop county. Brick manufacturers have found that there is an abundance of fine brick clay in the city limits of Bastrop and a plan is under way to establish a brick plant there to cost from \$115,000 to \$140,000. Soor Bastrop may rival Elgin as a brick center.

Pecos Hotel Building.

While one of the first needs of all towns is good hotel facilities, booming oil towns find they must have them or lose large amounts of business. So Pecos is building a three story structure of one hundred rooms to cost \$100,000 and may have to build it five stories before the work is completed, so fast is the town growing.

Lampasas After Woolen Mill.

Although Texas is one of the largest wool and mohair producing states, there isn't a woolen mill or scouring plant in the state. Lampasas has been visited by representatives of a woolen manufacturing concern looking for a Texas location. Lampasas markets around 1,250,000 pounds of wool and 500 pounds of mohair annually and has the raw products and other facilities for manufacturing.

HOW TO LEARN.

By DR. FRANK CRANE.

A school teacher in one of Dick-ens' stories has a pupil study the spelling of botany and then go out and work in the garden.

Thus the spelling is impressed upon his mind.

He wasn't much of a school teacher, but his idea was sound.

The best way to learn is to learn from doing. All knowledge is connected with life. The way to learn a language is to connect every word with something you actually do or see. In other words, language is to be connected with life and not with literature.

There was a meeting the other day held in one of our cities to discuss the enabling of students to earn while learning. Representatives of forty-two states of the Union and one from Canada were present. Nicholas Ricciardi, president of the National Association of Vocational Education, said:

"Under the present system, students are taught various reactions from watch making to hair dressing, during their high school terms. When they graduate from high school they are ready to hold a position. In junior college they are permitted to work at remunerative employment during the mornings and attend classes during the afternoon. They can continue their education on through

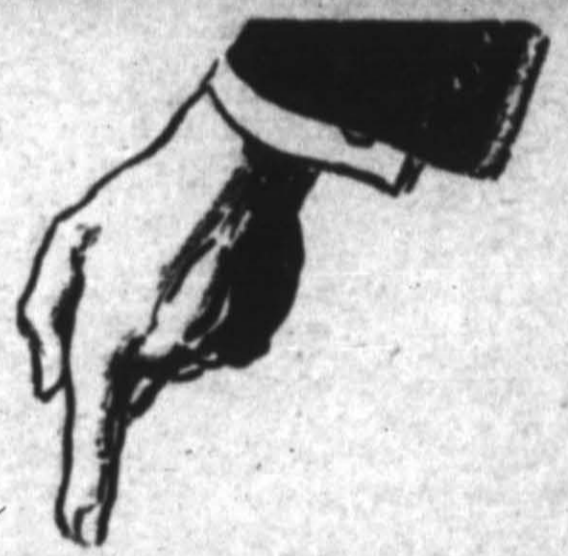
power will be sufficient to pay their expenses and enable them to actually save money."

This plan is already actually carried out at Antioch, a small college town in Ohio, where the business men co-operate with the

Where Will She Drop the Handkerchief? — By Albert T. Reid



college and the student works part of the time and studies part of the time. Thus while at Princeton the average yearly outlay for a son is estimated at \$1500, while at Antioch the average freshman needs only \$400 besides his earnings. The Vocational aims of students include agriculture, architecture, art, business, engineering, medicine, economics, law, etc. The average weekly wage, while pursuing these courses is \$22 in the freshman year and \$35 in the senior year. They complete the Antioch course in five years. Thus the student has already learned the most important thing of all in an education, that is, how to take care of himself. When a man works his way through college he appreciates the education he gets, just as a horse is healthy because he has to walk after every mouthful he eats. Business men in every community ought to co-operate with the schools in assisting boys and girls to get a practical education.



FREE One head of nice crisp Lettuce with 8 pound Jewel or Vegetole Compound at **\$1.23**

SPECIALS FOR FRIDAY and SATURDAY

Assorted Soups Three for 25c

Coffee Three pounds with cup and saucer \$1.45

Bak. Powder 1 pound Calumet 25c

Soap Ten bars P & G 37c

MATCHES, carton 27c

No. 2 TOMATOES 9c

YES, WE DELIVER PHONE 249



**Political Announcements,
Deaf Smith County.**

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic primaries in 1928:

For Representative, 12th District:
CLYDE W. WARWICK,
Canyon, Texas.

For Sheriff and Tax Collector:
JOHN B. MILLER,
E. F. OONNEILL,
J. D. (Doyle) ROSE,
JAMES L. MAUK,
I. I. WREST,
ED COURTSINGER.

For Tax Assessor:
IRA RICKETTS.

For County Treasurer:
J. H. HEND.

For County Judge:
EARL W. WILSON,
P. W. PRIBB.

For District and County Clerk:
L. H. POSTER.

For Commissioner, Precinct No. 1:
C. J. PADDOCK.

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

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

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

**POLITICAL ANNOUNCEMENTS
CASTRO COUNTY**

The Brand is authorized to announce the following as candidates for the offices under which their names are listed, subject to the action of the Democratic Primaries in 1928:

For Sheriff and Tax Collector:
BILL BURNAM.

NOTICE

A City Ordinance requires that all persons owning or controlling property in the City of Hereford, Texas, on the first day of January, 1928, shall hand to the City Assessor a complete list of all such property within two months after the publication of this notice.

Please call at the City Hall and attend to this at your earliest convenience.

Respectfully,
GRACE SKELTON,
City Clerk.

Fort Worth—The West Texas Chamber of Commerce is asking all its affiliated towns to co-operate in an all-year-round fire prevention campaign.

Dimmitt News

Rev. G. D. Robinson of Ranger, who is Sunday school and field man for the Presbytery of Amarillo and Abilene of the Presbyterian Church, U. S. A., was in Dimmitt last week.

Among the prospectors here last week were J. P. Richardson of Vernon, S. M. Meek of Odell, S. R. Richardson of Floydada, Mr. and Mrs. E. B. Dodge of South Plains.

A large crowd attended the county singing convention here Sunday. Many visitors were here from other counties as well as from New Mexico.

A fire that came near being a total loss to the J. D. Hastings home Monday was caused by bringing clothing which were dipped in gasoline too close to the range stove, causing them to ignite. Fire extinguishers from the business houses were all that saved the house. The damage was small.

The P. T. A. gave a very interesting and humorous chapel program last Friday morning after which lunch was served.

A play, "Wake Up Martha," will be rendered by the P. T. A. on Friday evening, March 3.

The Dimmitt high school basketball girls will go to Dalhart this week where they have entered the basketball tournament to be held there.

Big plans are under way for Dimmitt's first trades day which will be held Monday, March 5th. Many special prices will be given that day and a big auction sale. A large crowd is expected.

W. A. Rea of Happy was in Dimmitt Monday.

Here and There.

Several from the Frio community attended the singing convention at Dimmitt Sunday. A large number were present and the day was greatly enjoyed by the attendants. The ladies of Dimmitt are to be congratulated on the bountiful dinner which they served and the easy way in which they handled the large crowd. The next convention goes to Summerfield in August.

Miss Mattie Andrews spent Sunday with Miss Maurine Sullenger. Mrs. Robert Boyd spent Thursday afternoon in the Ragsdale home.

Mr. and Mrs. Mack Dixon spent Sunday at the W. E. Upton home. Mrs. Henry Allman and Mrs. J. B. Harlan spent Monday in town with Mrs. Jack Robinson, also calling at the hospital to visit Mrs. Kincaid who is doing well. Miss Claudia Sain of Portales, New Mexico is visiting her sister, Mrs. Britt Boyd.

Walter and Lloyd Tice took a tractor and combine to Dimmitt Saturday.

Mr. and Mrs. L. B. Pinkert spent Friday with the J. W. Berry family.

Henry Allman threshed for Walton and Stemmmons last Friday. Mrs. Waunita Holmes spent several days last week in the H. M. Mobley home.

Mrs. Harry Taylor and children were supper guests at the R. T. Green home Sunday.

Mr. and Mrs. W. S. Dixon who have been spending the winter at Corpus Christi, returned home last Wednesday.

C. M. Bell was called to Lockney the latter part of the week by the serious illness of his sister. Mrs. Fred Gibson spent Monday afternoon with Mrs. E. E. Rogers.

Mr. and Mrs. Joe Andrews and family spent Friday evening at the J. B. Harlan home.

Mr. and Mrs. Jim Gatlin entertained a number of friends at 42 Friday evening.

Mrs. Percy Estes of Dimmitt spent Thursday afternoon with Mrs. M. Mobley.

Mr. and Mrs. Roy Lanham of Dimmitt called at the C. E. Tice home Sunday night.

Walter Easter spent Sunday with his father. J. Bell of Captain, New Mexico, came Sunday evening to spend a few days with his son, C. M. Bell.

Mrs. Dick Sullenger and Miss Maurine spent Monday afternoon at the Kincaid home.

Mrs. Andrew Gilliam had the misfortune to have her ankle dislocated Sunday.

Mr. and Mrs. K. R. Hunter are driving a new car.

Mr. and Mrs. C. M. Bell spent Wednesday evening at the J. W. Berry home.

J. J. Lindsay moved a house from town out to a farm south of town Monday.

Mr. and Mrs. Dunkle were present at singing Sunday and after a pleasant hour spent in singing, Mr. Dunkle gave a splendid talk on club work. A community meeting will be held at the school house Thursday night to perfect a club organization which was started recently.

Remember singing next Sunday afternoon at Frio. Singing each first Sunday afternoon. Everybody welcome.

Cleburne—Correct industrial census of this city has been completed through co-operation of the local Chamber of Commerce with the Federal Department of Commerce.

Lamesa—Attention of West Texas is now turned to the South Plains convention of the West Texas Chamber of Commerce to be held here in the spring, since the first meet was closed at Colorado February 29.

Wink—The Higgins Hotel, formerly of Tulsa, Winkler county, has been moved to this place.

That's What Makes 'em.

- A little tulle.
- A yard of silk;
- A little skin
- As white as milk.
- A little strap—
- How dare she breathe!
- A little cough—
- "Good evening, Eve."

Nobody seems to understand just what a psychiatrist does, and it is a little hard to tell except that in general he finds either for the defense or prosecution according to which side hires him, according to the recent evidence.

NOTICE OF TRUSTEE'S SALE.

WHEREAS, on the 15th day of December, 1924, Ernest L. Betts and Teleta A. Betts, his wife, executed a deed of trust conveying to Wiley R. Robertson, a trustee, the real estate hereinafter described, to secure Empire Mortgage Company in the payment of a debt therein described, said deed of trust being recorded in Vol. 27, Page 489 in the deed of trust records of Deaf Smith County, Texas; and

WHEREAS, the undersigned has been appointed substitute trustee in the place of said original trustee upon the contingency and in the manner authorized by said deed of trust; and

WHEREAS, default has occurred in the payment of interest on said indebtedness, and the same is now declared wholly due, and the owner and holder of said debt has requested the undersigned to sell said property to satisfy said indebtedness;

NOW, THEREFORE, Notice is hereby given that on Tuesday the 6th day of March, 1928, between ten o'clock A. M. and four o'clock P. M., I will sell said real estate at the door of the county court house in Deaf Smith County, Texas, to the highest bidder for cash. Said real estate is described as follows: In the County of Deaf Smith, State of Texas:

The south half of Section Number One Hundred Fifty-Two (152),

Block M-7, except that part of said Section lying South of the North line of the railroad right-of-way, Certificate Number 1258,

B. S. & F. Survey, Patented to James W. Field, by Patent Number 570, volume 31, containing 317 acres of land.

Witness my hand this 11th day of February, 1928.
H. L. HUNTER,
Substitute Trustee

75,000 LBS.

PURINA CHICK STARTENA

Sold from our store in 1927, and we expect to double this tonnage in 1928.

PURINA STARTENA is a high quality buttermilk starting feed containing Vitamin D—potent codliver oil. Makes chicks live and grow.

Why take a chance with other feeds when PURINA STARTENA has been proved by test with over two-thirds of the chick raisers in Deaf Smith County?

If there was a better chick starter made, we would be selling it

We have just received a fresh car of STARTENA and we are ready to help you start your chickens off RIGHT.

Jones & McLean

If It's Feeds, We Have It

PHONE 1

SINCLAIR
OILS

Sinclair Opaline Motor Oil is made in various grades, ranging from Sinclair Opaline Motor Oil Light or Medium Bodied to the

"Liberty Aero Oil"

The Liberty Aero is a thick-bodied oil, and we recommend it as an ideal oil for tractor users. This oil gave excellent satisfaction to all owners of tractors using it last year, and we expect to double our sales this year.

We also handle three special grades—Light, Medium and the Heavy Opaline F, for Fords. Cup Grease in 1, 5, 10, 25 and 50 pound cans. Axle grease and pressure system grease in any quantity desired. Come in and let us quote prices.



Abo Filling Station

Phone - - - 113

FRIDAY AND SATURDAY SPECIALS

For Men and Boys

- Men's 8 oz. brass-trimmed best made overalls ----- **\$1.69**
- Men's 220 weight blue denim overalls ----- **95c**
- Boy's overalls at ----- **79c**
- Men's gray and blue work shirts. This is the best \$1.00 shirt on the market ----- **89c**
- Men's inner white, high-grade Rockford work sox ----- **12 1/2c**
- Men's 8 ounce canvas gloves, pair ----- **10c**
- Men's athletic union ----- **40c**
- E. & W. Broadcloth shirts, regular \$1.50 value ----- **\$1.20**
- E. & W. Broadcloth shirts, regular \$1.95 value ----- **\$1.50**
- E. & W. Broadcloth shirts, regular \$2.95 value ----- **\$2.45**
- Men's good quality corduroy pants ----- **\$2.45**
- Men's very best quality moleskin pants ----- **\$2.45**
- Boy's waist-band overalls ----- **\$1.25**
- Men's 30-inch genuine horsehide leather coats ----- **\$8.95**
- Men's sheep-lined coats ----- **\$5.95**

Have you seen the new Spring Dresses of printed silk, plain color crepes and georgettes? All the new colors and trimmings are represented in this collection.

Dress and Sport Styles, also Ensembles.
Priced from \$9.95 to \$29.75
Girl's Silk Dresses, sizes 8 to 14 at \$5.95 to \$10.95

Sprolws-Cronin & Co.

WOMEN'S FEDERATED CLUB PROBLEMS

WASHINGTON, D. C.—"What Women's Clubs Do?" is the title of an article by Mrs. John McKinson Sherman, president of the General Federation of Women's Clubs, appearing in the March issue of Scribner's Magazine. More than two million members of this organization will be intensely interested in this recital of the influence of the woman's club on community life generally and of specific cases of remarkable accomplishment. Mrs. Sherman says:

"What would be the loss to your town if the woman's club ceased to exist? Is a question I frequently ask representative men in the different towns I visit. The answers have been varied, but the answer of them has been the same—that activities for community betterment would lose leadership or impetus, or cease altogether.

"One man said: 'The bottom would fall out of all our home improvement work'; another said practically the same thing and added: 'You see, when there's any job that seems to much for our chamber of commerce to handle, we get the woman's club to tackle it, for they can put over any thing they want to.'"

Mrs. Sherman recently sought through a questionnaire sent to the thousands of clubs comprising the Federation, to assemble evidence and proof of the worthiness of the woman's club movement. Clubs were asked to recite any notable achievement of a civic, educational, legislative or welfare character which they had initiated or "put over." Records of enormous and remarkable accomplishments soon flooded Mrs. Sherman's office and from these she culled a few of the most striking and colorful. This she follows with:

"The question, 'What would be the loss to the members of your club to the life of your community should your club cease to exist?' was answered with painstaking conscientiousness. Occasionally for instance, the mayor, superintendent of schools, or the head of the chamber of commerce, was asked to answer because the women did not like to say what a calamity the dissolution of their club would mean to their town. The general character of the answers by both

men and women, was, in the small towns, practically the same—that organized, co-operative effort toward civic and community improvement would lose impetus and leadership or stop altogether; in many cases that the library would cease to exist or the free kindergarten stop, that school work such as health nurses, milk, hot lunches, etc., would have to find new sponsors, and that the social intercourse and stimulation from meeting and working with other women and men would be lost."

Pointing out the value and the power of united effort, Mrs. Sherman says: "The home equipment survey recently completed by the General Federation would not have been possible without the co-operation of individual clubs, yet no one club or state could have either initiated or carried out this gigantic undertaking.

"Another project of the General Federation was the establishment of the Federal prison for women at Alderson, W. Va., a national achievement conceived and led by the Federation and brought to fulfillment by the club women of the country.

The War of the Red Bull

MANY centuries ago in Ireland, when little provocation was required to start a war, Queen Medb of Connaught stole a red bull from King Conobar of Ulster, and prepared the way for the hero, Cuculaind, to take a place in history as the only warrior who ever put an army to flight after his death.

Medb didn't really need the red bull; she only took it in order to win an argument with her royal consort, Ailill, over whose wealth was greatest. The king and queen had listed their property separately, and it was found the queen was a shade the poorer. The famous red bull would turn her defeat to victory, so she had it seized.

Conobar was very wroth and would listen to no proposals for reimbursement or restitution. But Conobar was not quite ready for war, so the Connaught folk sought advantage in a swift attack. Conobar sent the great champion, Cuculaind, to hold back the queen's forces at a ford of the river Doe, while the main army was being rallied.

The rules of chivalry in that day provided that an army could not advance as long as a champion of the opposing force offered single combat. Cuculaind by mighty feats of arms held the queen at bay, beating her warriors one by one.

Things You Should Know About Your HEALTH

Pyorrhoea. During winter days, when more and heavier food is usually eaten—and with more to divert our minds into other channels, we are liable to neglect our gums and teeth. Pyorrhoea is one of the most common, as well as one of the more serious affections, furnishing as it does, a supply of infecting germs to many organs beneath. It should be prevented, if possible, by due sanitary precautions, within the area involved, your dentist being always your advisory lieutenant.

Pyorrhoea means literally a "flow of pus." Doesn't sound good about a fellow's mouth, does it? Pretty sure to infect the food he eats, and send it on down to the active absorbents of the intestine, for distribution into the system. A good many bodily disorders are credited to pyorrhoea, rheumatism being one, if we judge correctly.

The site of pyorrhoea is at the junction of the gums with the teeth. If you look critically you will see the angry, inflamed borders of the gums, darker red, and swollen appreciably. It is not a painful condition, but a little pressure on the gum will usually bring out the tell-tale discharge and the diagnosis is easy.

Perfect cleanliness is the best preventative. There are numerous good mouth washes to be had and tooth brushes galore. Don't use your own judgment buying either medicine or brush; ask your dentist—then keep the gums and teeth clean.

Once with pyorrhoea, I cannot give you a technical remedy—but practically speaking, I have a friend who told me he cured his very severe case with common salt! He said he had it in its worst form; he was salting his cattle and took a mouthful of salt himself to relieve a bad taste—held it in his mouth a half-hour; said he cured himself in one month, using salt daily.

Everybody knows why it's called "crazy old."

Reasonable.

"Mummy, I can't go to school today."

"Why?"

"I don't feel well."

"Where don't you feel well?"

"In school."

Can't Put It Over.

Flubb—"He's always boasting that he keeps his word."

Dubb—"Well, no one else ever takes it!"

Wise Investment.

"Ten years ago I arrived in the town with only one quarter, but that quarter began my fortune at once."

"You must have invested it very profitably."

"I did. I telegraphed home for money."

S. C. White Leghorn Baby Chicks

Five Reasons Why You Should Consider O. A. C. (Oregon Agricultural College) Stock Before You Buy:

1. It was an O. A. C. bird that produced the first hen in poultry history to lay 300 eggs in a trap nest in 365 consecutive days.
2. It was an O. A. C. bird that was first to lay in trap nest 1,000 eggs or more in her lifetime. This is now fairly common.
3. It was O. A. C. birds (the marvel pen of L. A. Thornwell of Santa Cruz, California) that made the world's record of ten hens in 1923, averaging 281.6 eggs per hen in 365 days.
4. It was a bird from an O. A. C. dam that held the official American record of 335 eggs in 365 consecutive days. (This record was broken by one egg in November, 1926.) This hen was sired by a Tanager male. It is not unusual for O. A. C. flocks on commercial farms, when properly fed and housed, to make a flock average of better than 200 eggs per hen per year and these flock averages have even reached from 220 to 235 eggs.
5. No less authority than Prof. James Dryden states, "No other strain developed anywhere by anyone has shown greater egg-laying capacity on commercial farms, or in egg-laying competitions than the O. A. C. birds."

My flock has been carefully culled and the chicks are hatching at near 80 per cent—a positive proof of high vitality.

Chicks on sale and hatched by the big Smith incubator at Hillside Hatchery, Ray Conaway, Manager.

N. C. Voegel

Stop That Itching.

Use Blue Star Soap to cleanse the affected parts, then apply Blue Star Cream. It penetrates the skin, kills out the germs, stops the itching at once, and restores most cases to a healthy condition. Eczema, Tetter or Cracked Hands, Poison Oak, Ringworm, Sores, Blisters, Foot Sores, Old Skin Sores—all of these have yielded to its wonderful healing power. 50c and \$1.00 a Jar; Soap 5c.

Dumb.

Hostess' Daughter (trying desperately to keep the conversation going): "Did you ever hear the joke about the curio dealer who had two skulls of Columbus—one when he was a boy and the other when he was a man?"

Wiggins—"No, I don't think I have. What is it?"

The little girl next door doesn't read love stories any more—she has 'em told to her.

TRY A WANT AD IN THE BRAND.

Back On The Job

Here we are again, folks, ready to serve you again at our old location at 320 Main Street. Service and Cuisine Unexcelled. Try our famous home-baked pastries. Lunch served family style every day. Short orders at all hours.

IKE'S LUNCH ROOM

I. O. Crosthwait, Proprietor.



Thanks for the bouquet

Everybody's been complimenting these FLORSHEIM Shoes. I picked a natty pair, all right. They're comfortable too. Florsheims always are smart as a whip and they fit fine. Yessir, when I buy shoes, they're Florsheims.

Fox Mercantile Co.

Hereford, Texas.

Disobedience Brought Victory

THE disobedience of an army once relieved Europe from a threatened invasion by the Turks who had conquered the Eastern Roman empire, taking Constantinople.

The capital of the Eastern empire fell into the hands of the Turks in 1453 and two years later Mahomet II was hammering at the walls of Belgrade, bent on extending his conquests throughout Europe. The pope and John Capistrano, papal legate and general of the Capuchins, preached a crusade to Europe, but without success. Pious noblemen prayed and the people slaughtered Jews, it being the naive custom to blame all misfortune on this unhappy race, but armies to fight the Turks were lacking.

At length Capistrano, traveling through Germany and preaching war, gained a few thousand of peasant followers. They were armed only with flails and pitchforks, but they were ready to die for Christianity. Capistrano bravely led his mob to join John Hunyadi and the little Hungarian army, who were planning to relieve the beleaguered army in Belgrade.

The motley army floated in boats down the Danube, attacked and dispersed the Turkish fleet and entered the beleaguered city. Hunyadi, in command, saw little hope of seeking effective soldiers of Capistrano's peasants. He sternly forbade an attack upon the Turks, hoping to make a successful resistance within the walls of Belgrade. Artillery of the enemy battered down these walls in time, but the inhabitants of the city had built a secondary line of defense. Encountering the new wall the Turks were discouraged. At this time the fanatic followers of Capistrano could no longer be restrained. Despite his promise of death to any who disobeyed, they burst over the walls and charged the enemy.

The first intrenchment was taken by storm, then a second and a third. The Turkish host of 100,000 was soon in great disorder. Hunyadi, perceiving the success that disobedience to his orders had brought, joined the attack with his cavalry and Mahomet II was beaten. His power was so badly crippled, in fact, that it was many years before he could take the field again.

NOTICE TO PARENTS.

The scholastic census will be taken in the rural districts during March. Enumerate only those children who will be seven and under eighteen years of age on September 1st, 1933, and who are residents of the district on the 1st day of April. Please help the trustees and teachers in your district to get your children in the census rolls. If your children are overlooked they will not draw State money for your district.

EARL W. WILSON,
County Judge.

None of these companionate marriages can be successful until the exact status of the mother-in-law is revealed.

Some one should see to it that the Democratic donkey gets new shoes before he's turned loose with all those Texas longhorns.

Megargie—A modern business house in under construction here next door to the Megargie News office.

Charity not only begins at home, but in most cases, ends there as well.

The human body is a marvelous piece of machinery, all right, for no matter how much it's used the tongue never seems to wear out.

The Englishman's record of 207 miles an hour in an automobile will probably stand, but we'll swear some drivers have passed us on a dirt road going faster than that.

NEW LOCATION

Have moved Marcel Shop from Sprowls-Cronin Dry Goods store to my home on the northwest corner, across the street from the Baptist church—Phone 192W.

I will be glad to serve my friends and customers at any time.

MRS. SAM HUTSON



Wholesome Meats for Better Meals

Good meat is the foundation of every meal. Every housewife knows how impossible it is to plan a meal without it. At the Texas Meat Market you receive only the choicest cuts at the most economical prices.

Try us once—and be convinced.

Texas Meat Market

PHONE 233—WE DELIVER

SUITS TAILORED TO THE INDIVIDUAL

All wool and a fit guaranteed.

\$22.90


We are the world's largest wholesale tailors

THE A. NASH CO., INC.

G. M. Suggs, Local Representative.
Office 215 Main Street.

THE PERFECTED WHIPPET, durable and low priced. We are showing a NEW WILLYS-KNIGHT Standard Six. We invite you to call us for a demonstration.

WHIPPET-KNIGHT MOTOR CO.



Auction

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

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

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

YOURS FOR A REAL SALE,

Ray Barber

Phone 241 Auctioneer Hereford, Tex.

SUPERIOR SALES SERVICE

WIRING and Electrical Work

Can be done in this city by a licensed expert only.

WE ARE LICENSED ELECTRICIANS

Phone 340 for Electric and Wiring Service.

J. C. Cummins

Delco-Light Frigidaire

Panhandle Music FESTIVAL

SCHUMANN-HEINK—March 7.
GOTTFRIED GALSTON, March 8.
JOHN McCOORMICK, March 9.

AMARILLO AUDITORIUM, AMARILLO, TEXAS.

Season Tickets, \$6.00; \$5.00; \$4.40; \$3.20.
Single admissions after March first.
McCormick, \$4.40, \$3.30, \$2.20, \$1.65.
Galston, \$2.20, \$1.65, \$1.10, \$0.75.
Schumann-Heink, \$2.75, \$2.20, \$1.65, \$1.10.

Music Contests held in connection with the festival. Children's matinee played by Galston March 7, 7:00 p. m. Children 25c, Adults, 75c.

Write us for circular with complete information. We expect to sell out completely. All mail orders handled carefully. Order your tickets now as house is two-thirds sold out for season.

EMIL F. MYERS

Amarillo College of Music
1104 POLK STREET, PHONE 2-2548

SCOUTING THE SHOPS

By ELBERT W. SMITH

BY SPECIAL request—"If you don't write this, ya big sap, we're gonna can ya!"—it has been decided to begin this column of not-so-bad shopping suggestions and not-so-wise cracks again.

To start the thing off right, here's a fast one which you probably haven't heard lately. Hang on tight, kiddies, this one had 'em out of the pews laughing when it was first sprung from the pulpit in Hlozd, Miss.

It seems that Oswald, age four, was caught by his maternal ancestor in the act of jumping up and down on the bed without having first removed his shoes. "Oswald," screamed his mother, "What do you mean playing on that bed with both feet?" "Jeez, Ma, what a question!" snappy-comesbacks this precocious lad, "dat's all the feet I got!" The pelican is a large seashore bird, found in many parts of Asia, Africa and South America.

Now that everyone here is acquainted, have you heard about the big merchandising event at Gaston Baer's Popular Store? Plenty of everything and plenty cheap. Don't crowd, men—ladies and children first, you know.

Nor is that half as bad as the young Dora who thought a "gross insult" was 144 of them. What? Well, you don't have to read this, do you?

Begging your pardon, Madame Housewife, but you're missing a group of wonderful price-saving specials if you don't read regularly the big advertisement carried every week by the Hereford Wholesale Grocery. Does advertising pay? Ask Mr. Carlyle.

It has recently been announced that a certain St. Louis brewing company is going to start advertising by means of airplane sky-writing. May we suggest for the title of the plane "Spirits of St. Louis." Any way you take it, that ain't so bad.

Right in quality; right in style; right in price. These are the three Rs which should guide you in selecting goods for these new spring dresses which you plan to make at home. A delightfully comprehensive assortment of colors and patterns will be found at Sprouty Cronin's.

Not everyone boasts about a birthday, but the Corner Drug Store is now holding a birthday celebration which is well worth anyone's while. The Rexall Silver Jubilee Anniversary sale offers a mean line of bargains, and we don't mean possibly.

It is alleged on good authority that with all the candidates running for sheriff, the office certainly ought to be caught some time. What the town really needs, explained one voter, tired of listening to all the promises to mop up the county by various candidates, "is a sheriff to run on a 'wet' ticket. The blame stuff's hard enough to get as it is."

"Mighty fine" is the verdict of grocery shoppers here who have had occasion to go into the newly-opened Womack Cash Grocery, lo-

cated on Third Street, in the Oberthier building. A good line of staple and fancy groceries and a spic-and-span cleanliness feature this modern food mart.

What's in a name? Mr. Hen, of the poultry department of the Purina Feed Co., spent the day here lecturing at the Hillside Hatchery. And even so, E. Sheard runs a barber shop in Topeka, Kansas.

A couple of local boys who deserve your patronage, friends, are C. C. Cox and Art Grimes, who run their repair shop and garage at the corner of Second Street and Miles Avenue. Though they say that the quality of their work has already brought them plenty of business, they believe in telling about it through advertising, and that alone stamps them as the sort of men with whom you'll be glad to trade.

What did you think of the crowd in town for the big window unveiling celebration last Thursday night? One young lady, standing on tip-toe for a glimpse of the speakers, was heard to remark: "If I don't quit craning my neck to see, the boy friend is going to have a stiff neck tonight." You can take that or leave it.

Here's a snappy idea. Says Vern Witherspoon, proprietor of the Willard Battery Station: "The least you can say about Willards happens to be the most you can say about anything. They're simply the best."

Don't miss "The Ghost Bird," four-act mystery drama showing at the high school at 8:00 p. m., Friday night, says Mr. Mitchell, President. "It's a wow."

A little gag that knocked 'em for a loop in pre-war days was the

following: "Who was that gal, I seen you with last night?" said one keg to another. "'Twas no gal," replied the party of the second part, "That was a qt." Now go back and read that one again.

Northeast Corner

Mr. and Mrs. Elmer Womble made a trip to Hereford one day last week.

Mr. and Mrs. Andy Thomas and family of the Ford community spent Sunday afternoon here with J. E. Thomas and family.

A number of the Sunday school and B. Y. P. U. members spent Sunday in the home of Mr. and Mrs. J. M. Ware.

Miss Almata Moore spent Sunday afternoon with her friend, Loraine Daniel.

Mr. and Mrs. Lewis Smith and family of the Dawn community spent a few hours one afternoon with Mrs. Otto Smith here.

A number of Vega folks were visitors at B. Y. P. U. and church at Palo Duro last Sunday evening.

Miss Vera Hines spent last week-end with friends in Canyon. W. A. Daniel and Grover Thomas spent Saturday night and Sunday with relatives in Hereford.

Miss Dovie McBroom of Amarillo spent last week-end and a part of this week with relatives in this community.

Folks from Vega were callers in the Dyer home Sunday. Mr. and Mrs. C. M. Grisham of

near Memphis returned to their home this week after visiting relatives here. Mr. and Mrs. Grisham were members of this community before making their home near Memphis several years ago.

Rev. Phillip McGhee rendered two good sermons at Palo Duro last Sunday.

Mr. and Mrs. H. J. Oglesby and family were visited Sunday by a number of relatives.

Mr. and Mrs. I. A. Allen and Mrs. J. L. Allred spent a few days last week in Chillicothe.

Mr. and Mrs. J. M. Ware made a trip to Amarillo one day last week.

A number of the young folks gave Clarence McBroom a surprise party last Saturday evening.

Mrs. A. G. Grisham and children of near Memphis who have been visiting relatives here were visitors at Sunday school and church last Sunday morning.

Leauda Bowen was visited by friends from Hereford last Sunday afternoon.

W. E. O'Neal made a trip to Chillicothe last week.

Miss Zoe Beavers spent last week-end with her parents at Plainview.

Mrs. B. F. Onse and family of Amarillo spent Saturday and Sunday in this community.

Mr. and Mrs. R. L. Campbell and children spent Sunday in Amarillo.

Frightful!

Diner (indignantly)—"Bring the proprietor here at once, there's a wasp in my soup!"

Walter—"It's no use sending for the boss, sir. He's scared of 'em, too."

Altered Circumstances.

Father, mother and little Tommy were in the street car. Tommy had secured seats for himself and mother, but poor father had to stand.

Mother—"Tommy, doesn't it pain you to see your father reaching for a strap?" Tommy—"Only at home, mother."

DR. J. W. HENDRIX

CHIROPRACTIC MASSEUR

Residence Phone 46J Hereford, Texas.
Second Floor Lumber Buckner Building
FREE CONSULTATION AND ANALYSIS



The Cream of the Tobacco Crop



Lucky Strikes are the Favorite Brand of Paul Whiteman—

"It was but recently, when I started to act as master of ceremonies with my band at the Paramount Theatre, that I realized how vital perfect voice condition was to a performer. I have always been a consistent smoker and fortunately, Lucky Strikes were my favorite brand. I like their toasted flavor and, best of all, I can smoke as often as I like, without fear of irritating my voice, which is becoming a great asset in my work."

"It's toasted"
No Throat Irritation—No Cough.

Why be satisfied with less than Buick when Buick is priced so low

You can buy a Buick closed car for as little as \$1195, f.o.b. factory. In fact, you can have your choice of three popular Buick models at this low price—Sedan, Coupe or Sport Roadster.

These cars offer everything that is Buick—The princely luxury and beauty of low-swung bodies by Fisher. The supreme riding comfort of Buick cantilever springs, Lovejoy hydraulic shock absorbers, and form-fitting tailored seats. The brilliant performance of the famous Buick six-cylinder Valve-in-Head engine. Come in! Let us put a Buick at your disposal for a trial.

SEDANS \$1195 to \$1995 • COUPES \$1195 to \$1850
SPORT MODELS \$1195 to \$1525
All prices f.o.b. Flint, Mich., government tax to be added. The G. M. A. C. finance plan, the most desirable, is available.

\$1195
F.O.B. FACTORY

Norton Motor Company
Hereford, Texas

When better automobiles are built, Buick will build them.

Auction Sale DISPERSION

As I am leaving this section of the country, I will sell at public auction without reserve, the entire equipment of my farm including livestock, farm machinery, hogs, feed, chickens and household goods. At my farm located one and one-half miles south and one-half mile east of Dimmitt, on

TUESDAY, MARCH 6

SALE BEGINS PROMPTLY AT 10:30 A. M. LUNCH WILL BE SERVED BY THE CHURCH LADIES.

- | HORSES AND MULES. | | HOGS. | |
|---|--|---|---------------------------------|
| 1—Team gray mules, 16 hands, weight 2250. | 3—Duroc sows, 16 months' old. | 4—Spotted Poland-China sows. | 41—Weaning pigs, 2 months' old. |
| 1—Team brown mare mules, 15½ hands, weight 2100. | 1—Jersey cow, 7 years old, fresh about sale date. | JERSEY MILK COWS. | |
| 1—Team bay mules, 15½ hands, weight 2200. | 3—Jersey heifers, coming 2 years old. | Anyone appreciating good Jerseys will like these. | |
| 1—Team black mules, 15 hands weight 2000. | HARNESS. | | |
| 1—Team mares, 15¼ hands, weight 2000. | 8—Sets good harness, collars, bridles, lines, etc., all practically new. | FURNITURE. | |
| 1—Bay mare, 16 hands, 1050 lbs. | 1—Good 3-piece bedroom suite, practically new. | 1—Round dining room extension table. | |
| 1—Bay mare, 16 hands, weight 1250. | 1—Duo-fold and mattress. | 2—Sets good bed springs. | |
| 1—Bay mare, 15½ hands, weight 1250. | 6—Dining room chairs. | 2—Rocking chairs. | |
| These horses and mules are all good ages and well broke. | | 1—Child's high chair. | |
| FARM MACHINERY. | | 1—Child's rocking chair. | |
| 1—John Deere 14-disc tandem. | 1—Extra good "New Home" sewing machine. | | |
| 1—One-row Osborne row binder. | 1—Iron bedstead. | | |
| 2—P. and O. Single row listers. | 1—Library table. | | |
| 1—Sixteen hole Superior wheat drill, practically new. | 1—Baby bed. | | |
| 4—One-row go-devils. | 1—Practically new five-hole New Perfection oil stove. | | |
| 1—Deering row binder. | 1—Heating stove. | | |
| 1—P. and O. two-row go-devil. | 2—Mattresses. | | |
| 1—Two-row Emerson lister. | Dishes and cooking utensils too numerous to mention. | | |
| 2—Go-devils, single row. | CHICKENS. | | |
| 1—Good Bain farm wagon, with box. | 1—Dozen White Leghorn pullets. | | |
| This machinery is all up in good shape and ready to use. | | 2—Dozen R. I. Red pullets. | |
| FEED. | | | |
| 10—Tons hand headed higeria and kafir heads. | | | |
| 190—Bushels snapped ear corn. | | | |
| MISCELLANEOUS. | | | |
| Doubletrees, shovels, post hole diggers, wheelbarrow, and a great many other useful articles too numerous to mention. | | | |

This is an exceptionally clean offering of the many articles mentioned, including livestock, etc., and it will be to your interest to attend this sale.

TERMS—Please make arrangements with your banker as I am selling everything for cash.

BRUNO FOX, Owner
BRUCE McLEAN, Clerk. COL. RAY BARBER, Auctioneer.

A lovely Paris dress—finished



in 45 minutes

Made of Genuine

Peter Pan
Guaranteed Best Color

WASH FABRICS
MARY EATON shows you how See Our Window

Seven specially posed photographs of this famous stage and screen star, show you clearly each simple operation and how long it should take.

You'll see the newest, Paris-styled dresses, made of Peter Pan, patterns of ravishing new designs shown in Peter Pan this season—patterns printed in alluring colors all guaranteed absolutely fast.

GUARANTEE.

"We will replace any garment made of genuine PETER PAN if it fades." THIS DISPLAY WILL BE IN OUR WINDOW ALL THIS WEEK. Don't let anything keep you from seeing it.

We Carry EXCELLA PATTERNS 15c, 20c, 25c—None Higher

Strombough Dry Goods Co.
HEREFORD, TEXAS

CLASSIFIED

For Sale or Trade

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

FOR SALE OR TRADE—Twenty acres in cultivation; close in. Also have bundle maize, kafir and sorghum for sale. **FRED MILLARD**. 38-1f

For Sale

FOR SALE—Jersey cow, fresh. **CLARENCE SMITH**, Telephone 154. 7-4tp

FOR SALE—A few more good cockerels. **MRS. ARLIE DEAN**. 7-2tp

FOR SALE—Improved oat seed, \$1.00 per bushel at George Brumley farm, 1 mile east of town. **J. DAVID THOMPSON**. 7-2tp

FOR SALE—500 White Leghorn hens, two years old in May; also 300 pullets one year old in May. Price 75c and \$1.00. Will sell any amount from 50 up to the amount listed. **D. P. VAUGHN**, North Hereford. 7-2tp

FOR SALE—Dandy pair of matched mare mules, about 16 hands high; three and four years old; will sell at a bargain. **C. A. SKELTON**. 7-1tc

FOR SALE—Pure bred Buff Orpington eggs, \$1.00 per setting of 25. **MRS. W. T. SMITH**, phone 9085F12. 7-2tp

FOR SALE—Registered Jersey bull—blue and purple ribbon winner and full brother to dam of two blue and purple ribbon winners. Bred by line-bred interest bull. Would trade for good fresh Jersey cow. See or write **T. E. BAKER**, Route B, Hereford, Texas. 6-3tc

FOR SALE—Standard Buckeye incubator, 250 egg size. Only used four hatches; splendid machine at less than half price. **MRS. G. W. GYMS**. 6-3tp

BEST BY 35 YEARS TEST IN THE WEST

Our trees live and fruit. We have tested over 300 of the best leading varieties of fruits, shades and ornamentals for 25 years at Hereford.

Chinese Elm

Regular 75c to \$3.00. Special price 40c to \$2.25. Sizes from 3 to 4 to 8 to 10 feet at the Nursery. **HEREFORD NURSERY**. 7-4tp

FOR SALE—Two miles south of Hereford, one section of land, or one-half section, or one-fourth section. Inquire of **PAUL R. DONAVAN**, Mason City, Ill. R. R. No. Two. 6-3tc

FOR SALE—Coles Hot Blast cook stove with fifteen gallon reservoir. In good shape, priced to sell. See **WES ANTHONY** for particulars. **W. V. PHILLIPS**. 6-2tp

FOR SALE—Grape vines from Stark nurseries. These vines are two years old and will bear some this year. 15 cents each. **O. L. BOTHERFORD**. 6-4f

FOR SALE—Good assortment of grape vines. Phone 250. **J. F. WARD**. 3-1f

FOR SALE—Two coal burning brooder stoves, one 500 chick size, one 1000 chick size. **MRS. W. C. RUSSELL**, Phone 9066F5. 5-2p

FOR SALE—Two hundred Ancona hens, now laying. **E. M. COX**. 3-4f

FOR SALE—Dressed hogs, weight 125 to 150 pounds. **J. F. WARD**, Phone 250. 3-1f

FOR SALE—Modern home, choice residence lots. Good terms. **ALVIN C. THOMPSON**. 5-2f

For Rent

FOR RENT—Light housekeeping rooms. Phone 31. 7-1f

FOR RENT—Two furnished rooms for light housekeeping, on 25-Mile Avenue. **MRS. GRACE HUGHES**, Phone 354-J. 7-1tp

FOR RENT—Two furnished rooms for light housekeeping; close in; near high school. Phone 43 or see **EDGAR SOWELL**. 7-1tp

Wanted

WORK WANTED—Tractor, and truck work of any kind; satisfaction guaranteed. P. O. Box 697, Phone 9025F2. **GEORGE W. SMITH**. 7-1f

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

35c for Natural Marcel wave, made with latest imported waver. Phone 330 or see **MRS. W. B. PHILLIPS**, West Sixth and Lee Avenue. 5-2tc

FLOWERDALE YOETHE'S NOBLE will stand for service in North Hereford. This bull was grand champion at the 1927 Deaf Smith county fair. As a four-year-old, he produced 1200 pounds of milk and 1200 pounds of butterfat in 305 days. Service fees \$5.00 at time of service. **O. L. RUTHERFORD**, Phone 344-W. 3-1f

Lost and Found

LOST—AT City Hall Thursday night, Cordovan hand bag. Finder please return to Brand office. 7-1tp

STRAYED—From near Friona, two mare mules, one sorrel, one brown; gone since November; about 15 hands. See **L. R. WARD**, 2302 West Third Street, Amarillo. 7-1p

STRAYED—Black mule, weight about 800 pounds; came to my place about a month ago. **JOE BERNAUER**, three miles north on 25-Mile Avenue. 4-4tc

Lodge Directory

Hereford Lodge No. 476, meets every Monday night in Odd Fellows' Hall. Visiting brothers welcome. **F. E. Givan**, N. G. **L. H. Foster**, Sec. Two.

That's What Makes 'em.

- A little tulle.
- A yard of silk;
- A little skin
- As white as milk.
- A little strap—
- How dare she breathe!
- A little cough—
- "Good evening, Eve."

Wink—The Higgins Hotel, formerly of Tulsa, Winkler county, has been moved to this place.

History Group Names Three Life Members

CANYON—Three life members have been added to the Panhandle-Plains Historical Society during the past week. They are Miss Anna I. Hibbets, Canyon; Mrs. Sam Isaacs, Canadian, and Frank Kell, Wichita Falls.

The annual meeting of the Historical Society, which was scheduled for February 17, has been postponed until March 30. The program will be carried out on that date as planned originally, according to T. D. Hobart, president of the Society.

It is thought that the attendance at the postponed meeting will be even larger than if it had been held on the seventeenth of February, as the weather will be less uncertain at this later date.

A number of very valuable relics have been added to the collection of the Historical Society recently. Three old plows were given by W. D. Lamar, formerly of Crosbyton. R. B. Smith of Mount Blanco, Crosby county, has given the Society a number of branding irons, among which are the DLA and the Tri-Bar. Mr. Smith was the first white child born in Crosby county. He is the son of Mr. and Mrs. Hank Smith, pioneers of that section.

Mrs. Lula Taylor of Canadian deposited with the Society a gun which belonged to her husband, the late J. W. Taylor. This gun was used in killing at least five Indians when Mr. Taylor was a Texas Ranger.

Arthur B. Duncan, the first settler of Floyd county, R. C. Burns and S. K. Bynum of Lubbock, and citizens of Snyder are others who have lately contributed to the museum of the Panhandle-Plains Historical Society.

Coleman—Coleman is busy with preparations for the Mid-Texas District Teachers Association to meet here March 10-17.

Form Boys and Girls



Senator Arthur Capper who has just introduced a bill which furnishes what he calls a "practical program for the advancement of agriculture."

Democratic Committee Endorses C. W. Warwick

CANYON—The Randall County Democratic Executive Committee met Saturday and unanimously endorsed the candidacy of Clyde W. Warwick for the legislature from the 123rd district.

Mr. Warwick has been a member of the executive committee for six years and chairman for the past four years.

The resolution of endorsement mentions the fact that Mr. Warwick has been an outstanding citizen of Randall county for the past seventeen years and has shown marked good judgment in all his campaigns for the betterment of financial, social and educational interests of the Plains section of Texas.

Mr. Warwick is running for representative to succeed Lee Satterwhite who has not entered the race this year.

Floydada—Floydada served 500 guests at its annual chamber of commerce banquet with a cost of less than \$100, all products were of Floyd county.

Frightful!
Diner (indignantly)—"Bring the proprietor here at once, there's a wasp in my soup!"
Walter—"It's no use sending for the boss, sir. He's scared of 'em, too."

Reasonable.
"Mummy, I can't go to school today."
"Why?"
"I don't feel well."
"Where don't you feel well?"
"In school."

TRY A WANT AD IN THE BRAND. TRY A WANT AD IN THE BRAND.

Pie Supper

—AT—
DAWN, TEXAS
Saturday Night

MARCH 3

GOOD MUSICAL PROGRAM

Everyone Invited.

COL. RAY BARBER, AUCTIONEER.

Closing Out of Music School.

NOW IS THE TIME TO BUY THESE GOOD

SEED OATS

It will pay you to sow this good seed.

West Texas Feed & Seed Co.

Hereford, Texas.

We Handle the Famous
G. B. R. Smith Milling Co.'s
SHERMAN, TEXAS, FLOUR
Comes In Three High Grades

Challenge Smith's Best Sunlight

Indications are that the price of flour will rise soon, so buy now at present low prices. Insure your baking success with these flours.

Market Price Paid for Eggs.

Womack's Cash Grocery

PHONE 87

New Speed Champion



Photo shows: Captain Malcolm Campbell, British ace, just after he established a new world's speed record. He drove his huge Napier-Blue Bird Special over the hard beach course at Daytona Beach, Fla., at an average speed of 207 miles an hour, breaking all records.

Ford
THE UNIVERSAL CAR

RUMORS!

Ford

Despite rumors of various natures, production on the New Model "A" Ford Is In Full Swing!

Delivery Was Begun This Week on the Model "A" In Hereford! A demonstrator is now on our floor—always at the disposal of the public. If you have not yet ridden in this marvelous new Ford, come in and inspect the car which still leads the field in its own price class.

"CLEANING HOUSE"

We are "cleaning house" now to make room for the new Model "A." All used cars, implements and tractors to be sold at exceptionally low prices. ACT QUICK!

Hereford Motor

Goodyear Tires

Company

Gulf Gasoline

Have You Seen Them?

OUR NEW AND ATTRACTIVE LINE OF

Friedman-Shelby Shoes

FOR MEN AND WOMEN, AND

Red Goose Shoes for the Children

Straps and Oxfords in Patent and Honey Biege for the Kiddies First Walking Shoes.

OUR LINE OF SILKS for SPRING IS COMPLETE

In Solid Colored Flat Crepes, Georgettes and Printed Silks

The designs and colors are irresistible.

Do Come and See Them.

J. O. NEWELL

WE GIVE 25c GREEN STAMPS. HEREFORD, TEXAS

Skelton's 19c Sale, Saturday, Mar. 3!

PANHANDLE MUSIC FESTIVAL BIDS FAIR TO BREAK RECORD, DECLARE INFORMATION HEAD

Line-up of Well Known Artists and Low Price of Tickets Contributing to Large Sale, Says Mrs. Gladys M. Glenn, Amarillo News Writer. Inquiries Received from Surrounding States. Will Be Good.

That the 1923 Panhandle Music Festival bids fair to be the most successful ever given is the opinion of Mrs. Gladys M. Glenn, of the Amarillo News, who is assisting the Amarillo College of Music in handling letters of inquiry about the Festival.

This event will be held in Amarillo on March 7-8-9.

Several important factors are contributing to a rapid sale of the season tickets, declares Mrs. Glenn. All three of the internationally famous artists, Mme. Ernestine Schumann-Heink, Gottfried Galston and John McCormick, are doing their share of drawing the crowd and selling the tickets, and the

comparatively low cost of the season tickets is also helping the sale.

Prices of the seats for the entire three numbers of the concert range in price from \$3.30 to \$6.00, and every seat in the auditorium is said to be excellent.

Mrs. Glenn reports that inquiries on the contest are coming in from Kansas, Oklahoma and all over the Panhandle. Applications are being made daily and organization plans are being made wherein the different departments will be conducted with efficiency and expediency. Teachers and pupils are asked to register in the entrance of the auditorium Wednesday morning, March 7.

News from Bethel.

Some of the Bethel children have been suffering from sore eyes and colds.

The little Head baby has had a severe attack of pneumonia.

Mrs. Kay Roberts has been visiting relatives in Oklahoma, driving through, accompanied by her sister who lives at Vega.

Bethel now has church services

both morning and evening on the first Sunday of each month.

The Lust boys butchered a calf Monday.

Great things are expected of a new organization in Bethel, that of the Parent-Teacher Association. This has been long needed and will be a benefit to the entire community.

The Embroidery Club met last time with Mrs. Coffee Benton. At the previous meeting at Mrs. Bag-

well's new officers were elected for the year. Mrs. K. Roberts president and Mrs. Bagwell secretary and treasurer. Hostesses were named and dates given for each meeting throughout the year.

Mr. and Mrs. Verni Lust were dinner guests in the Bagwell home Sunday.

Work has been completed on the new grade running east and west through Bethel and some grade work on a road running through a lake on the Lambert ranch.

Earl Lust took some mules to Hereford Monday.

Good Bouts On Second Card Monday Night

AMARILLO.—On its second boxing exhibition card the Tri-State Fair Athletic association announces that Duke Trammel and Sid Young will headline the Monday night show with a ten round bout.

Duke weighs 150 pounds and comes from Fort Worth. He has boxed many of the best boys and boasts of thirty-four knockouts. Most of them come in the second round. Sid Young claims the welterweight championship of Oklahoma. He weighs 155 and hails from Tulsa.

In the semi windup Bobby Vincent of Stillwater, Oklahoma, has been slated for an eight round bout with Duff Stanley of Amarillo. Vincent has a conspicuous record in the Southwest. He is a graduate of Oklahoma A. & M.

The principles of the six-round bout have not been announced yet. A negro battle royal will open the card at 8 o'clock Monday night, March 5, in Amarillo, at the municipal auditorium.

Wise Investment.

"Ten years ago I arrived in the town with only one quarter, but that quarter began my fortune at once."

"You must have invested it very profitably."

"I did. I telegraphed home for money."

Everybody knows why it's called crude oil.

Can't Put It Over.

Flubb—"He's always boasting that he keeps his word."

Dubb—"Well, no one else ever takes it!"

America's Richest Girl



Miss Doris Duke, 15, daughter of the late James B. Duke, tobacco financier, who was just awarded by the Supreme Court a \$1,600,000 Fifth Avenue House filled with the richest furnishings, a private railroad car bearing her name, four automobiles, collection of rare tapestries and other luxuries worth a fair sized fortune. She is the richest girl of her age in America.

FOR JOB WORK, TRY THE BRAND

The Judge's Josh

MANY A CHAP WHO ACTS LIKE A CAVE MAN BEFORE MARRIAGE LOOKS LIKE A CAVEIN TWO YEARS AFTERWARD

AUTOCASTER

Nobody seems to understand just what a psychiatrist does, and it is a little hard to tell except that in general he finds either for the defense or prosecution according to which side hires him, according to the recent evidence.

Lamesa—Attention of West Texans is now turned to the South Plains convention of the West Texas Chamber of Commerce to be held here in the spring, since the first meet was closed at Colorado February 29.

STUCCO WORK

All kinds of concrete and Stuccoing.

Sidewalks and Cement Work a Specialty.

BOB VAUGHN
At Panhandle Lumber Co.

Mrs. Henslee Hostess to Young Matrons Group

The regular meeting of the Young Matrons Missionary Society of the Methodist church was held Tuesday afternoon at the home of Mrs. Henslee. The lesson, on the subject of "The Early Judean Ministry," was taken from the second,

third and fourth chapters of the Book of John, and led by Mrs. Dowell, assisted by Mmes. Lancaster, Richards, Douglass, Henslee and Dixon.

Mrs. Dowell will act as hostess to the club at its next meeting to be held at her home on Tuesday, March 6, at 2:30. As this will be a social meeting as well. Anyone interested in the work of the club is urged to attend and join.

THE GROCETERIA

Friday and Saturday Specials

- Admiration Coffee, cup-saucer, 3 lbs. **\$1.59**
- Sour Pickles, gallon ----- **68c**
- Peaches, gallon ----- **69c**
- Syrup, White Swan, half gallon ----- **52c**
- Oats, Three-Minute, large size ----- **24c**
- Soap Chips, Chrystal White ----- **24c**

FREE

With every \$3.50 or over cash order, we will give FREE one glass jar of honey.

Bring Your Eggs Here

We Deliver. Phone 31

NOW IS THE TIME TO BUY

Thousands of satisfied customers have visited this store this week. If you have not attended this sale, you cheat yourself. Ask your friends and neighbors if you have not attended this sale and they will tell you of the unusual values we are giving.

SPECIALS FRIDAY and SATURDAY

<p>BOY'S OVERALLS Size 4 to 16 89c Extra Special.</p> <hr/> <p>Only 18 Men's LUMBER JACKETS Left Over All Wool, Regular \$6.75 Extra—\$3.98</p>	<p>Collar attached DRESS SHIRTS \$1.79 All New Patterns.</p> <hr/> <p>Ladies—Ladies SILK HOSE All Newest Shades Extra Special 59c</p>	<p>Men's Walk-Over OXFORDS and others. Tan and Black. \$2.98 Up.</p> <hr/> <p>ONE-HALF PRICE ON OVERCOATS Only a Few Left.</p>
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EVERYTHING ON SALE AT BARGAIN PRICES!

MISS THIS SALE AND YOU CHEAT YOURSELF

The Popular Store

HEREFORD, TEXAS

Don't Delay—Delays Are Dangerous. Now Is the Time to Buy.

PIGGLY WIGGLY

The Largest Club in Town Invites You to Be a Member--Free!

Most clubs cost you money, but this "club" actually saves you dollars each month.

We mean the "club" of those who shop at the PIGGLY WIGGLY Stores.

If you enjoy associating with people who are self-respecting, who are paying their way, who are friendly and genuine and without a false front, we invite you to join the growing "Club" of PIGGLY WIGGLY Store buyers.

SPECIALS FOR FRIDAY AND SATURDAY

Cabbage	nice, firm heads, lb.	3c
Corn	Primrose No. 2 cans None better	15c
Peanut Butter	5 pound bucket	89c
Sour Pickles	quart jar	31c
Oats	Gold Medal with china ware	31c
Coffee	Chase & Sanborn 2 pounds	\$1.02

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

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

THE SUNDAY SCHOOL LESSON

Subject: Jesus and the Twelve.

Scripture Readings: Mark 1:16-20, 2:13-14, 3:13-19, 6:7-13, 30.

The Twelve: Simon Peter, James the son of Zebedee, John the brother of James; Andrew, the brother of Simon Peter; Bartholomew, Matthew the Publican; Thomas, James the son of Alphaeus; Thaddaeus, Simon the Canaanite; Philip and Judas Iscariot.

Sidelights on the Lesson: John 13:1-11, Matthew 26:20-29, John 17:1-10, Romans 12:1-8.

Golden Text: "Go ye into all the world and preach the gospel to every creature." Mark 16:15.

We have in this lesson the record of the first Christian Seminary. It was a school for the training of the first preachers of Christianity. Jesus, himself was the great teacher and the twelve disciples were the first students. It was a traveling seminary. Some times the seat of the school was Capernaum, sometimes Jerusalem, some times the country side; often times the mountain top, and not infrequently the sea side.

This seminary was conducted along the most practical lines. It aimed to put its students in touch with the divine wisdom of the ages and to give them the most intimate contact with the life of their day and generation. But it aimed also to give these students a perspective of the whole program of Christianity as it threaded its way through the ages of history ahead.

The condition of entrance into this seminary were not the eruditions of the Scribes and Pharisees, nor the learning of the Greeks. The sole prerequisites of entrance were honest, earnest hearts, and a child-like thirst for truth and service.

It was not in the mind of Jesus to hazard the interests of the kingdom by sending out unprepared or ill-prepared preachers of the gospel. Most carefully did he lead his disciples through a long period of education for the gigantic task which confronted them when they went forth to evangelization of the world.

Taken as stones from the quarry, there were many crude corners to be chiseled off and much polishing before they were ready to adorn the new temple of Christianity. Many misconceptions had to be removed from their minds before they could be fitted for the splendid service of Christ.

Much preceptual teachings such as that which we find in the sermon on the mount in those scattered portions especially characteristic of the gospel of John but also found in the other gospels also—all this entered into the course of study. But parables also, those germs of truth which were capable of large expansion and easily remembered because of the simple form in which they were set, were also employed.

But the course of study included some other features. The laboratory method was largely used in Jesus' teachings. Every miracle performed, every single incident of Jesus' contact with both disciples and others, had a lesson in applied Christianity for these students of Jesus.

But another laboratory means training, the disciples were sent out on a preaching tour with elementary instructions as to message and procedure. Jesus knew full well that preachers can only be made by preaching. No amount of preceptual teachings or parabolic presentation of truth or other means can take the place of actual effort at application of truth presented.

Thus were the disciples sent forth on a preliminary tour. In that they would get some lessons of self reliance. They would also get some lessons regarding the human need to which they should later have to minister. They would bring back questions and problems which Jesus could answer and help them solve. But most of all they would gather the inspiration of applied service, for which no amount of mere teaching can be an effectual substitution.

But, if the training in this seminary of Christ was an impartant and most important matter in their future usefulness, we are not, therefore, to conclude that their previous experience counted for nothing with Jesus. The fact is that the band of disciples, especially when Paul replaced Judas, was a representative group as could well have been brought together. In the very personnel of his disciples Jesus laid the foundation for those wide contacts which should give the gospel the largest appeal which was possible.

Let us look at this personnel for a moment. The first four were selected from the humble ranks of fishermen. They were common laborers. Note the qualifications of fishermen as evangelists and note especially the preeminence of three of these fishermen in service later—for it is from this group of four fishermen that Jesus selected the three which composed the inner

circle of disciples, Peter, James and John.

Says Papini: "Not by chance did Jesus select his first companions from among fishermen. The fishermen who lives a great part of the time in the pure solitude of the water is the man who knows how to wait. He is the patient, un-hurried man who lets down his nets and leaves the rest to God. The water has its caprices, the lake its fantasies, no day is like another day; he does not know when he goes away if he will come back with his boat full or without a single fish to cook for his dinner."

"He commends himself unto the hands of God, who sends abundance and famine. He consoles himself for the bad days by thinking of the good days that have been and which will come. He does not desire sudden riches, and is glad if he can exchange the results of his fishing for a little bread and wine. He is pure in soul and body. He washes his hands in water and his spirit in solitude."

"A great man creates great men; from a solvent people he raises up prophets; from a debilitated people, warriors; from an ignorant race, teachers." Thus is was a great insight of the Master which led him to select for tasks which required patience and ellance upon God, these humble fishermen.

Of the remaining eight something must also be said. There was Matthew the business man. There was Thomas, warm of heart but having a melancholy temperament, ready to die with his Lord, but slow to believe in his resurrection; Bartholomew and Nathaniel, brought out of obscurity and seemingly selected for obscure but none the less important service, for there must be some Christians and even preachers who can do the obscure service of the Master; Judas Iscariot, whose treachery makes his selection a mystery to us, but to whom the Lord gave a chance to become a saint; James son of Alphaeus and Philip, the first an obscure disciple, the second, who

was an earnest inquirer and who introduced the Greeks to Jesus, that people who should later become important subjects of evangelization under Paul's ministry.

There remains Simon the Canaanite. He was a man of tremendous zeal and of a revolutionary spirit. In spite of his revolutionary spirit his keen spiritual insight led him to forsake his war-like leader, Judas the Zealot, his discipleship with Jesus. Now Jesus' program was certainly revolutionary in character, but it called for the use of spiritual weapons rather than carnal. It was to the credit of Simon that the spiritual made a larger appeal to him than the carnal.

So with a school of such varied personnel, Jesus set out to evangelize the world. There is a place for each individual in his service—only if one is teachable. It is the Master's hand that can smooth out the eccentricities and fit each for his peculiar service.

Evangelical Lutheran Church

Wm. F. HALAMA, Pastor.

Sunday school at 10:00. Divine service at 11:00 at court

house. Sermon topic, "A Mother's Plea." Text Matt. 15:21-28. Lenten service Sunday evening at 7:30 o'clock at court house. Sermon topic, "Calaphas, the Religious Formalist."

A cordial invitation is extended to all.

First Presbyterian Church

JAS. T. ROSS, Pastor

Regular preaching services at 10:30 and 7:30. Note the change in the hour for the evening services. Sunday school at 9:45 and Christian Endeavor meetings at 6:30. During the coming week the usual mid-week activities, namely, Woman's Missionary meeting Wednesday at 2:30, and the Church-Nite at 7:30.

We are entering upon the last month of our church year. We are also entering the spring months. Let this month be a time for the renewal of all activities on a larger scale than ever before. "Now then we are ambassadors for Christ, as though God did beseech you by us." II Cor. 5:20. We extend a very cordial welcome to each and every one who shall attend these services.

PRESBYTERIAN SENIOR CHRISTIAN ENDEAVOR

6:30 p. m. Sunday, March 4. Consecration meeting. Topic: What is it in Jesus that attracts young people? Scripture: John 12:20-32. Leader: Miss Eunice Russell. Preliminary devotionals and the leader's talk.

Jesus' Youth: The fact that Jesus was still a young man when He died is an attractive thing to the young people: Mrs. Will S. Kerr. Character: Young people respond to the finest and purest in character: Mrs. J. T. Ross.

Courage: Miss Sadie Rigler. Challenge: The Gospel of Christ is the challenge of a big task: Miss Agnes Fox.

Pastor's five minutes. Roll call. Business. Misspah.

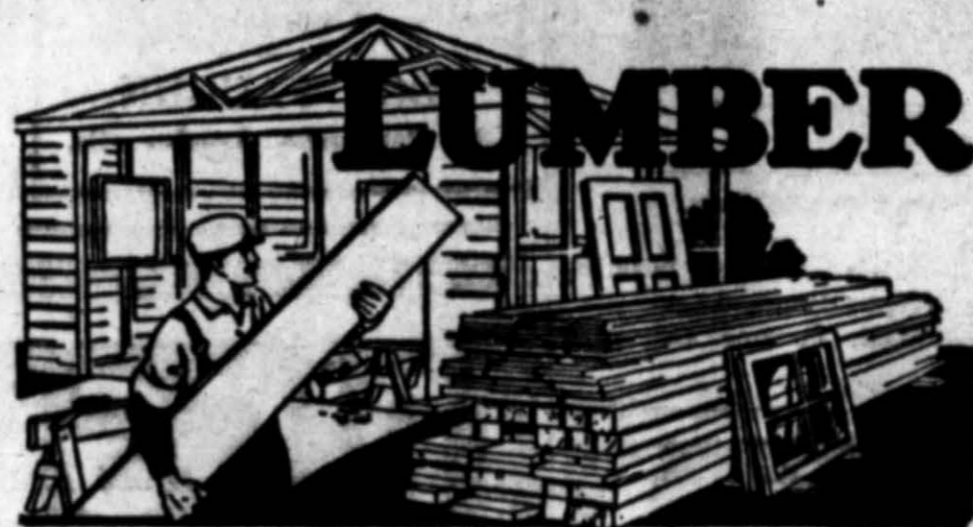
DR. T. M. MONTGOMERY

Associated With Hydas's 620 Folk Street Amarillo, Texas.

—Will be in Hereford First and Third Tues days in each month. Eyes tested and glasses fitted. Office Ray's Jewelry Store.

W. E. Dunlap HARDWARE Phone 256

Let US Supply the Lumber



You may as well have the best when building that new home of yours. In buying lumber, you'll be surprised to learn how favorably the best compares in price with the ordinary.

Our estimate department will help you with your plans and cost problems.

KEMP LUMBER COMPANY

Get the Saving Habit

You can follow no better example than by emulating the man who has a definite saving plan—the man who visits his savings bank regularly and deposits a certain percentage of his earnings weekly or monthly.

Open a banking account today—NOW—Lay out a definite systematic savings plan, then adhere to it religiously.

You'll always have money for the proverbial rainy day.

The First State Bank Hereford, Texas

Santa Fe Improvement Program for 1928

Railways serving a growing country are never finished. They must add yearly to the number of cars and locomotives in order to care for increasing traffic. They must build extensions and provide second and third tracks. They must provide larger terminal yards and longer and more sidings. They must provide heavier bridges and larger and more commodious stations, roundhouses and shops.

This expansion in facilities requires additional cash investment in the railroads of this country, amounting to over half a billion dollars annually.

The Santa Fe proposes to spend 45 million dollars on its program for enlargement of such facilities during 1928.

Orders have already been placed for 3,850 new freight cars, 75 all-steel passenger train cars, and 771 miles of new steel rail, of which 490 miles will be 110 lbs. to the yard and the balance 90 lbs. When this steel is laid the Santa Fe will have 2,182 miles of 110 lb. rail all laid since January 1, 1925. Orders have been placed for steel for bridges, ties have been purchased, and work on more second track and other improvements is in progress.

The Santa Fe puts this large additional investment of new money into its property to increase its capacity, to render service, to promote safety, and to take care of the growing needs of the country it serves.

W. B. STOREY, President
The Atchison, Topcka and Santa Fe Railway System.

Under Experienced Guidance

This bank is under the experienced guidance of men who know how best to handle all financial matters. If you are a depositor here—or if you would like to become one—we welcome you to come to us when in need of advice regarding financial matters.

THE FIRST NATIONAL BANK



DAIRYMEN'S SHOW TO BE HELD APRIL 3-4-5-6

CANYON.—West Texas should derive great benefit from the Panhandle-Plains Dairy Show to be held at Plainview the first week in April. Many people in other sections are watching this dairy and poultry development. Cheap lands and economically produced feed appeal to thinking farmers. The fact that it costs only two cents to ship a pound of butter to New York markets assures a permanent income from dairy products.

In the second place, the Dairy show will stimulate interest among farmers concerning the most profitable breed of cattle for West Texas farming conditions. Most livestock producers agree that a farmer should choose that particular breed which he likes best, provided such cows will produce milk most economically and that their offspring can be sold for a profit locally.

The milk production contest will show the possible records one can expect from cows when they are

scientifically cared for. Such high records may cost more than the milk will bring, therefore, some may say they are not practical. It should be remembered that Jersey on her native island has been brought to a high state of development by means of such a contest in the island shows. Visitors to this show will be able to secure the advice of dairy experts concerning points to consider in the selection of dairy cows.

The April show will also emphasize the stabilizing value of the dairy cow on West Texas farms. The fact that this is a newly settled region and that farmers have not yet discovered the most profitable type of farming means that the dairy cow is valuable in furnishing a more diversified or safe kind of farm income. The Panhandle-Plains exhibition will also provide demonstrations of the best every-day dairy practices, practical information will be offered to dairymen of all kinds, the beginner and the most experienced.

FEEDING AND CARE OF BABY CHICKS.

F. W. KAZMEIER
Bryan, Texas.

The chicks are in a well built brooder house, with a wood floor, equipped with a good brooder that will keep them warm in the coldest weather. We have a nice, clean and fresh litter on the floor and the chicks are healthy and doing well. Our next problem is to keep them healthy, vigorous and strong. Feed hoppers and drinking vessels have been provided, a good commercial baby chick starter is being fed.

Daily Routine.

Early in the morning, about six o'clock, examine the heater, replenish fuel supply and make sure the chicks are comfortable. Raise the cover, remove all litter, dirt and droppings and replace with fresh material. Note the chicks closely, kill weaklings or sick ones. Examine the feed hoppers and be sure they contain a supply of feed. The feed hoppers should never be allowed to go dry even for a few minutes. If the chicks crowd around the feed hoppers, provide more hoppers. Keep hoppers clean. At eight, examine all water dishes, clean all drinking vessels and refill with fresh water. If you are feeding milk provide a new supply of milk in clean containers at this time. If possible keep sour milk or buttermilk before the chicks all the time. Feeding milk spasmodically is not as satisfactory as keeping it before them all the time. It is best to feed all the milk sour and in containers not made out of galvanized iron. Milk is a wonderful drink for baby chicks and growing chicks. At noon or twelve o'clock we make another trip around to all the houses, if the sun shines and the windows or shutters have not already been opened all the way back we do so, because we want the direct sunshine to strike the chicks. We again examine the heater in case of kerosene burners, in hot weather, especially the burner needs watching to keep the flame from creeping up too high and causing trouble. Also examine feed troughs and water vessels. Use your eyes, look for dirt and trouble, but don't stop there, remove it. About the middle of the afternoon another round is made to all the houses, feed hoppers and the drinking vessels are cleaned, and refilled. At six o'clock the heater flame etc. At six o'clock the windows or shutters are lowered to keep inside of house comfortable. The cover is examined to be sure it is capable of keeping chicks warm for the night. At this time also burner and wick are cleaned and fuel tank refilled. Keep everything in and about the burner clean, free from dust or kerosene. Two things cause fire, one is to turn burner up too high and the other is to keep burner dirty and kerosene spilled all around the burner. At nine o'clock we make another trip, glance at the burner, note size of flame and also amount of kerosene in tank, take a good

look at the chicks to see if they are comfortable. They should hover around outer edge of cover all the way around the cover. We are now ready to lock up the house for the night.

Easter Items

The teachers meeting at Easter last Saturday was well attended. Only four teachers in the county were absent. In the evening pupils from the Jumbo school, directed by Prof. Matthews, presented the play, "In the Streets."

Mrs. Coconaugher and family attended the opening of the city hall in Hereford last week.

R. W. Crosswhite missed several days out of school last week on account of sickness. Others who have been on the sick list are little Joyce Carier and Susie Terrell, Mrs. Smith and son, Claude. Miss Lucyle Hughes spent the week end with her parents in Hereford.

Misses Ella Aikman and Mary Bradley of Hereford were visitors at Easter last Saturday.

Mmes. Ulman and Sam Hunter were dinner guests of Mrs. E. M. Allen one day last week.

Mrs. C. W. Frye and daughters were supper guests of Mr. and Mrs. J. L. Wilson in Hereford Saturday evening.

Mmes. Estes, Brooks, Woodlee, Hunter and Carson, Mr. and Mrs. Frank Easter and Rev. and Mrs. Naugle of Dimmitt attended the

The Whittington Clinic

H. D. Whittington, M. D.
Diagnosis, Surgery, Consultation.
J. R. Lemmon, M. D.
Infant Feeding and Diseases of Children.
J. W. Hendrick, M. D.
Internal Medicine, Diseases of Women, Obstetrics.
508-45 Oliver Eakle Building
AMARILLO.



YOU NEED GLASSES

—If your eyes feel tired, weak or strained, Kester's is the place to get them tested. Protect your eyes NOW—save trouble later.

Red eyes are responsible for innumerable ills. Don't neglect them! Glasses repaired promptly, changed or reframed.

F. M. KESTER
Jeweler and Optometrist.

THIS WEEK

By ARTHUR BRISHANE

LABOR SAVING MACHINES. EMPLOYMENT FOR ALL. TOM EDISON A YOUNG MAN. 17,000 YEARS FROM STONE AGE.

"If a drop of salt water could talk it would tell the whole story of the Pacific."

One Santa Fe freight train going through the Kansas City yards to Kansas, Oklahoma and Texas grain fields told the story of progress and prosperity in this country. It promised a solution of its labor problem, aggravated by immigration restrictions.

That train of thirty-one cars carried \$250,000 worth of combine harvesters and will soon be followed by a thousand carloads of these labor-saving machines. They cut grain, thresh it, pile up the straw, delivering the grain in sacks or by spout to miniature grain elevators. In Kansas last year they saved the work of 40,000 men.

Employment conditions are not satisfactory in New York State and Governor Smith instructs public officials to help "take up the slack" by putting men to work on public enterprises.

That should be, automatically, part of National and State programs.

A farmer finds something for his farm hands and his own hands to do in winter, when crops are in. A good farmer keeps his horses at work, earning their keep in winter, hauling wood or otherwise.

National and State governments all needing roads, canals, drainage, all sorts of improvements, should find work for everybody willing to work and at decent pay.

Thomas A. Edison says he is really 162 years old, because he

has done two days' work every day of his eighty-one years.

He did ten thousand years' work when he changed man's lighting system from kerosene to electricity. His habit of working two days in one accounts for the fact that mentally he is forty, not eighty-one.

An active mind stays young in man or woman.

Women grow old prematurely, because badly organized civilization gives them nothing to do except talk and dress when their children are grown.

Eskimos within reach of civilization, sell their valuable furs to white traders and wear coats of leather and cheap, ready-made suits. They can sympathize with some farmers that sell cream and butter to cities and eat oleomargarine.

"Flaming youth," dancing, drinking or shooting worries other countries also. Lawyers from Japan, France and Britain are now watching a Berlin murder trial. Hans Krantz, aged nineteen, helped his young friend, Scheller, and Scheller's sister, Hildegard, to pass an evening pleasantly with dance-

ing, tobacco and much drink. Hildegard, only sixteen, smuggled a friend, Otto Stephan, into her bedroom, and Hans attached to Hildegard, told the girl's brother he ought to kill Stephan. He did it, then killed himself.

The question is, did Krantz commit murder when he told his friend, "Avenge your sister's honor by killing the man?"

Americans talk today of many things—prosperity, politics, assorted crimes, sports.

News that will interest future generations is the fact that actual moving pictures of human beings were sent through the ether, without wires, across the Atlantic Ocean.

Human beings actually saw each other separated by three thousand miles of water.

If that is done by a race only

17,000 years from the Stone Age, who can doubt that a million years hence our race will see pictures coming through the ether of life on other planets.

Mr. Bonifis, through his Deaver Post, tells the world he wants "every family in the United States to own a home, automobile and radio" because "this would tremendously increase the happiness and prosperity of our people."

It would have seemed preposterous in Rome to suggest that anybody but the Emperor and a few of the great should own a bathtub. There was serious protest against installing the first bathtub in the White House, on the ground that it was not democratic. The Bonifis' trinity of comfort—home, automobile and radio—for every family will be realized, plus freedom from worry in old age, more important than the other three.

teachers meeting here last Saturday.

In the afternoon of February 23 several of the ladies of this community met with Mrs. Allen and her mother, Mrs. Cason as hostesses and organized the Easter Home Improvement Club. The following officers were elected: Mrs. Carl Frye, president; Miss Maggie Coconaugher, vice president; Miss Edle Lee Allen, secretary treasurer; Mmes. Allen, Stagner, Henry and Chambliss, program committee. After the business meeting a special hour was enjoyed while the hostesses served refreshments to Mmes. Coconaugher, Terrell, Stagner, U. Hunter, Sam Hunter, Chambliss, Henry, Frye and Misses Maggie Coconaugher, Olive Stagner and Edle Lee Allen. The club will meet with Mrs. George Chambliss on Thursday, March 8.

First Methodist Church

E. B. BOWEN, Pastor.

Sunday school at 9:45, N. M. Bartley, superintendent.

Morning and evening worship, conducted by the pastor. The Sacrament of the Lord's Supper will be observed at the 11 o'clock hour. The evening service will begin at 7:30. There will be special music at each service. Mrs. A. C. Thompson and Miss Salome Copeland will sing at the morning hour. We had a splendid day last Sunday. There were fourteen additions to the church. Our revival meeting will begin on the eighth of April. Miss Harriet Winnie Wiggs of Paris, Texas, will assist with the music and hold special services for the children and young people. Miss Wiggs is a very gifted young woman and we feel fortunate in securing her help. She gives all of her time to this work. We will be glad to have you worship with us any time.

COMMISSIONERS' COURT WILL SELL

On Monday, March 12th, 1928, the Commissioners' Court will receive bids on the pumphouse and pumping equipment now located on the Court House lawn. The Court reserves the right to reject any and all bids.

EARL W. WILSON,
County Judge.

The poor murderer is certainly to be pitied these days, since the jury will decide he's crazy if he pleads insanity and the public will decide he's crazy if he doesn't plead insanity.



Have Your New Spring Suit Made to Order

A man's business success— as well as his social success— is often promoted by his neat personal appearance.

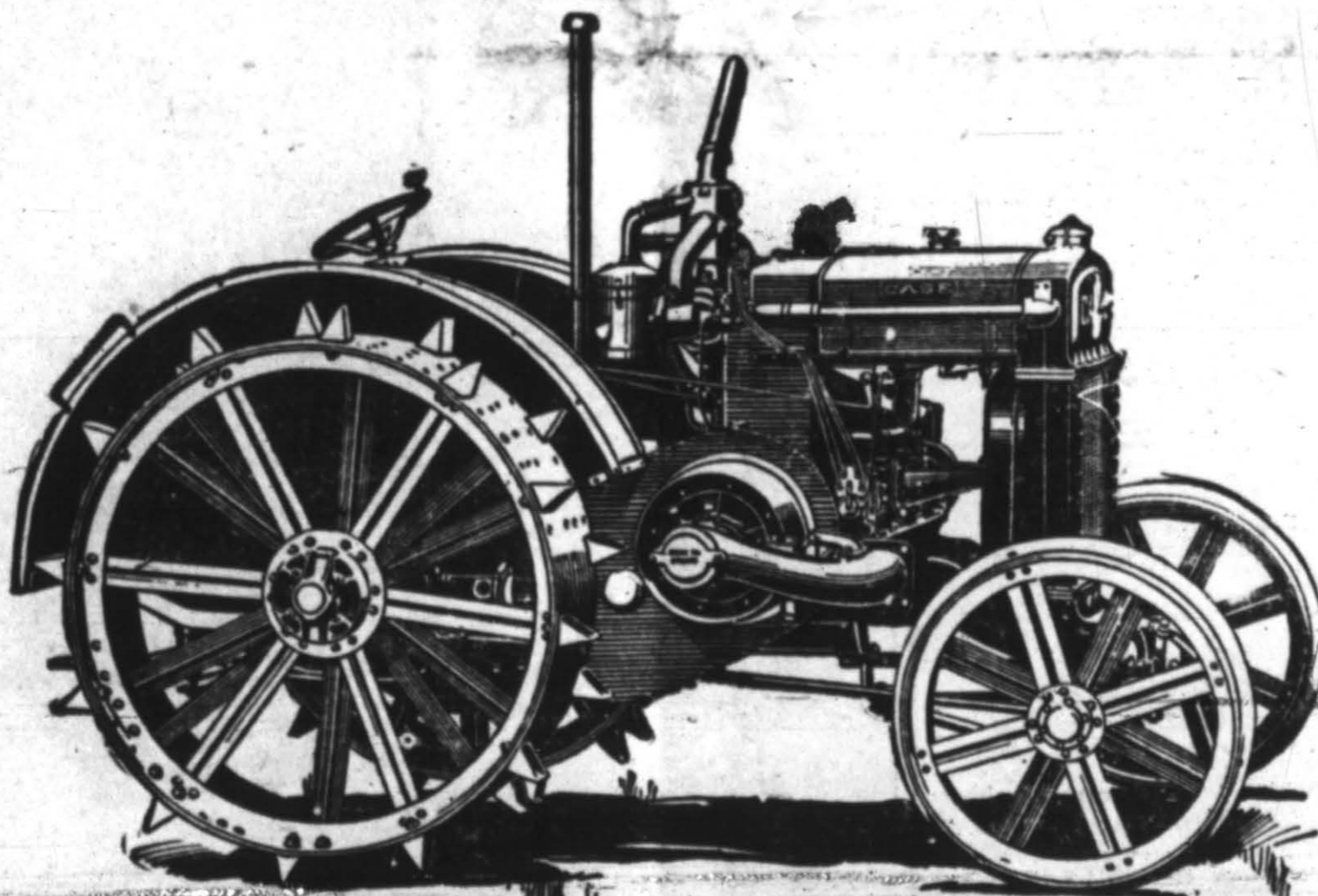
We have a wide assortment of new spring materials. Come in and look at them—then make your selection.

Our prices are reasonable and we will give you quick service.

WEST'S Tailor Shop

Baby Chix OF QUALITY.

Poultry Supplies
Garden and Field Seeds
Plants of All Kinds
Incubator Supplies
Ask for Price List.
C. E. WHITE SEED COMPANY
Plainview, Texas.



"USEFUL AND PROFITABLE"

Because it is dependable under all conditions and can be used for so many operations, a Case tractor is the most generally useful machine on the farm.

"We have used our Case 18-32 to good advantage this year in plowing, disking, harrowing (three times over in two fields, to kill weeds), threshing, silo filling and corn shredding. We also graded six miles of road and threshed for nine neighbors. We find it a very useful and profitable machine."

The Case engine holds many records for fuel economy. It operates equally well in hot weather and cold. It is simple and easy to handle. Case tractors ten years old are still going strong.

When you own a Case tractor, you have the best and most useful tractor money can buy—and the most profitable.

The next time you are in town, come in and learn how Case power farming machinery makes for more profitable farming.



The Sign of Outstanding Quality is—

- Tractors
- Thrashers
- Combines
- Silo Fillers
- Hay Balers
- Wind Engines

Also—
Grand Detours
Plows and
Tillage Tools

C. A. SKELTON, Dealer, Hereford, Texas

CASE

Spooky! Scary!

A Four-Act Mystery Comedy

"The Ghost Bird"

—Presented by the J. O. B. Dramatic Club of the First Baptist Church. Proceeds to go to new church building fund.

High School Auditorium

Friday, March 2

8:00 P. M.

15c-30c

Thrilling! Mysterious!

MAKE YOUR COWS

EARN REAL

REVENUE FOR YOU

IT'S EASY WITH

THIS GOOD FEED—

MERIT

West Texas Feed & Seed Co.
Phone 265

SPECIALS

Friday and Saturday

Mrs. Housewife, may we suggest that if you are not already a regular customer here, you take advantage of these specials this week-end and get acquainted. We're always glad to meet you. Phone for food.

- Primrose Corn, No. 2 cans ----- 15c
- Concho Peas, No. 2 can ----- 14c
- Peaches, Yellow Cling, No. 2 1/2 can ----- 22c
- N. B. C. Crackers, 6 pounds ----- 72c

EXTRA SPECIAL ON ADMIRATION COFFEE—ASK FOR IT.

MONT E. BAKER

Groceries We Buy Eggs and Pay Highest Price

AUCTIONEER

W. S. WILLIAMS

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

SEE ME OR THE HEREFORD BRAND FOR YOUR SALE DATES.

I pay the advertising on all sales that total \$1,000 or over and charge no more.

Something New! SOMETHING DIFFERENT!

CANNED GOODS SPECIAL

CANNED GOODS SPECIAL—Includes this entire assortment: Two No. 2 cans Best Corn; two No. 2 cans Best Tomatoes; two No. 2 cans Best String Beans; two No. 2 1-2 cans Best Homing; two No. 2 cans Best Kraut; two No. 2 cans Best Peas; two No. 2 cans Best Spinach; two No. 2 cans Best Turnip Greens; and two No. 2 cans Best Pork and Beans. Special for Friday and Saturday—ALL FOR \$2.59

HEREFORD WHOLESALE GROCERY

L. W. Carlyle

Progressive News

Mr. and Mrs. Howard Morrell and Mr. and Mrs. Barney McCaskey of Ford attended singing at Progressive Sunday night. We are glad to have your co-operation. Come again and bring some one with you.

Mr. Sheppard of Amarillo and Loyd Roberson of Hereford were visitors at Progressive singing on Sunday night. We appreciate your help and enjoy your singing. Come again.

There was a big attendance at Progressive Sunday night and lots of good singing. We are always glad to have other communities visit us and extend a hearty welcome to all.

Sing-song program for March 4: Opening song—Mr. Reeves. Song: Ova, Vernon. Quartet: arr Mr. Garrett. Song: Mary Ella Hershey. Song: Mildred Ricketts. Special selections: Mrs. Lewis. Reading: Catherine Ricketts. Duet: arr Eunice Caldwell. Quartet: arr Mrs. Ramsey. Song: J. C. Gregory. Selections: Mr. Ramsey. Song: Jessa Caldwell. Song: Luke McBrier. Closing song: Catherine Hershey. Benediction: Mr. Cockrell.

Mr. and Mrs. John Rector spent the week end visiting her parents, Mr. and Mrs. W. C. Russell.

Mrs. Reeves and small children are on the sick list this week. Mrs. John Counts and children, who were sick the past week are very much improved.

Mary Ella Hershey spent Saturday night with Wanda Blagg.

Wednesday night Frank Corn visited in the Sawyer home.

Mrs. Jacobs and sister, Mrs. Walls, visited Mrs. Ben Reeves Sunday afternoon.

Mrs. Ira Ricketts and Miss Mildred called on Mrs. Ray Hershey and Mrs. Samuelson Monday afternoon.

Mr. and Mrs. A. S. Higgins and children visited in the Hershey home Sunday afternoon.

Mrs. Jim Parks and family spent Sunday with their daughter, Mrs. J. E. Henry.

J. E. Cockrell and family attended a birthday dinner at the Chandler home Sunday. The occasion was in celebration of the birthdays of Mrs. Kibbe and Mr. Chandler.

Miss Mary Hatchett spent the week end visiting Miss Velma Williams of Hereford.

Catherine Ricketts spent Saturday and Sunday with her friend, Anita Jowell of Hereford.

Maxine Beach, small daughter of Mr. and Mrs. Mack Beach was able to be taken home Saturday. She has been very sick at the home of her grandparents in Hereford. We are glad that Maxine is improving.

Mr. and Mrs. Carl Frye spent Sunday afternoon in the Russell home.

Portia Jacobs spent Saturday night visiting in the Counts home.

Sunday afternoon Bennett Sawyer visited in the Sawyer home. Melvin Webb visited Edgar Russell Monday night.

Sunday Jim Blagg and family were dinner guests in the home of Mrs. W. O. Miles.

Jim Ricketts spent several days last week end visiting Luke McBrier.

The Junior and senior classes of Progressive Sunday school held a party at the school house Friday evening, February 24, and report that they had an enjoyable time. Refreshments of fruit and cake were served.

Mrs. Samuelson, Misses Gusta and Lois Samuelson, Mary Ella Hershey, Catherine Hershey, Wanda Blagg, Augustine Gregory and Messrs. Arnold Hershey, Otto Samuelson, J. C. Gregory and Millard

Gregory attended singing at Dimmitt Sunday.

Progressive basketball team expects to play the Ward team at Ward Friday afternoon.

Flagg News.

Mrs. Ernest Jones and little son who have been in Lubbock for some time, returned to their home here Tuesday.

Several of the community attended the funeral of Mrs. Elover at Dimmitt last Saturday afternoon.

Mrs. McGee had as dinner guests Sunday Mr. and Mrs. Cryer. Rev. Coe filled his regular appointment here Saturday and Sunday.

Mrs. Nell Armes and children, Gwendoline and J. P. spent the day with Mrs. W. T. Summer last Thursday.

Several from this community attended the singing convention at Dimmitt Sunday and all report a good time and one of the best conventions Castro county has ever had.

Mrs. McGee entertained the ladies aid at her home Thursday afternoon. Eleven members were present and an interesting lesson was enjoyed.

Mr. and Mrs. Raburn spent Sunday afternoon with Mr. and Mrs. McGee.

Ford Doings

A light snow fell Friday afternoon and night, preventing us from having our club meeting Friday night. This was the first time we have had to postpone a meeting since the club was organized about a year ago.

Coy Stone of Paris, Texas, came Monday and will make his home this year with his sister, Mrs. Bob Orr.

Mr. and Mrs. J. E. Hill and Mrs. Emma Jones of Hereford, and Mr. and Mrs. Barney McCaskey were dinner guests Sunday of Mr. and Mrs. Howard Morel.

George and John Remple went to Hereford Thursday afternoon.

Fred Brunson spent part of last week in Amarillo where he was under medical care. He is improved at this time.

Mr. and Mrs. John Whitsett shopped in Hereford Thursday.

Floyd Benson made a business trip to Amarillo Monday.

Denson Hill of Summerfield and J. E. Hill of Hereford spent last Thursday afternoon at the Hill ranch.

Mr. and Mrs. Andy Thomas ate dinner with Mr. and Mrs. Hardy Benson Friday.

John Lenox of Shamrock was a visitor here Friday.

Mr. and Mrs. Howard Morel attended singing at Progressive Sunday night.

A number of farmers here are sowing oats and others are breaking sod.

Mr. and Mrs. Lynn Powelson spent Thursday in Hereford.

R. O. Dunkle of Hereford was here Thursday.

Barney McCaskey spent most of last week at his ranch near San Jon, New Mexico.

weeks Electra will have as its newest institution the American Business College, Incorporated.

Valera—Valera formed its first chamber of commerce here recently under direction of the Coleman Chamber of Commerce.

Las Cruces, N. M.—Irrigation and reclamation will be major phases of the Western Regional Conference to be held here March 15-17 by delegates from eleven western states.

Floydada—Floydada served 500 guests at its annual chamber of commerce banquet with a cost of less than \$100, all products were of Floyd county.

El Paso—H. L. Birney, president of the Broadway of America Association and regional director in this state, will attend the conference to be held in Memphis, Tennessee, April 20 and 21.

Hamilin—Bowen Pope, Hamilin editor, has been awarded \$50 in gold as prize for writing the best article on the town of Lamesa. The Lamesa Chamber of Commerce sponsored the contest.

Ablene—All West Texas is beautifying and cleaning up following out a program announced by President Haynie and Manager Wade of the West Texas Chamber of Commerce.

Hale Center—Work is nearing completion on the new one-story brick building here.

Bledsoe—Having successfully secured a druggist through service of the West Texas Chamber of

Commerce, Bledsoe is now seeking a physician through aid of the regional organization here.

Wichita Falls—Wichita Falls dedicated its new \$750,000 Memorial Auditorium February 29 and March 1 with two evenings of grand opera.

NOTICE OF ELECTION.

NOTICE IS HEREBY GIVEN that an election will be held in the City of Hereford, Texas, on the first Tuesday in April, 1928, same being the 3rd day of said month; said election to be held at the City Hall, in the City of Hereford, Texas, for the purpose of electing a Mayor and two City Commissioners of the City of Hereford, Texas, for the ensuing two years.

The Polls of said election will be opened at 8 o'clock A. M. and closed at 7 o'clock P. M.

Every person not disqualified by law who shall have obtained the age of twenty-one years, and who is entitled to vote for members of the Legislature, and shall have resided within the corporate limits of the City of Hereford, Texas, for six months next preceding the

date of said election shall be entitled to vote.

J. H. Pitman and J. O. Ricketts are hereby appointed as Presiding Judge and Associate Judge respectively, of said election, with authority to hold the same in accordance with the statutes of the

State of Texas, and to make returns thereof as required by law. DATED AT HEREFORD, TEXAS, this, the 6th day of February, A. D. 1928.

E. S. IRELAND,
Mayor of the City of Hereford,
Texas.

Announcement!

We Are Equipped to Give Better Service Than Ever Before.

Awning orders now for spring delivery will be priced at our low January figures.

Write us for prices and samples. We quote prices without obligation to buy.

Amarillo Tent and Awning Co.
206 West 10th Street.

BILLIE DOVE IN STIRRING DRAMA OF NEW ORLEANS

New Orleans and San Francisco are generally regarded as the two most romantic cities in America. Today most cities are a good deal alike and the skyscraper is replacing the quaint and characteristic architecture of the past.

But both New Orleans and Frisco are still noted for their marvelous eating places.

In "The Love-Mart" the George Fitzmaurice production for First National Pictures, which comes to the Star Theatre next Monday and Tuesday, a dining room of cafe of the early years of the last century in New Orleans is portrayed. It is decidedly picturesque.

Billie Dove is the heroine of the film and is a lovely figure in her quaint and charming costumes of First Empire design. Gilbert Roland is the romantic hero and Noah Beery is a swashbuckling villain.

The scenes in the old streets, the slave auction, a fencing academy and an old inn are delightful; and the story is one of the most romantic that has reached the screen.



There are over 20,000,000 Passenger Automobiles in the World, and 17,000,000 of these are in North America. There are more new drivers appearing every day, creating a growing reason for the thoughtful owners to protect themselves by Automobile Liability, Property Damage and Collision Insurance. Is it wise for you to assume ALL the risks of loss or lawsuit? Consult this agency BEFORE your accident.

PLAINS INSURANCE AGENCY
John Patton - Manager
Hereford, Texas.

What's Doing In WEST TEXAS

Stamford—Vote of the executive board of the West Texas Chamber of Commerce on the report of the Special Water Rights Committee made February 13, stood 50 for adoption of recommendations, none opposed, February 25.

Odesa—Formal opening of Odesa's new Texas and Pacific railway station is scheduled for March 15.

Electra—Within the next two

THE Least AND THE Most

The least we can say about WILLARD—Thread Rubber Insulation — BATTERIES, happens also to be the most that can be said for anything. *They are THE BEST.*

Willard Battery Station
VERN WITHERSPOON

The ABC's of Success with Chicks

ONLY 30% of chicks fed an average ration live. When fed properly, at least 90% can be saved. Chicks need a food to give them warmth, strength, energy and vitamins for life and growth. This is the reason 1,922 hatcheries say feed Purina Chick Starters, the buttermilk starting ration which contains Cod Liver Oil. We will be glad to tell you of a feeding plan that is as simple as A B C. You'll be chicks ahead, money ahead. Come in.

JONES & McLEAN
Phone 1 Hereford, Texas

WATER TANKS

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

Hereford Sheet Metal Works

REAL ESTATE

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

ROCKWELL BROS. & COMPANY

LUMBERMEN
Phone 4
SATISFACTION MUST BE YOURS

Pickwick Service

THE REVISED SCHEDULE

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

East Bound	West Bound
9:25 a. m.	9:45 a. m.
1:45 p. m.	4:25 p. m.
10:35 p. m.	8:55 p. m.

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

5% LAND LOANS

Correct Abstracts

THOMPSON & IRELAND

Hereford, Texas

The BIBLE Teaches
THAT SIN CONDEMNS

"Wherefore, as by one man sin entered into the world and death by sin; and so death passed upon all men, for all have sinned."

Therefore the Lutheran Church Teaches:
SIN CONDEMNS YOU.

ON TIPTOE

Stewart Edward White

Illustrations by Henry Jay Lee
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(Continued from Last Week)

Never had she experienced such profound stillness. Burton became conscious of the beat of her pulses, the singing of her ears. By holding herself, quiet she could even hear faintly the roar of the sea; and that was over a range of high mountains and many miles away. She struck another match. One—two. Some one stirred in the other shelter; arose and poked the embers of the fire to a flame. Burton thought it must be Ross Gardner. She turned her head impatiently. How near the surf sounded!

Overhead a tiny twig struck the canvas with a sharp spat. After an interval another, and another. Suddenly Burton thrust open the flap and thrust her head and shoulders through.

The roar of the surf was now even more plainly to be heard. A warm drop splashed her forehead; another her cheek. Air was stirring, soft as velvet.

The man at the fire was not Gardner, but Davenport. The young man had on a yellow slicker and sou'wester hat. He looked up and caught her eye.

"She's coming," he said cheerfully. "Listen to her!"

And then Burton suddenly realized that the roar was not of the surf, but of the tempest hurrying through the forest.

She stepped to the fire, glancing curiously at the recumbent figures under the other shelter.

"Once a man's asleep, he's hard to awaken until after 8 o'clock," Davenport answered her unspoken wonder, "unless he's been brought up in the open and so is sensitive to outside things. But they'll probably awaken quickly enough in a few minutes."

"Oughtn't you to awaken Mr. Gardner to witness he's lost his bet?" she asked.

"He probably wouldn't acknowledge these few drops as rain," said Davenport easily. "He's a natural quibbler."

"There are less than four minutes," Davenport glanced at his own wrist watch.

"Three," he said composedly. "Gardiner and I set our watches alike, you recall."

"Oh, dear!" cried Burton. "Don't worry, it will be here in less than two. Listen."

The roaring was louder. "It frightens me," she confessed, "it's like the approach of a ravening wild beast."

"You are safe," he told her in confidence. "I'll answer for it. Believe that and enjoy it as the great and fearful spectacle it will be. But get into the tent now. You must not get wet for there will be no chance to dry off when this hits it will come in buckets."

They turned together to the tent. One of the figures under the shelter stirred uneasily, some faint echoes of the turmoil penetrated his dreams.

"When the wind comes before the rain, hoist your topsails up again; when rain comes before the wind, topsails down and balliards mind!"

Thus chanted Davenport in a full voice. Overhead Burton heard a hurried patter as though many little feet scurried across the canvas, then succeeded a drumming.

"Roll out! Roll out!" yelled Davenport. "Roll out and see it rain! At a thousand drops for a

cent my ten thousand would be overpaid a million times!"

CHAPTER VI Simmins Brightens Up.

A tiny fire blazed merrily at the edge of the shelter, a marvelous sight in all this deluge to Burton when she turned out in the morning. Her father and Gardner sat leaning against a log in the background and Simmins fussed with a coffee pot over a small gasoline stove. Grimstead looked good-natured and amused by the turn of events; Gardner was company-manners polite, which meant that he was disgruntled; Simmins was bright and chipper.

There was no doubt of it; something had happened to Simmins. His manner was free and independent and human; no longer did he conceal rigidly his naturally frivolous proclivities.

"Coffee, Miss," he should have enunciated mechanically. Instead of which he remarked: "That'll warm you up."

That morning Davenport found Simmins clad in a mackintosh, delving into the pockets of the larger car.

"You certainly did call the turn!" said Simmins. "I congratulate you, sir! And to rook his ribs does my heart good! I'll buy me a little souvenir with the tinner you let me in for. I suppose that goes, sir?"

"Certainly," laughed Davenport. "You'd better make yours a Liberty bond though, Simmins, if you take my advice."

"Liberty bond, sir, with a tinner?" puzzled Davenport, also pretending to be puzzled. "Oh!" he stimulated enlightenment. "I see! Did you imagine for a moment I'd bother with a sum like ten dollars?"

"What else, sir?" asked Simmins uneasily.

"Then hundreds, of course," replied Davenport.

"Good lord! If it had not rained I'd have been out a thousand dollars!"

"Most certainly," Davenport assured him seriously. "As it is, you shall have my check for a thousand the moment Mr. Gardner pays his debt."

And now you know why Simmins passed the coffee in that care-free, awashbacking spirit—that it would warm her up.

"Looks as if it might rain forever," remarked Grimstead after a pause.

Davenport glanced at his watch and made a rapid calculation.

"It will stop at ten minutes to ten," he stated.

"I'll acknowledge that you called the turn on this storm, but you're cutting it too fine," said Grimstead. "Be reasonable."

"Nevertheless, if you'll allow me five minutes either way," smiled the young man, "I'll lay anybody another bet." He glanced at Gardner, who did not look up.

The millionaire laughed. "Well, you're a good sport. I'll say that for you. I'm no heavy gambler like you young fellows with lots of money. I'll bet you a box of cigars just to make it interesting."

"All right."

"By the way," added Grimstead, "didn't you say something about a tree—?"

"It's down, square across the road," interrupted Simmins eagerly.

"The deuce you say!" Grimstead sat up. "How many others are down?" he inquired after an instant.

"None sir; not one!" cried Simmins triumphantly, as though the glory were his own personally. "I took especial pains to look."

"This is the most extraordinary exhibition of either fanatic bull luck or prophecy or a mixture of both I have ever witnessed!" said Grimstead. "It's—it's almost uncanny!"

"Not at all. The story was the exact product of a whole series of causes and effects working out, and

as the causes and effects were all subject to physical law which is unchangeable, any prediction as to the time or the direction or the strength or duration of a storm can be entirely exact, provided it is based on those causes and effects."

CHAPTER VII.

A Startling Discovery.

At the hour predicted by Davenport the rain ceased and the clouds broke in the instantaneous California fashion to admit a bright shining sun. The whole world was a glitter with jewels, and little mists eddying through the forest drifted in and out of steady, broad shafts of light. Grimstead stared curiously at Davenport's little machine.

"Make her yourself?" inquired Grimstead.

"Such as she is," acknowledged Davenport. "I didn't use much pains with her looks because she is just an experiment. I'm trying something out."

"You said that she was electric driven?" queried Grimstead.

"Yes."

"And I suppose charging a battery costs nothing," struck in Gardner scornfully, "and there are charging stations everywhere."

"Often enough for my purpose," rejoined Davenport with entire good humor.

"I should think you'd want more speed and power," observed Grimstead.

"Geared as she is I can make 50 an hour on a paved road and that means power for anything within reason—I haven't had it brake-tested, but it must develop between 35 and 45 horsepower."

"Your battery can't have a long charge-life at that rate," pursued Grimstead. "I don't see how you keep charged. How many hours do you make?"

(TO BE CONTINUED)

Feeding Grain Sorghums

LUBBOCK.—Dean A. H. Leidigh of the agricultural school of the Texas Technological College, said he found great interest among the Plains farmers in the matter of feeding grain sorghums during his recent trip with the Santa Fe demonstration train.

With grain sorghums the principal feed crop of the Plains country Dean Leidigh attached much importance to the effort of farmers to utilize this crop in feeding chickens, dairy cows and other stock. He found that already a good many are mixing and grinding feeds at home with considerable success.

The animal husbandry department at Tech will be glad to furnish anyone interested helpful information regarding proper rations free of charge. W. L. Stangel, professor in this department, has worked out and has for free distribution the following: Plains dairy cattle rations, fattening rations for cattle, rations for fattening hogs, rations for breeding

logs, poultry laying mash and growing mash for chicks over six weeks old.

The office should seek the man, but if a man waited for it to

seek him every morning he might have to go hungry.

Many a chap who acts like a caveman before marriage, looks like a cave two years afterward.

BUICK SERVICE STATION

LANDRUM AND LEWIS

Tires, Tubes, Accessories
Washing, Greasing, Storage

TOW-IN SERVICE

Phone 392

Used Tractors and Farm Equipment

We have on hand several used tractors, as well as other kinds of power farming equipment which we offer at attractive prices and terms. There are some real bargains in this list, which we will be delighted to show you, at either our Hereford, Dimmitt or Friona offices. Among others we have:

TWO GOOD USED CREAM SEPARATORS.

- One 10-20 McCormick-Deering Tractor, with lister and four-disc plow in good condition.
- One 10-20 Tractor, just overhauled, in fine shape.
- One Farmall Tractor, A-1 condition.
- One good 10-20 tractor.

See us for parts and repairs—we are rarin' and ready at all times to serve you.

R. B. R. Implement Company

FRIONA HEREFORD DIMMITT
The Home of International Products.

Budweiser Real Quality Malt Syrup



The Best Seller

From coast to coast because of what goes into it and the care with which it is made. Plain and hop flavored. Strictly union made. Increase food value with malt syrup.

ANHEUSER-BUSCH, St. Louis
CAMPBELL ICE CREAM & BOTTLING CO. Distributors
WESTERN WHOLESALE CO. Amarillo, Tex. RM-57

LIFE INSURANCE
and
FARM LOANS

Frank Barber

Representative
SOUTHWESTERN LIFE
INSURANCE CO.

RECIPE for CHEERFUL Breakfasts



A morning appetite is easily discouraged. There are times when cold toast or charred toast is almost a tragedy. That's why people are turning to toast made electrically, right at the table where it can be watched and served piping hot at exactly the right moment.

A Westinghouse Turnover Toaster brings every convenience of electric toast. It takes a full sized slice of bread in each rack; it toasts quickly and evenly; lowering and raising the rack turns the slice for toasting the other side. No trips to the kitchen; no fuss or bother. It's truly a recipe for cheerful breakfasts.

Westinghouse made the first toaster with the turn-over feature. It still makes the best.



Westinghouse Turnover Toaster

The "mistake" of the Breakfast table

IN THE SPOTLIGHT
PART TWO
TRACTORS
More Power
from Cheaper Fuel
M. D. WOMBLE, Agent, Hereford, Texas

GUARD YOUR KIDNEYS NOW!
Did yourself of "creeping flu." Put your body in trim by cleaning up your blood from the slow down poisons poured into it by inactive kidneys, liver and bowels. You may rely upon the famous old Dutch National Household Remedy—in use since 1695. The original and genuine.
HAARLEM OIL
All Druggists Three Shells

Texas Utilities Company
Hereford, Texas



The Lowest Price ever placed on an automobile with Body by Fisher!

The COACH \$585

- The 4-Door Sedan \$675
- The Coupe \$595
- The Sport Cabriolet \$665
- The Imperial \$715
- Utility Truck (Chassis Only) \$495
- Light Delivery \$375 (Chassis Only)

Wherever automobiles are driven, the "Body by Fisher" is recognized as a hallmark of quality. Everywhere, it identifies automobiles that are distinguished for style, beauty, and comfort. The sensational success of the Bigger and Better Chevrolet is largely due to the fact that it brings all these exclusive advantages of Fisher styling and craftsmansmanship within the reach of everybody, everywhere!

Body by Fisher. Long, low and racy... finished in genuine Duco... and with its body built of selected hardwood and steel—it offers all those qualities of beauty, comfort and safety that are characteristic of cars costing hundreds of dollars more! Come in today and inspect the Bigger and Better Chevrolet. Note the advanced engineering in every unit. Go for a drive and learn the full meaning of Chevrolet performance. Learn, like tens of thousands of others have, that here is the world's most luxurious low-priced automobile!



Consider, for instance, the Chevrolet Coach—which carries the lowest price ever placed on a car with

Brumley Chevrolet Co., Inc.
Hereford, Texas
QUALITY AT LOW COSTS

Some Mighty Fine Week-End Specials

75c Vick's Salve	60c	50c Mentholatum	40c	35c Energine	30c	\$1.00 Wine of Cardui	75c
\$1.20 Syrup Pepsin	90c	Putnam Dye, 2 packages	25c	Diamond Dye, 2 packages	25c	Rit, 2 packages	25c
\$1.20 Listerine	90c	50c Bayer's Aspirin	35c	Listerine Tooth Paste, 2 for	35c	50c White Pine Cough Syrup	30c
50c LeGear's Stock Powder	30c	Colorite Hat Dye	20c	One 65c Package of Kotex at New Price			45c

PHONE 300.

THE CITY DRUG STORE

HEREFORD, TEXAS

STAR THEATRE

HEREFORD, TEXAS

Thursday and Friday

MARCH 1-2

ZANE GREY'S

"The Mysterious Rider"

with JACK HOLT.

Saturday Matinee and Night

MARCH 3

"Painting the Town"

with GLENN TRYON AND PATSY RUTH MILLER

Monday and Tuesday

MARCH 5-6

BILLIE DOVE

"The Love Mart"

Wednesday and Thursday

MARCH 7-8

"Wickedness Preferred"

with LEW CODY AND AILKEN PRINGLE

Friday Night Only

MARCH 9

CLARA BOW

in "IT"

Saturday Afternoon and Night

MARCH 10

TIM MCCOY

"Foreign Devils"

Time of Shows 7:00-8:40

Saturday Matinee 2:00-3:30

A good, snappy, all-wool suit, with extra pair of trousers, only \$35.00. ORR'S TAILOR SHOP. 51-1f

Ladies' Silk Hose for 19c at SKELTON'S 19c Sale—Starts Saturday.

Local Happenings

Miss Dyalthia Stovall was a Canyon visitor Saturday night.

Mrs. H. S. Gooch and son, Horace, of Amarillo, were here visiting friends Friday afternoon.

Feed MERIT Chick Starter. WEST TEXAS FEED & SEED COMPANY.

Eastman Kodaks and Films. CLARK'S DRUG STORE.

Ray Barber was in Amarillo on business last Friday.

Two pairs canvas gloves for 19c at SKELTON'S 19c Sale—Starts Saturday.

Some of our customers say our store is a fine place to trade. Why not try us with an order and be convinced. H. & M. GROCERY.

Fancy Printed Tub Silks. D. R. GASS & SON.

Jim Chamlee of Dawn was a business visitor here Wednesday.

Cordova Purses. At CLARK'S DRUG STORE.

Bring us your produce. WEST TEXAS FEED & SEED CO.

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

Six rolls toilet paper for 19c at SKELTON'S 19c Sale—Starts Saturday.

Jacks for any car or truck at RICE'S.

Fancy Printed Tub Silks. D. R. GASS & SON.

New Printed Indian Head for Spring Dresses. D. R. GASS & SON.

Don't fail to see "Spring Carnival," given by the Y. M. M. S., March 9 and 10. Watch for next week's announcement. 7-3c

Mr. and Mrs. Bob Wilson returned Friday after spending the winter in Stockton, California.

Box Paper. CLARK'S DRUG STORE.

Try a Want Ad in THE BRAND.

Six pencil tablets for 19c at SKELTON'S 19c Sale—Starts Saturday.

Garden seeds—buy them now. WEST TEXAS FEED & SEED COMPANY.

Lee D. Olive, deputy state fire marshal, was in Hereford on business Tuesday.

A six-tube Atwater-Kent radio complete, nothing else to buy, for only \$95.00. ORR'S TAILOR SHOP. 51-1f

Mr. and Mrs. F. U. Randall of Amarillo were visitors Sunday in the R. Jowell home here.

WANTED—Good used tires in trade for Brunswicks. At RICE'S.

New Printed Indian Head for Spring Dresses. D. R. GASS & SON.

Ten quart water pail for 19c at SKELTON'S 19c Sale—Starts Saturday.

A life time with horses; twenty-one years motor driving. Recently I let the first car wreck me. Who is to blame for lack of money to buy a new one? DR. F. E. BOWE. 4-1p

Miss Gwendolyn Spradley came down from W. T. S. T. C. to spend the week-end with her family.

Miss Martha Duncan spent the week-end here.

Johannie McClendon made a business trip to Canyon Monday morning.

Try RICE'S INSTANT TIRE SERVICE—you'll be sure to like it.

Look over our new spring samples. A dandy, snappy, all-wool suit, \$25.00 to \$27.50. ORR'S TAILOR SHOP. 51-1f

C. S. Richards was in Amarillo on business Monday afternoon.

Fancy salad bowls for 19c at SKELTON'S 19c Sale—Starts Saturday.

Use Nepto for rough skin. Sold by CLARK'S DRUG STORE.

Selberling quality plus a year of insurance covering all manner of injury. RICE SELLS THEM.

Mr. and Mrs. Charlie Carroll motored to Amarillo Sunday afternoon.

Mrs. J. T. McDonald visited in Amarillo Sunday.

Cotton Pongees for Spring Dresses. D. R. GASS & SON.

Nearly every one knows enough to come in out of the rain. But after the rain you need tire chains. RICE SELLS THEM.

Mr. and Mrs. J. E. Beyer and Miss Maurine Beyer spent Sunday in Amarillo.

John W. White, editor of the Friona Star, was a business visitor in Hereford Tuesday afternoon.

"Where there is no vision the people perish." Buy Glare-Shields at RICE'S.

Misses Doll Megert and Ruth Elliston were Canyon visitors Sunday afternoon.

Cotton Pongees for Spring Dresses. D. R. GASS & SON.

We are silling that good Vernon flour. Every sack guaranteed. Priced right—try a sack. H. & M. GROCERY.

20 x 40 Turkish towels for 19c at SKELTON'S 19c Sale—Starts Saturday.

BAKE SALE SATURDAY.

Circle Four of the Baptist church will hold a bake sale Saturday, March 3, at the Piggy Wiggy Store, proceeds to go to new church building fund. 7-1p

CARD OF THANKS.

To the many kind friends whose sympathy and love was so deeply appreciated during our recent bereavement, we, sons and daughters of the late Mrs. B. F. Turner, desire to express our sincere thanks. Mr. and Mrs. Cecil Turner, Mr. and Mrs. H. S. Duncan, Mr. and Mrs. Banks Cobb, Mrs. A. L. Hopkins, Mr. and Mrs. J. A. Turner.

CARD OF THANKS.

We, as the T. E. L. class, wish to express our thanks to each and every one of the merchants who contributed to our crazy auction sale. Also to those who patronized our chicken dinner, that being very well attended, diners numbering over three hundred. Still we have more to be thankful for to Mr. and Mrs. Baer for the use of their building. Also to Col. Ray Barber and B. R. Dixon and Messrs. Orr, Bowe, Whitechurch and Goodnow, who donated their time and services until all was completed. MRS. W. I. VALENTINE, President.

Twelve-Year-Old Girl Wins Best Song Prize

CANYON.—Miss Lilla Beth Burroughs, twelve-year old daughter of Mr. and Mrs. E. Burroughs of Canyon, has just been awarded a prize of five dollars for the second best song submitted in a national contest conducted by the St. Louis, Missouri, Safety Council. This Council endeavors to instruct children as to safety in the streets and in the home. The song which was sent in by Lilla Beth Burroughs was sung over radio and heard by thousands of children. In St. Louis there are 10,000 children who belong to the Safety Council and only six of this number have met with serious accidents during the past year.

TRY A WANT AD IN THE BRAND.

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

BIG SQUARE

We are enjoying the effects of the recent snows and farmers predict a big wheat crop this season. More land is being worked and several new places are being improved.

Mr. and Mrs. Rosa Mick went to Hereford Thursday night to witness the turning on of the city lights. Mrs. Mick returned home Friday evening.

A. L. Haberer returned last Sunday from a visit with his sister, Mrs. George Nelson at Idaho Falls, Idaho.

Mr. and Mrs. Emerson Wyer and Maud Stiles were shopping in Muleshoe Saturday and Monday.

Mrs. Chas. Finley is enjoying a visit from her sister and a friend of Floydada. They called in the Emerson Wyer home Friday.

Mr. and Mrs. J. B. Phillips spent Wednesday night and Thursday visiting in the Lambert home.

STAR THEATRE

Monday and Tuesday

MARCH 5-6



You'll Love Her More Than Ever—

The screen's most beautiful star in her greatest role. More glorious than "The Stolen Bride," more exquisite than "American Beauty." She's wonderful.

See this glowing romance of flashing swords and ardent hearts in the days when Louisiana was young.

Singing is drawing good crowds on Sunday evenings. There was not standing room last week. Sunday school has also enlarged its membership to the extent that a new class for the young people has been organized.

Fred Wolber of Nebraska spent last week visiting the Haberer boys and families. Friday night Mr. Wolber renewed his friendship with C. W. Mick and returned to Hereford Saturday morning.

Mr. and Mrs. Luther Hough were callers in our neighborhood Thursday afternoon.

Our school is progressing nicely and has a good basketball team which has only had two defeats this year. These games were close and played on courts indoors. We have some excellent players.

Mr. and Mrs. Herman Haberer were callers in the C. W. Mick home Friday evening.

The changes contemplated in our telephone system will be appreciated. At present we are cut off from Dimmitt while changes are being made. Plans are to run the line through Flag instead of direct to Dimmitt.

A few of the Big Square people drove to Hereford Tuesday to inspect the demonstration train.

Mr. and Mrs. C. W. Mick and family were callers in the Lambert home Sunday.

Otis Benton is enjoying a visit from his father.

FOR JOB WORK, TRY THE BRAND.

Fort Worth—The West Texas Chamber of Commerce is asking all its affiliated towns to co-operate in an all-year-round fire prevention campaign.

The little girl next door doesn't read love stories any more—she has 'em told to her.

Cleburne—Correct industrial census of this city has been completed through co-operation of the local Chamber of Commerce with the Federal Department of Commerce.

FLOWERS

Cut Flowers or Pot Plants See or Phone MRS. J. H. PITMAN Phone 157

Old Hats Made New

Ribbons, furs, feathers, flowers, silks renovated by my special process. Neat hand-made hats made to order.

FANCY HAND-MADE EMBROIDERY MRS. MOLLIE WHITE Corner 7th and Lee Avenue

If you bank here one can bank on you.

U. S. Thrifty



WOULD ANY OTHER BOOKKEEPER WORK FOR YOU FOR NOTHING?

That's just what your bank does in keeping an accurate account of your financial transactions. In addition, your bank accepts responsibility for the safe keeping of your money and provides you numerous other services not obtainable elsewhere.

A checking account is a necessity for many—a modern convenience for all.

Western National Bank "There is No Substitute for Safety"

The big Silver Jubilee Birthday Sale

Is Still Going on at

The Corner Drug Store

Our Aim—To Help Improve the Panhandle

PANHANDLE LUMBER CO.

Quality - Service - Courtesy



ADDED ATTRACTIVENESS

for your

Dining Room

The sturdy construction of these dining room sets only add to their value, since their designing places them in the list of desired home furnishings.

Let Us Quote You Prices

A car of up-to-the-minute Furniture Is Now On Display at Our Store.

Ambulance Service Day or Night.

E. B. BLACK CO.

Have Served You During the Past 26 Years.