

The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

30th YEAR—NUMBER 17.

HEREFORD, DEAF SMITH COUNTY, TEXAS, THURSDAY, MAY 8, 1930.

FIVE CENTS PER COPY.

COUNTY WILL CELEBRATE BABE RUSSELL DAY FOR HIS FEATS

Two New Mexico Counties May Ship Cream To Hereford

CARLOAD OF BUTTER WOULD BE SHIPPED WEEKLY FROM THREE-COUNTY COOPERATION

Hereford will be shipping a carload of butter each week, the Farmers Creamery Association will have to install several thousand dollars worth of additional machinery and its weekly output will be tripled, if plans come to fruition as gone over in a preliminary meeting of Roosevelt and Curry counties, New Mexico, representatives with local creamery officials here Tuesday afternoon at the county court room.

The purpose of the session was to formulate ways and means for the dairymen of the two New Mexico counties and Deaf Smith county to pool their resources and market their products together through an independent agency. It was taken as the first step toward consolidation of the operation of the marketing associations in Curry and Roosevelt counties with the Farmers Creamery here.

Estimates of the available cream in the three sections were made, and of turning the cream into butter under the tripled output, and of additional machinery, such as two vats and a second churn, and of primary marketing, either through profit-sharing or outright sale to the creamery, were discussed but no decision reached. Another meeting is called for Clovis today (Thursday) to continue these negotiations and reach a working basis, if possible, which will react to the best interest of all three groups.

Herman Schulz, manager of the creamery here, said he would be glad to ship out a carload of butter every Tuesday, reaching Chicago for the week-end market if a cooperative arrangement can be made. He also stated that there would be enough quantity of cream to be classified into grades, processed separately, and the butter sold as first and second class, thereby receiving the best value for each grade. The amount handled here does not permit the segregation and the grade and price cannot be standardized. For about \$2,500 the creamery may be expanded to turn out these combined receipts, according to Schulz.

S. O. Wilson, president of the board of directors of the Farmers Creamery, presided over the meeting. Other Hereford people present were Mrs. D. E. (Continued On Last Page)

Class Honors And Speakers Are Announced

The honor of the highest average in her graduating class this year goes to Kathleen Cronin, who made an average of 91.4 for the year. This also will entitle her to be valedictorian of her class and will give her the choice of scholarship in a large number of Texas colleges and universities.

Second honors for the year were won by Henard East, with a grade of 88 for the year. Since his grade was also the highest made by any boy, he will likewise be offered a choice of many scholarships given by the various colleges.

HIGH HONOR GIRL AND BOY



Kathleen Cronin and Henard East, Hereford high school seniors. Miss Cronin is valedictorian, and Mr. East is salutatorian.

Honorable mention is due Mary Broadwell and T. E. Seigler, Jr., whose averages were third and fourth highest in the class, being 87.6 and 86.6 respectively. The averages are not as high this year as they have been in past years, but are very creditable when the fact is considered that practically all of the highest ranking students have worked under many difficulties due to a heavy class load, extra-curricular activities such as debate, etc., and other worthwhile or unavoidable conditions.

The commencement numbers this year will consist of the baccalaureate sermon on Sunday evening, May 11, annual oratorical contest of the public speaking department on Wednesday, May 14, and the high school graduation exercises on Thursday, May 16. These programs will be given at 8:15 p. m. The seventh grade closing exercises will be given at 8:15 p. m. (Continued On Last Page)

Banquet Is Set For Sat. Night

The largest annual alumni banquet of Hereford high school with nothing out of the ordinary in its program to be given is announced by Ina Mae Hastings, chairman of the ticket committee. The banquet will be held Saturday evening at 8:00 o'clock at the Baptist church and the ladies of the church will do the serving.

A program of musical numbers, instrumental, vocal and a vibrato solo by Edgar Pickett of Amarillo has been arranged. Mrs. Alice Guthrie will give the welcome address. Many out of town guests, former students, are expected to be present. Tickets are on sale at Ray's Jewelry and the Turner Drug Store.

Officers of the annual association are Mrs. Audrey Thompson, president; Mrs. Jesse Carter, vice-president; and Gwendolyn Spradley, secretary. A short business session will be held preceding the banquet at which officers will be elected.

Western Union Has Opened Its New Service

The Western Union recognized Hereford's advancement and city standing by moving its service from the depot to a modern up-town office on West Third Street Tuesday. Not only is the telegraph company providing a convenient office for the business section, but a messenger will be employed for rapid bicycle delivery of incoming messages.

Miss Leta Clark of Rotan is here as manager. Boone Jenkins of Amarillo, district manager of the company, arrived Monday and is assisting in the opening and starting-off of the new service.

Golf Teams Plan Better Story for Meet Sunday

The Plainview golf team will be here next Sunday in a return engagement with the Hereford team. The games played Sunday on the Plainview golf course did not end satisfactorily for the Hereford entries, and a different story to relate is planned for the coming match, according to J. A. Pitman.

The names of the local participants are not available, but Mr. Pitman stated that fifteen players made the trip. S. P. Rosson tied his opponent, J. L. Sharman won his match and the others, lost.

Firemen Are Sponsoring Dance Benefit Trip Fund

The city firemen are announcing a dance tonight (Thursday) in the firemen's hall for benefit of the high school athletic fund to make it possible for the athletic department to send Babe Russell to Chicago. Ab Posey and his orchestra will furnish the music free.

Hamlin Takes Biggest Bass of Season

E. R. Hamlin has proved himself an apt pupil of Isaac Walton and approaches being "The Complete Angler" by hooking and landing from Sulphur Park the biggest black bass of the season on Tuesday afternoon. The fish was twenty inches long and weighed 4 1/2 pounds, and was caught with artificial bait.

Hamlin is the man with the "bag of tricks" and able to tell the boys how to catch 'em. He said he had caught larger ones than this in previous seasons. Two good bass were his catch Tuesday and then he called it an afternoon.

SERVICE FOR VETERANS IS LEGION'S AIM

Five applications for compensation have been received from veterans of the World War at the office of the local American Legion, according to C. W. Humble, who is handling all such matters for the men of the county who are entitled to government assistance. The applications come from ex-soldiers who have been more or less incapacitated from poisoned gas used by the enemy in the hostilities.

Hospitalization has been secured for one local man, who has already left for the government's base at Muskogee, Oklahoma, and another who was gassed will leave as soon as accommodations can be arranged at the hospital there.

Humble wishes it clearly understood that the care which the government has arranged for the disabled veterans is free, including transportation and meals while enroute. It is not necessary for the ex-soldier himself to file an application for the aid offered, but a friend may draw up the petition, says Humble. This applies to all disabilities or injuries arising or developing up to 1925, where service in the war can be traced as contributory cause.

Those who think they may be entitled to compensation or hospitalization may file applications with Mr. Humble and he will look after the subsequent details. Transportation is furnished for the individual to the closest veterans' bureau where an examination will be made and it will be determined through service records and present disabilities whether the applicant is entitled to the free government hospital care or monthly compensation.

OFFICERS WILL BE ELECTED AT MUSIC CLUB LUNCHEON

The last meeting for the year of the music club will be held in the home of Mrs. Homer Fox next Monday, May 12, at twelve noon. It will be the annual business luncheon at which time reports of retiring officers are received and new officers are elected. A state Federation program, including a report of the convention, has been arranged by Mrs. A. O. Thompson and Mrs. H. L. Broadwell.

Poppy Sale Will Be Held By Auxiliary

A memorial poppy sale will be held in Hereford Saturday, May 24, by members of the American Legion Auxiliary, and only poppies made by disabled veterans will be sold. The minimum price for each poppy will be five cents and the purchaser may pay any amount over the nickel he cares to.

The annual poppy sale is held not to raise a charity fund for these unfortunate men, but to afford them a market for their handiwork, according to headquarters of the Texas auxiliary. When the money goes back to the hospital it is not a public gift but a return for labor—it is money earned by the veterans.

Over 100,000 poppies were sold last year by the state organization and this year the allotment has been increased to 112,000, and the ladies of Hereford are organizing their forces to put over their quota.

Mrs. J. Lowin and baby of Wichita, Kansas, are visiting here this week in the home of her sister, Mrs. G. Baer and family.

Seniors Take Mothers On Picnic Wednesday Afternoon

The members of the senior class enjoyed an outing and picnic Wednesday afternoon on Tierra Blanca creek. They were accompanied by their mothers, with whom the pleasures of the class were shared in honors anticipating Mother's Day next Sunday.

FAST ATHLETE LOWERS MARK FOR STATE; TIES COLLEGIATE TIME; WILL GO TO CHICAGO

TEXAS' FASTEST HIGH SCHOOL YOUTH



Hereford's only representative in the State Interscholastic meet was high point individual, broke one state record, and tied another. Dashed 100 yards in 9.8 seconds.

One state interscholastic record fell and another was tied at Austin Saturday when Babe Russell, winged Mercury of the Hereford high school and the speediest trackman of the Plains, showed his heels to Texas' best, dashed the 100 yards in 9.8 seconds and flashed over the 220 yards in 21.5 seconds.

The record was established in the 100-yard dash when Russell clipped two points from the previous time, bettered the national high school record of 9.9 and equaled the best national collegiate performance of 9.8.

By his two first places Russell was given ten points, which put Hereford in third place in the meet, being headed only by Houston, 15 points, and San Angelo, 12.—Distinction of high point man in the whole meet also comes to Babe, he winning more points (10) than any other single athlete.

Russell was champion last year also in the 100-yard entry, and as an honor man up to repeat he was entered Saturday against the field. He was so fast that his competitors are not named but listed in the "also ran" column. Russell not only won the personal honors for himself and credit for his school, but he crashed the first and sport pages of newspapers everywhere, bringing valuable publicity to his home town. Also, he will take part in the national meet of high schools in Chicago May 30-31 and June 1.

The student body has started a drive for about \$250.00 to take Babe and his coach, T. E. McCollum, to Chicago, and they are sponsoring the subscription list which may be found at the Corner Drug Store, where all who wish to share in the laudable enterprise may leave their contributions. It is considered a public affair and the student body welcomes the assistance of the public as everyone giving will be received as an active partner in the enterprise.

Farmers From Oklahoma May Buy Wheat Land

Four prospective land purchasers of Sayre, Oklahoma, accompanied by B. C. Rose, spent Friday, Saturday and Sunday in Deaf Smith county. The visiting men from the Sooner State were Messrs. Shram, Mode, Kyle and Chowning, said to be prominent and prosperous farmers. They had visited several counties of the west and they were of the opinion when leaving that the Hereford sector contains more good land than any they had seen.

The visitors are contemplating buying a wheat farm each. Shram has two sons and he stated that he wanted a good farm for each of them and, according to a local reporter, he may close the deal for the farm land within a few days.

State Music Honors Won by 7th District

The Seventh district of the State Federation of Music, in which Hereford is located, was first place winners in two entries at the state convention in Dallas. The district had the best year-book in the state and rendered the best pep song on president's night. There were six voices in the winning pep song, four of whom were Hereford people: Mrs. A. O. Thompson and daughters, Margaret and Ruby, and Mrs. H. L. Broadwell.

Mrs. A. O. Thompson, Mrs. H. L. Broadwell and Mrs. H. L. Graham attended the convention from Hereford.

J. M. Gilliland and E. B. Black were in Amarillo Thursday morning on a business trip.

Luncheon and Highway Meet For Monday

The Chamber of Commerce luncheon will be held Monday a little earlier than usual and the keynote of the meeting will be highways, according to J. A. Miller, secretary, who says attendants must assemble at 11:45 at the Methodist church, where Mrs. S. L. Easley's Sunday school class will serve the luncheon. The earlier hour is necessary for finishing the business on hand and reaching the Amarillo highway meeting on time, he said.

Dr. O. H. Lloyd of Vega and some speakers from Amarillo will be here at the noon session to talk on good roads and new highways. Delegates from cities all along Highway No. 306, which is routed to Carlsbad Caverns, will be at the Amarillo rally. The local Chamber of Commerce is working to have more and better motor car routes serving Hereford, and these meetings are considered as necessary preliminary steps, said Miller.

DEAF SMITH COUNTY FAIR PREPARES FOR EXPOSITION BY NAMING OFFICIAL STAFF

The official personnel and directorship of the Deaf Smith County Fair Association were made up at the called meeting at the courthouse Saturday afternoon, but no date for the holding of the exposition was decided upon. The executive committee will name the date later. J. E. FBI is elected president of the association a few weeks ago by the Chamber of Commerce, and he called the meeting Saturday for completing the heads of the departments.

Representatives were present from all the communities excepting seven, but community directors were selected for all. Each community will have a committee for handling the details of the exhibits entered by such groups.

The official roster is now: J. E. FBI, president; Mrs. J. F. Ross, vice-president; E. F. Offick, secretary-treasurer; R. O. Dunkle, superintendent of agricultural division; Egbert Brady, chairman Hereford breeders; S. O. Wilson, dairy cattle; George Brumley, hogs; Ray Onaway, poultry; Houser Fox, merchants; Voline Downs, automobiles; Mrs. Bob Wilson, (Continued On Page Five)

GREATER HEREFORD NEARS 3000-POPULATION CLASS IN 2460 CORPORATE COUNT

The population of Hereford is now 2,460, according to the 1930 decennial count which has just been completed. The new figures give the city an increase of 45 per cent. The ten-year period has brought Hereford from 1696, without any boom growth, to its present status.

The census report covered only the inhabitants within the incorporated limits, and all the really Hereford people outside the political lines have been counted as citizens of the county. A conservative estimate of this population, which is identified as a part of Hereford in everything except as a political entity, enjoying the city's utilities and conveniences and earning its livelihood here, will total five hundred. Adding these to the actual count within the border lines Greater Hereford has a population of 2,960, or is now virtually within the 3,000 class.

The gain then of Greater Hereford is 1164, or 70 per cent, which is the correct ratio of increase of Deaf Smith county's capital rather than the 45 per cent which will be recorded in the national government's files.

International Sunday School

Lesson

BY DR. J. E. NUNN

May 11, 1930.

JESUS ACCLAIMED AS KING
Matt. 21:1-11

Golden Text: Hosanna to the son of David; Blessed is he that cometh in the name of the Lord; Hosanna in the highest.—Matt. 21:9.

Introduction.

It is worth mentioning that this is the only mention of Jesus riding. In all his journeys through Palestine, at all seasons of the year, he seemed to have walked where ever he went. But the time has come for him to ride. Thus he was to proclaim his Kingship. But he did not come as a fighting king. The horse was the animal for war, the ass the animal of peace. How different the triumphal entry of Jesus from that of some other rulers! Julius Caesar entered Rome in a car drawn by forty elephants. Mark Anthony in one to which lions were harnessed, and Aurelian was conveyed to the Capitol in a gilded chariot drawn by four stags. And now the King of kings comes to Zion, lowly and sitting on an ass. What a different triumphal entry here! The Roman victors drew in their train lines of captives planking in their chains, and weeping in their bondage. He comes with a free multitude going before and following after, praising him who bringeth the prisoners out of captivity, and drieth away tears from off all faces.

From Jericho to Jerusalem.

"And when they drew nigh to Jerusalem." Proceeding westward on the uphill road from Jericho to Jerusalem our Lord and his disciples reached the village of Bethany, on the eastward slope of Olivet (the Mount of Olives) near the crest of the Mount. There was the home of Christ's dear friends, Mary and Martha, and their brother Lazarus, whom Christ had raised from the dead. He and his disciples were always welcome at that home, and there he stayed Friday evening and all day Saturday, the Jewish Sabbath. "On Saturday evening, the Sabbath being over at sunset, a supper was given him, signified by Mary's lovely gift of the pound of the precious ointment with which she anointed the Saviour's feet, one of the most famous and meaningful presents in all history. The next morning, our Sunday, occurred the event now related by Matthew." "And came unto Bethphage, unto the mount of Olives." Bethphage means "house of dates," and Bethphage "house of figs." Bethphage was near but outside Jerusalem east of the city.

Two Disciples Sent In Advance.

"Then Jesus sent two disciples." Very likely Peter and John. "Bethphage was in front of them as they looked west from Bethany."—Prof. A. T. Robertson. "And straightway ye shall find an ass

and a colt with her." They found the ass and colt "tied at the door without in the open street." Mark 11:4. "Loose them, and bring them unto me." The other Gospels speak only of the colt, since that was the animal on which Christ rode; but the mother probably stepped by the side of the colt.

"The Lord Hath Need."

"And if any one say aught unto you." As they did—see Mark 11:5. "Ye shall say, The Lord hath need of them and straightway he will send them." "What a singular conjunction of words is here, 'The Lord' and 'hath need!' Jesus without laying aside his sovereignty, had taken a nature full of needs; yet, being in need, he was still the Lord, and could command his subjects and requisition their property. Whenever we have anything of which the Lord's cause has need how cheerfully should we hand it over to him!"—G. H. Spurgeon.

Prophecy Fulfilled.

"Now this is come to pass, that it might be fulfilled which was spoken through the prophet." Matthew quotes both Zech. 9:9 and

Isa. 62:11. Matthew beheld in the in event of a clear fulfillment in a most unexpected way the utterances of prophecy many centuries before Christ's time; and certainly he was right.

"Tell ye the daughters of Zion." Zion was the hill in Jerusalem where David dwelt and the kings after him. "The daughters of Zion" was Jerusalem itself, all the people of the Holy City. "Behold, thy king cometh unto thee, meek and riding upon an ass, and upon a colt the foal of an ass." The horse was regarded as the beast of war and the ass as the animal of peace. It was the beast of the common people, and so was chosen by Jesus, not only to mark the peaceful character of his Kingdom, in which there was nothing to arouse Roman antagonism, but also to indicate that, though a King, he was one with his people, meek and lowly, a sharer in the life of the common laborer and poorest peasant.

Ready Obedience.

"And the disciples went, and did even as Jesus appointed them." It was a lowly task and the disciples had been thinking about thrones and princely dominions, but they went without murmuring. Afterwards, for all the rest of their lives, how glad and proud they were they had had even that small share in Christ's triumphal procession! "And brought the ass and the colt." The owner of the two animals must have rejoiced al-

ways, and must be rejoicing today, that he so gladly loaned them to Jesus. There is never any loss in letting our possessions go when the Lord asks for them. If we give them entirely to him, we always receive manifold in return.

Serving the King.

"The Lord does not so much command our services as ask us for our cooperation."—Bishop Leighton Coleman.

"God often needs those who we as we think, if we were in his could have dispensed with. If we had been on the throne of heaven, we should in our stupid way have hoped to convert the world by gaining the good graces of rulers of men like Tiberius and Nero, the literary men like Seneca or Tacitus, and should have taken small account of the fishermen of Galilee. But with him it was otherwise. The difference between the strongest and weakest of beings is as nothing when compared with the distance that parts the strongest from the Almighty strength of the Creator. No, my brother, the Lord hath need of these too, though thou wilt not believe it."—Dean H. P. Liddon.

The Shouting Multitude.

"And the multitudes that went before him, and that followed." Crowds of Galileans, hearing that Jesus was at Bethany, had come out from Jerusalem to see once more he beloved prophet. They were augmented by many who had heard of the raising of Laz-

arus from the dead, and wished to see the Wonder-worker. These, meeting Christ's little company, turned back and formed the van of the procession. The roar was made up of pilgrims from Jericho who had learned of the opening of the eyes of Bartimaeus and the other blind men, together with people from Bethany. "Cried, saying, Hosanna to the son of David." "Hosanna" is a rendering in Greek letters of the Hebrew which means, "Save, we pray." The multitude shouted, "Salvation! Salvation!" much as a modern English crowd would sing, "God Save the King." They were shouting more wisely than they realized.

Jesus Wept As People Shouted.

"And when he was come near, he beheld the city, and wept over it." "Past the olive groves, by the vineyards, in the shade of the waving palms, the Messiah rode around the shoulder of the hill of Olivet, and before him gleamed the city and its temple in the sunlight. As his eyes rested on the glorious spectacle, the shouts of exaltation of the fickle multitude could not allay the striving of his heart nor stifle the spring of emotion rising within him. He stopped (Luke 19:41-44) tears ran down his cheeks, and he uttered words of sorrow: 'If thou hadst known, even thou, at least in this thy day, the things which belong to thy peace! Beneath his gaze the city lay in the beauty of its

situation, the splendor of its palaces, and the magnificence of its temple; but it was not the threatened destruction of its stately buildings which stirred his heart, nor the tragic ending of its history rich in its interest and associations. It was the eternal destiny of its inhabitants. The words which fell from his lips applicable at the time for the nation, are appropriate for all mankind."—Rev. G. Robinson Lees.

"Who Is This?"

"And when he was come into Jerusalem, all the city was stirred." "All the city rocked" as with an earthquake. "Doubtless there

were some anxious moments the authorities. It seems even that the leader of that multitude if he were so minded, could have cleared Jerusalem, the Roman power." "Saying, is this?" "They asked, as leaned out of the lattices and the roofs, and stood aside in bazaars and streets to let it pass."—F. W. Farrar. It is a question which men everywhere have been asking concerning Jesus through all the ages since, the answer to that question determined their lives—for heights or for the depths, for a natural death or eternal life.

Corn Fed Baby Beef



Yearling Herefords that have been fed corn all winter and are being slaughtered for our retail trade.

You are sure to get FIRST CLASS meat here.

Texas Meat Market

A Pioneer of Small Combines

Backed by 99 Years' Experience

WHEN you invest in a harvester-thresher you expect to use it for many years. You want to harvest a *variety of crops*—you will have to harvest them under a *variety of conditions and seasons*. A combine must be able to do these things. If it does not it fails as an investment.

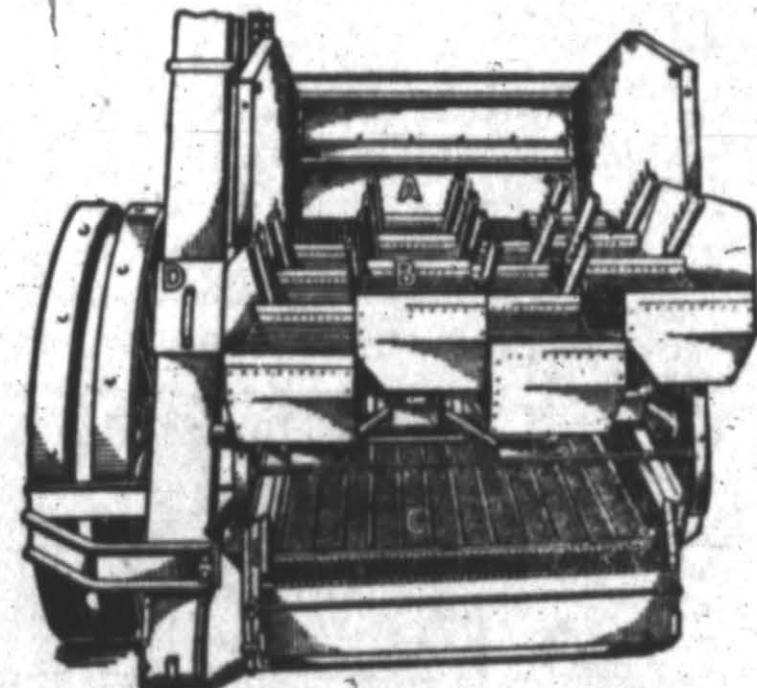
International Harvester is a pioneer in building the small combine. For 16 years it has been manufacturing and perfecting harvester-threshers. Refinements and improvements have been made from time to time only after thorough field tests.

But here is the point of significance: the sound, accepted principles of harvesting and threshing mechanism remain—as the best methods yet devised for harvesting a variety of crops, threshing cleanly, and saving the grain or seeds.

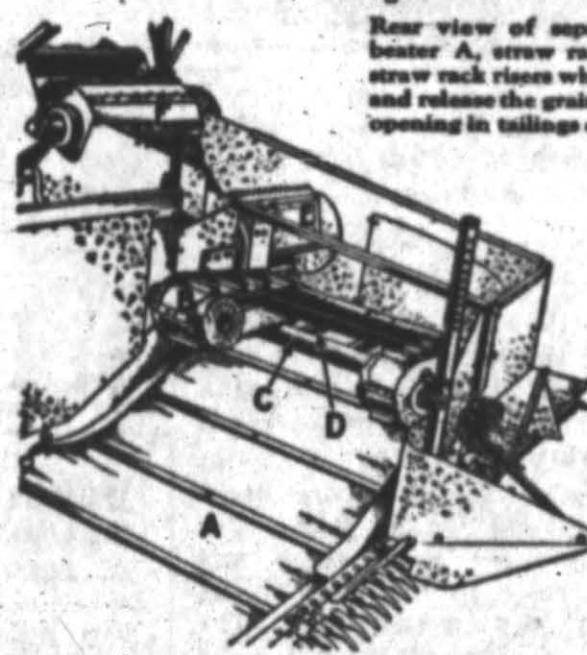
McCormick and Deering names represent pioneers in the building of harvesting machines—and the McCormick-Deering is the only harvester-thresher that can trace its ancestry back to the Original Reaper. It is the only combine that has 99 years of harvesting-machine experience back of it.

It makes use only of proved harvesting and threshing machine features. It is built upon principles that have stood the test of harvesting and threshing for years.

Play Safe . . .
Select a McCormick-Deering
When you plan the purchase of a combine consider these things. Examine the McCormick-Deering—see how it meets every harvesting condition and how it cleans and saves the grain.



Rear view of separator showing cylinder beater A, straw rack B; note steel pins in straw rack which comb the straw apart and release the grain. C is the shoe, and D, opening in tailings elevator.

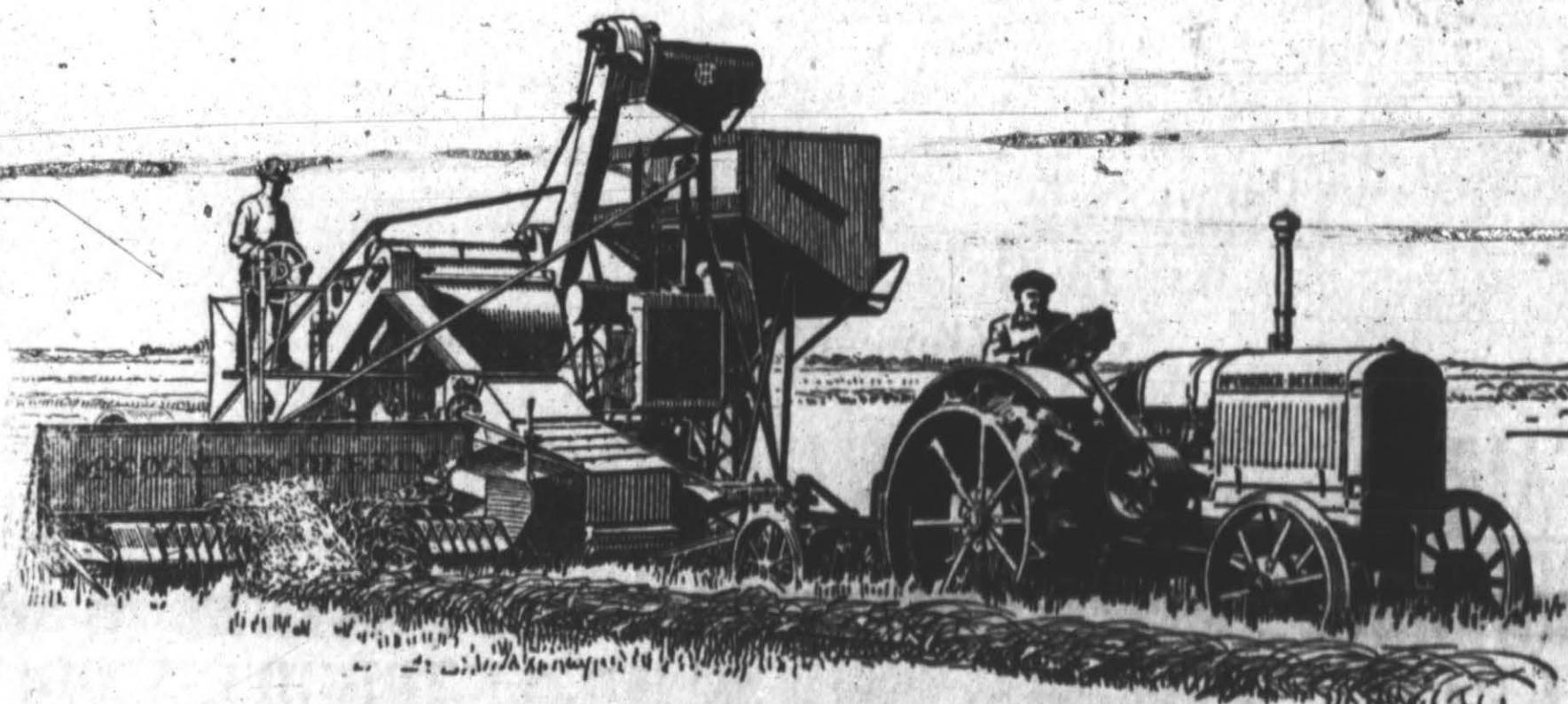


Elevator and feeder. A, platform and lower elevator canvas. B, upper elevator canvas cut away to show extra roller C, and carrier D. E, saw-toothed beater; F, spiked beater, which helps to carry grain to cylinder.



Weed screen where weed seeds are eliminated from the clean grain. A, revolving screen; B, grain spout; C, switch-over lever; D, weed seed spout.

Buchanan & Rosson
Hereford = Friona



McCormick-Deering No. 11 Harvester-Thresher with 6 1/2-foot pick-up device, handling the grain from a 16-foot swath cut by windrow-harvester

12 Important McCormick-Deering Points

- 1 Adjustable to cut low. Gets lodged and tangled grain.
- 2 Continuation of grain-tight platform canvas forms lower elevator canvas. No grain lost at end of platform. Large capacity, wide elevator carries all grain to feeder.
- 3 Chain and slot feeder carries grain, heads first, into the cylinder. Direct front feed.
- 4 Spiked beater in feeder assures positive feeding and controls delivery of grain to cylinder.
- 5 Ninety per cent separation at cylinder. Straw and grain thus separated never mix again.
- 6 Four-section straw rack. Extends entire length of thresher from cylinder to straw spreader. Combs straw apart, drops it three times, thoroughly shakes out all the grain.
- 7 Extra long chaffer and cleaning device thoroughly cleans grain.
- 8 Revolving weed screen takes weed seeds out of threshed grain and bags them. Saves dockage and reduces spread of weeds.
- 9 Platform folds for transportation—does not have to be detached. No transport truck to buy.
- 10 A pioneer of small combines backed by 99 years of practical harvesting-machine experience as by field tests under difficult conditions in the harvest fields of the world.
- 11 Expert service on the entire machine by permanent dealers and Company-owned branches.
- 12 Handles a variety of crops under variety of conditions and seasons.

McCORMICK-DEERING

Popular Modern Harvester-Threshers

No. 20—8 ft. cut . . . No. 8—10 and 12 ft. cut . . . No. 11—12 and 16 ft. cut



Cuts the Cost to the Coast

You can pack the pleasure of the Far West into two weeks.

You can visit dude ranches, National Parks, snow-capped ranges and take the Indian-detours.

You can go clear to California and back, on a Santa Fe Summer Xursion ticket—at a fare so reasonable you can afford to take the whole family.

For booklets and reservations address

Call J. E. BEYER, Agent, Hereford, Texas.

Or Write T. B. GALLAHER, General Passenger Agent Amarillo, Texas

A Word of Cheer to the Disappointed

To the boys and girls whose birthday falls in 1930, and who did NOT get one of the EASTMAN ANNIVERSARY CAMERAS, we have this to offer on SATURDAY, MAY 10: We will give



each boy and girl a brand new EASTMAN KODAK and FILM, same size as Anniversary Camera, but a slight difference in color and does not have the anniversary Seal.

One Day Only--Saturday Morning, May 10. Doors open at 6:30. Come Early!
Only 50 Cameras--First Come--First Served

CITY DRUG STORE

PHONE 300

PHONE 300

Here and There.

BY MRS. C. E. TICE

School closed Friday at Frio and several of the patrons took cake and ice cream and treated the pupils. In the afternoon all enjoyed the ball games.
Mr. and Mrs. Oscar Campbell spent last week at Crosbyton with Mrs. Campbell's mother, who is very sick. Mrs. Campbell will remain for an indefinite time helping care for her mother.
Mr. and Mrs. Leo Williams spent Sunday at the E. E. Rogers home.
Mrs. Springer and Miss Tina Lee spent last week-end with relatives at Quitaque.

Mr. and Mrs. Andrews were Sunday guests at the Benson home near Progressive.
Mr. Beauford returned Saturday from Kansas City.
Mr. King and sister of Follette, attended Sunday school at Frio Sunday morning and took dinner at the J. B. Harlin home. They have been employed to teach the school the coming year.
Misses Alma and Ruby Andrews spent Sunday with Florine Hunter.
Mrs. Nettie Green and family moved to Hereford last Thursday. They have purchased a home there and Mrs. Green has sold her farm

to Mr. Robin of Groom, who moved here the first of the week. The Greens improved their place 25 years ago and during that time have seen many changes that have taken place in the development of a real farming country from a strictly cow country of years ago.
Misses Elsie and Mattie Andrews Georgia Sparkman and Gladys Jones spent Sunday with Miss Hazel Dunn at Hereford.
Mr. and Mrs. J. J. Lindsey were Amarillo visitors Tuesday.
Several from Frio attended the ball game at Wesley Sunday afternoon and were beaten.
Pupils of Frio school gave a very interesting program Thursday

night. Afterward most of the girls accompanied Mrs. Fuqua home for a slumber party, but from reports very little slumbering was done until near time to get up in the morning. Those who enjoyed the night were Misses Mattie, Elsie, Alma and Ruby Andrews, Florine Hunter, Helen Jones, Lois and Floy's Link, Georgia Sparkman.
Mrs. Harry Gillispie was under a doctor's care last week. She was very ill Friday.
The Worth White club met with Mmes. Tice and Williams at the Tice home Thursday, with 15

members present. Mrs. Dick Dixon was a guest during the day.
Miss Gladys Jones spent Saturday night with Miss Hazel Dunn. Nearly everyone is planting this week. The recent rains has put the ground in excellent condition to plant.
Mr. and Mrs. C. E. Tice enjoyed ice cream at the J. J. Lindsey home Sunday evening.
Several from here plan to attend singing at Ford next Sunday.
C. E. Tice was one of the lucky guessers at the new elevator Saturday, he having won second place.

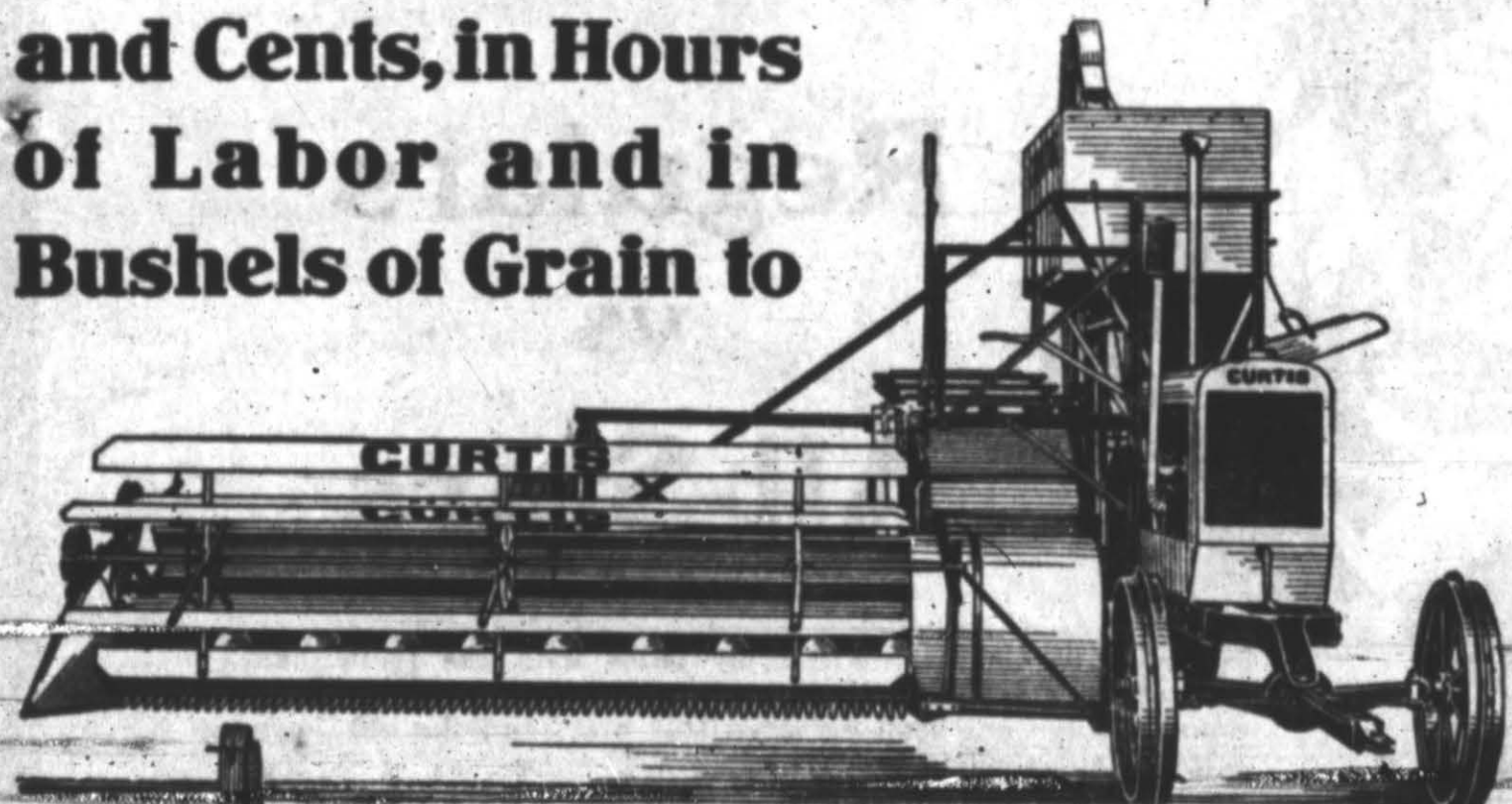
Easter News

BY MISS EMERALD SMITH

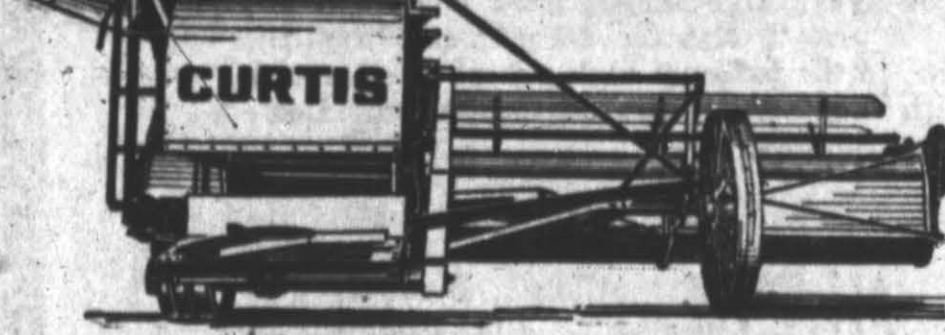
Mr. and Mrs. Harvey Smith were visitors in the home of Mr. and Mrs. J. S. Smith one day recently. Mrs. Smith and daughter were shoppers in Hereford recently.
A few of the young people went on a fishing trip Sunday.
Annie Mae Smith and Lucille White were visitors in the home of the Whitfields Sunday.
There is a singing school going on at Easter school house and will continue through this week.
Mrs. Bruton and daughter were visitors in the home of Mr. and

Mrs. J. S. Smith Sunday.
Mr. and Mrs. Carter were visitors of Mr. and Mrs. Allen Sunday.
Mr. Frye and family, Mr. Medley and family, Mr. Chambliss and family went to the Harding Ranch Sunday and reported a nice time.
SQUILL KILL FOR RATS AND MICE
Squill Kill can be used in the Home with safety. Has been proven by actual tests that it kills rats and mice. Not a poison. Price 50c. For sale at City Drug Store.
Squill Kill Drug Co. Barnesville, Ohio.—Adv.

It Will Pay You in Dollars and Cents, in Hours of Labor and in Bushels of Grain to



Harvest your 1930 Crop with a Curtis Model 30 Combine



Model 30 CURTIS COMBINE

RECORDS and experience show that the largest single item chargeable to combine operation is depreciation. The economical combine, therefore, is the combine that performs efficiently over the longest period of time. The simplicity of the design—the fewer moving parts, the absence of belts, canvases and open gears, the anti-friction bearings and high pressure lubrication—insures easy operation. The light weight and balanced construction make it easy to move and easy to handle. Regardless of conditions, the Curtis Model 30 will do the job better, and in less time. A demonstration will convince you.

Postal Employee Enthusiastic About Konjola

Stomach and Bowel Troubles Soon Banished... "Should Have Taken New Medicine Long Ago," He Says.



MR. FRANK B. NORMAN
"I suffered for a long time with stomach trouble," said Mr. Frank B. Norman, 828 Mississippi Street, Amarillo. "I had a very poor appetite and after eating I was subject to painful accumulations of gas. I was becoming very nervous and did not sleep well at night. I was troubled with constipation and found it necessary to take cathartics constantly. I was losing strength and energy and no matter what I tried in the way of medicine nothing seemed to help me.
"I seemed to improve in health from the time I began taking Konjola. My appetite picked up and I was able to assimilate my food better. I did not have that tired out feeling in the morning and my work was easier and more pleasant. Constipation soon passed and cathartics were no longer necessary. After continuing the treatment for a time I realized that Konjola was the medicine I should have taken long ago. I am continuing to take Konjola and am recommending it to all my friends."
Given a real trial over a period of from six to eight weeks, Konjola has made a record without parallel in the history of medicines. Ailments of the stomach, liver, kidneys and bowels and rheumatism, neuritis and nervousness readily yield to its power.
Konjola is sold in Hereford, Texas, at the Corner Drug Store, and by all the best druggists in all towns throughout this entire section.



IT'S WISE TO CHOOSE A SIX

A demonstration tells you why it's wise to choose a six

Everywhere, buyers are agreeing "It's wise to choose a Six." And if you want to know why, get a demonstration of the Chevrolet Six.
Learn what an amazing difference two more cylinders make—in smoothness, in silence, in flexibility and in comfort.
And learn what a difference all of Chevrolet's other modern features make—the four long semi-elliptic

springs—the four Lovejoy hydraulic shock absorbers—the weatherproof 4-wheel brakes—and the sturdy hardwood-and-steel construction of the luxurious Fisher bodies.
It will take only a few minutes to confirm all the reasons why it is wise to choose a Chevrolet Six. So come in today. See it. And investigate Chevrolet's easy payment plan—one of the most liberal in the automotive industry.

ROADSTER \$495 OR PHAETON	
The Coach or Coupe \$565	The Club Sedan ... \$625
The Sport Roadster \$555	The Sedan ... \$675
The Sport Coupe ... \$655	The Special Sedan \$725
Trucks: Light Delivery Chassis, \$365; The Sedan Delivery, \$395; 1 1/2 Ton Chassis, \$520; 1 1/2 Ton Chassis with Cab, \$625; Roadster Delivery (Pick-up box extra), \$440.	
ALL PRICES F. O. B. FACTORY, FLINT, MICH.	

CHEVROLET SIX
Brumley Chevrolet Co., Inc.
Hereford, Texas.
SIX-CYLINDER SMOOTHNESS AT LOW COST

Seward & Speegle
Authorized Agents Hereford, Texas

Farm Bureau Meets May 14 In Plainview

Plainview.—The largest number of prominent officials of the Farm Bureau Federation that has ever gathered in Texas have accepted invitations to attend the 18th district annual convention of the organization which will be held in Plainview on May 14 and 15, according to Mrs. M. S. Hudson, state director of the district.

Directors of the farm organizations will hold their meeting each morning of the convention and the remainder of the time will be given to addresses by prominent officials. On May 14 the afternoon program will be opened with a welcome address by Maury Hopkins, secretary of the Plainview Chamber of Commerce, to which J. E. Montgomery, president of the Texas Farm Bureau Federation, will respond. John E. Manley, general manager of the Texas and Oklahoma Wheat Growers Association, will address the visitors as will Sam H. Thompson, president of the American Farm Bureau Federation. L. T. Mayhugh, president of the Hale County Farm Bureau, will have charge of the program on the first day.

A farmers' supper will be held at the Hilton Hotel on Wednesday evening, May 14, and preparations for 250 are being made. J. F. Triplett, secretary of the Hale County Farm Bureau, will act as toastmaster, and J. D. Steakley, vice president of the Plainview National Bank, will make the welcome address. Frank Frist, vice president of the Star Farm Bureau Federation, will respond and Mr. Thompson will make the address of the evening.

M. S. Hudson of Plainview will be chairman of the program on the second day and C. O. Moser, vice president and secretary of the American Cotton Cooperative Association, will deliver the feature address. Closing remarks will be handled by S. H. Thompson, president of the American F. B. F. All those interested in Farm Bureau work are being urged to

Former Minister Fills Presbyterian Pulpit

Rev. Jas. T. Ross, former Presbyterian minister here and now of Eastland, preached at the local church Sunday during the regular evening hour, giving an exposition of the 27th Psalm.

Young Folks Get Awards At Central

The annual field contest and fair of the Central school was reeled off to a successful conclusion as a May Day festivity at the school last Friday, according to Miss Edith Shields, principal, who graciously thanks the business men who donated the prizes for the young boys and girls, and the Brand was included for its contribution of the ribbons which the winners valued highly.

The field day events were divided into age groups, each group of boys and girls participating in three entries, with blue, red and white ribbons designating the first, second and third winners who received in addition prizes of merchandise given by the local merchants.

Miss Shields has announced the following winners in the group headings and in the order named of first to third:

- Seven-year-old boys: Billy Hughes, Clyde Whitaker, Jesse Smith.
- Eight-year-old boys: M. L. Cape, Troy Calloway, Jack Nix.
- Boys, nine years: Wilbert Johnson, R. L. Bailey, Eldon Harris.
- Boys, ten years: Winston Speegle, Charlie Bell, Jerry Jowell.
- Boys, 11 years: Virgil Cloyd, Billie Patton, R. C. Ashlock.
- Boys, 12 years: George Short, Jim McMahon, John Vaughn.
- Boys, over 12 years: J. D. Clayton, Grady Luck.
- Girls, seven years: Dorothy Mae Alexander, Vera Mae Harris, and Christine Luck.
- Girls, eight years: Pearl Smith.

attend the meeting and especially to hear President Thompson on his first appearance in Texas.

Virginia Lee Hussey, Mary Whitehead. Girls, nine years: Mildred Cutsinger, Vesta Phillips and Elsie Mae Watkins. Girls, ten years: Willie Karr, Dorothea Vernon and Mildred Hacker. Girls, 11 years: Thama Cawthon, Irene Grimes, Albuquerque Walker. Girls, 12 years and over: Maggie Harris and Maxine Brooks.

L. A. Smith Saves Money On Ten Cows

L. A. Smith, dairy farmer who lives ten miles northeast of Hereford, received an average daily yield during March of 44.8 pounds of butterfat from ten cows at an average cost of 7.6 cents a pound.

All these cows had been under milk production for at least six months, said Mr. Smith, who kept daily milk weights on each cow and the results are official.

The production of this butterfat under the small cost gave the owner a profit in spite of the present low price of cream, and his success is attributed to the fact that he knows the value of testing and culling, the secret of economical feeding, and the wise use of pasturage. He grows all his roughage and buys only protein in the form of cottonseed meal as a concentrate.

Smith started his herd with only an average grade of Jerseys, but he has been in the herd improvement association for two years and has sold off his unprofitable cows. He is using a pure bred sire and his herd promise to be even better within a few years. One practice he follows is never to allow his cattle to get them.

Prairie Dairie is absolutely reorganized and sells Grade A milk. Look for the ad. 17-1c

R. A. Daniel, who received a broken collar bone when the pole with which he was vaulting snapped in two, is recovering rapidly. He is the son of Artis Daniel.

We have a full line of Massey Harris implements and Wallis tractors. See the new deep furrow drill. WILLIAMS & GLASPELL, nine miles north of town on 25-Mile Avenue. 17-1c

Plant a lawn, we have in stock white clover, bermuda and blue grass seed. WEST TEXAS FERTILIZER & SEED CO., Phone 265. 17-2c


It is proposed to permit American women who marry foreigners to retain their citizenship. But it is doubtful if any law will enable them to retain their money.

TRY A WANT AD IN THE BRAND.

Possibly the ex-soldiers can be taken care of, but if the veterans of the government's commissions ever get pensions all is sunk.

Plant a lawn, we have in stock white clover, bermuda and blue grass seed. WEST TEXAS FERTILIZER & SEED CO., Phone 265. 17-2c

The new tariff bill places skeletons on the free list. Now we may all afford to replenish our family closets.



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

YOU'LL BE NEEDING A GOOD GRANARY

It's our advice to you to get it built right now, before the rush of the harvest season comes. You and the workmen you hire to build your granary have more time now to give the details of this very important building than you will a little later. If you are going to erect a granary, why not get the best one you can for whatever money you put into it.

Are you going to build one? Will you need one? We have plans, specifications and all the materials you will need. Come by and talk it over with us. We can help you.

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

USED CARS

with an OK that counts

YOUR satisfaction is more important to us than the price you pay for one of our OK used cars. We hope to sell every used car buyer a new Chevrolet sooner or later. That's why we give you three days trial, during which you can try out the car you select and exchange it, if you wish, for any other car in our stock at full purchase price.

THE MAN YOU BUY FROM IS FULLY AS IMPORTANT AS THE CAR YOU BUY. The main point to remember is to buy your car from a reliable merchant—THE BRUMLEY CHEVROLET COMPANY.

- Below are listed only a few of the many late models for you to select from—come in today and see for yourself:
- 3—1928 Chevrolet Coaches.
 - 2—1928 Chevrolet Sedans
 - 2—1929 Chevrolet Coaches (sixes)
 - 2—1927 Chevrolet Coupes
 - 1929 Chevrolet Six Sedan, only 8,000 miles, nearly a new car.
 - 1929 Ford Fordor Sedan, small mileage.
 - 1929 Ford Coupe, only 10,000 miles, six ply tires.

There are tremendous values in USED CARS—greater values today than there have been in years. Visit our OK USED CAR lot with the big white front, and be convinced we have the greatest values to be found anywhere.

YOURS FOR SALES AND SERVICE

Brumley Chevrolet Co. INC.

"A RELIABLE INSTITUTION"—PHONE 216

NOTICE!

It Is Now Possible for You to Obtain In Wholesale Quantities Only

Texaco Gasoline at 14c Per Gallon
Texaco Kerosene at 8c Per Gallon

by paying cash, furnishing your own barrels, and hauling from our dock. Naturally, the 4 cent tax is included in the above price and will be handled as previously.

These are the lowest prices at which Texaco fuels have been marketed in years and makes possible a great saving for those who can haul their own requirements, and at the same time, removes all question of doubt as to quality, because there is but one Texaco Gasoline and One Texaco Kerosene, both well known in the forty-eight states of the Union as the best refined.

The Texas Company

Hereford, Texas. R. J. Richardson, Agent.

The Flavor of Butter

Butter has a flavor all its own—smooth, delicate, meltingly delicious. One of the surest ways of making foods savory and palatable is to use plenty of butter in their preparation. Use butter on the table, in cooking, frying and roasting; in seasoning meats, fish and vegetables; in making pies and all kinds of cakes; in desserts, pudding and sauces; in candy, sweets and delicacies.

CREAM O' PLAINS BUTTER is made from pasteurized cream and is known for its fine body and flavor.

GET CREAM O' PLAINS BUTTER FROM YOUR GROCER

Farmers Creamery Ass'n, Inc.
Hereford Phone 3.

Funnygrams From Rice's

"Lock me up! Lock me up!" cried the little man as he rushed into the police station. "I've just hit my wife with a poker."

"Is she dead?"

"No, but she'll be here any minute now."

Twelve thousand miles wherever you go! Are you interested? Ask us about our "Air-Fast" (puncture-proof) tubes.

We notice in the paper that they are going to vaccinate our peace officers. What's the use—they never catch anything!


Our Brunswick tires are insured against road accidents such as cuts, snags, stone-bruises and even injuries due to collisions.

Tourist: "Can you cash this traveler's check for me?"

Banker: "Haven't got that much, but I'll take you over to the filling station and introduce you."

BRUNSWICKS ARE FAMOUS FOR QUALITY!

H. L. RICE



BRUNSWICK TIRES



What could be more appropriate for Graduation?



In a Wide Range of Prices from \$25 to \$2,500.

Old when the world was young, but never owned or worn, there is a Virgin Diamond waiting to adorn the finger of some Sweet Girl Graduate. Direct from the mines, free from any taint of past associations, Certified Virgin Diamonds are truly the appropriate gift. Of guaranteed quality, at standard prices, genuine Virgin Diamonds are sold exclusively through

AUTHORIZED VIRGIN DIAMOND DEALERS
F. M. KESTER
Jeweler and Optometrist

VIRGIN DIAMONDS

the place to go for

IMPLEMENTS

FAMOUS Pivot Control Cultivator



Cuts Corn Growing Costs

The cultivator that is easiest of all to guide and lasts longest should cut the cost of growing corn. Leave a little profit for the farmer.

We believe that the Famous Ohio offers you all of these things because of its "pivot control" feature, which is an outstanding improvement in cultivator construction. Look one over at our store.

J. A. WEAR IMPLEMENT COMPANY

Phone 108 Hereford, Texas

Northwest News

BY MRS. H. O. DORRIS

Van Witherspoon of Hereford has the contract to build the Northwest community church building. Sand and other necessary materials are being laid on the ground to start the foundation on Wednesday of this week.

Mr. and Mrs. Williams and children of Hollene, New Mexico, were visitors in the Morrison home Sunday, and attended Sunday school in the afternoon.

Pupils of Bippus school attended the all day track meet at Summerfield Friday and came home with 40 points won.

Mrs. George Bippus, under care of a nurse at Hereford, is reported to be improving.

Miss Velma Wright visited Mrs. F. D. Ferguson Saturday afternoon.

Sims community club will meet with Miss Maude Malone Thursday of this week.

Roxie Blasingame spent Wednesday night with LaVerne Phillips.

Mmes. F. D. and S. M. Ferguson and children shopped in Adrian Friday.

Mr. and Mrs. Hugh Fortenberry spent Tuesday with Mr. and Mrs. Jack Fortenberry.

C. S. Ferring was a business visitor in Hereford Thursday.

Mrs. F. D. Ferguson and daughter shopped in Hereford Thursday.

Austin Blasingame and family have moved to their home near Bellview, N. M.

Mr. and Mrs. J. G. Fortenberry visited Mr. and Mrs. Robert Barlow at Perryton last week, the ladies being sisters.

Little Christine Fortenberry has been staying in the Barlow home the past few months and attending school.

Rev. A. W. Yell, Presbyterian minister of White Deer, is conducting a revival in Bippus school house this week, which may continue next week.

A Mother's Day program will be held at the school house Sunday evening at 8:00 o'clock, under direction of Mrs. H. C. Van Bibber.

Thomas Hagood, of Happy, a member of the firm of Chick & Hagood Variety store here, is in Hereford this week assisting E. F. Chick in the firm's business.

Announce Class Recital

An expression and dance recital at the high school auditorium Tuesday evening, May 13, at 8:15 o'clock is announced by Mrs. H. J. Houser. Her entire class will take part in the program.

More Cameras Are Coming for 12-Year Olds

In an effort that none of the 12-year-old boys and girls of Deaf Smith county may be disappointed in not receiving one of the kodaks which Eastman company has been distributing free, the City Drug Store, through its managers, the LeGrand brothers, has purchased fifty more for the young folks. Distribution will begin Saturday morning at 6:30 o'clock, and the only requirements are that the person to have been born in 1918 and be accompanied by parents or guardian.

The drug stores gave away about fifty kodaks last Thursday and the supply allotted to this territory fell far short. The City Drug Store reported over forty calls which could not be met. This firm has bought the additional amount and want those who were disappointed in being too late to come in Saturday for their kodaks. It is estimated that the fifty will be enough to go around. The new kodaks are practically the same as those given away in the regular allotment but they are without the gold seal and are in a different color.

Mrs. C. D. Rice of Austin is visiting her sister here, Mrs. G. A. F. Parker. Mrs. Rice is well known in Hereford, and she is returning to her Austin home after spending the winter in New York studying art under some of the masters.

All Massey-Harris combines reduced \$205.00. See WILLIAMS & GLASPELL, nine miles north on 25-Mile Avenue. 17-1c

Everything in radio accessories. ORR TAILOR SHOP, Phone 16.

Revival Ends With Success, Says Fuller

Our revival was a great success in many respects. A wonderful spiritual uplift came to the church. Many consecrated themselves for better living. There was a godly number of conversions and reclamations and 16 additions to the church with several others to come in soon. Those joining were: Chas. Spradley, son of Mr. and Mrs. Walter Spradley; George McLain, son of Mr. and Mrs. John McLain; Bettie Jane Rolson, daughter of Mr. and Mrs. F. T. Rolson; Morris Easley, son of S. L. Easley; R. L. and Bartley Dowell, sons of W. H. Dowell, Wm. Bowman, son of W. H. Bowman; Dean Dunlap, son of Walter Dunlap; Charles Simpson, Dr. R. E. Perkins, Jack Bournboun, Bettie Joe Roberts, daughter of Mr. and Mrs. C. L. Roberts; Paul Foster, son of Mr. and Mrs. Paul Foster; Irene Stewart, Lee Wood Gyles.

One of the outstanding services of the meeting was on Wednesday night, April 30, when 13 of our young people surrendered their lives for special work, one of them to become a minister. Others are undecided just now as to what their life's work will be. They are as follows: Noel Bryant, surrenders his life for the ministry;

Sarah Agnes Bryant, Mr. and Mrs. Howard Hershey, W. B. and Theda Lou Wilson, Marguerite and Lola Mae Fuller, David Harrison, Aline Cox, Marguerite Brown, Bill Stanford, Travis Counts.

Bro. R. E. Huston endeared himself to all our hearts with his efficient work with the young people and song service. He carried us back to childhood days many times with the great hymns father and mother used to sing. We hope it will be possible for him to come this way again. Our musical programs were very fine. The regular choir and young people's chorus and orchestra helped in a great way in all these services.

We wish to thank the other churches for their splendid cooperation. In fact we are grateful to everyone for help rendered in making this meeting a great success. Especially do we wish to thank our people for making it possible for the pastor to attend the general conference in Dallas. This is the law-making body of our church, which covers Methodism throughout the world. It convenes every four years and does not often come to Texas. Perhaps it is an opportunity of a lifetime for us. We thank again and again each one who had a part in this. We pray God's blessing upon the entire city.

REV. J. M. FULLER, Pastor.

DR. D. K. ROBISON
Residence Phone 78-J

DR. R. R. WILLS
Residence Phone 114-W

DRS. ROBISON & WILLS
CLARK BUILDING
Phone 282

Brand Want Ads Pay Good Dividend

Specials...

FOR FRIDAY AND SATURDAY

HEELS, Men's Goodyear, rubber or leather, regular 50c, on special 25c

HEELS, Ladies' Cuban, rubber or leather, regular 50c, on Special 25c

HEELS, Ladies' French leather or rubber, regular 25c, on Special 20c

General repairing on shoes, harness and saddles. Bring in your Combine belts and canvasses and get them repaired now before the harvest rush.

Jack's Shoe Shop

JACK HAGER, Proprietor

Tanks and Tubs

We still build tanks and tubs and do all kinds of Sheet Metal Work.

WE DO ELECTRIC WELDING and GENERAL BLACKSMITHING

See the New TRAILER HITCH at Our Shop.

BARNHART & SHREVE

On West Second Street.



Biggest

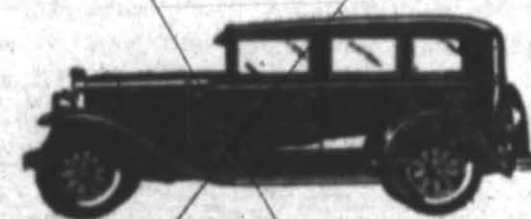
USED CAR SALE

Ever Held in Hereford

25 - Reconditioned Cars - 25



Sale Starts Friday, May 9th, and Continues for 10 Days



Fords, Buicks, Chevrolets, Nashs, Oaklands, Pontiacs, Dodges, Whippets, Willis Knight, and many others. Sale to be held on lot next to Baskin Land Co., office, across the street from our place.

Save Money

Your Opportunity! Be There Spring Merchandise At Winter Prices



OLLIE DIXON, Manager

BARGAINS

We Will Also Sell Several New 1929 Oakland and Pontiacs at a Big Discount

We are loaded with used cars and must sell at sacrifice prices. When you buy a car from us you can rest assured that the car has been reconditioned and that we stand behind our cars.

25 Used Cars at Sensational Prices

Special terms and your old car in trade. Extra sales people to serve you promptly and courteously. Sale prices and terms effective only during sale. Don't wait. Buy at the greatest sale ever held in Here-

ford by one of the leading automobile companies of Hereford. Many makes of cars at unheard of prices. The first and only sale of its kind ever held in Hereford.

Dixon Motor Company

OAKLAND-PONTIAC

PRODUCTS OF GENERAL MOTORS

CARS ON DISPLAY ON LOT NEXT TO BASKIN LAND OFFICE

Speaking of Wheat

Some guy said, "All things come round to him who will but wait," but, Big Boy, don't wait until you are hailed out!



Hereford Insurance Agency

JNO. McLEAN, Manager.

Growena

Chicks are allowed out-of-doors in the direct sunshine, it is well to change from Chick Grow Chow to Purina Chick Growena, during the seventh week. If confined, they show be continued on Grow Chow as it contains cod-liver oil, which takes the place of the sunshine. In addition to the mash, in either case, feed Intermediate Hen Chow to these future layers twice a day.

Growena and Intermediate Hen Chow have the minerals (ash)—the bone-building material for developing a large frame.

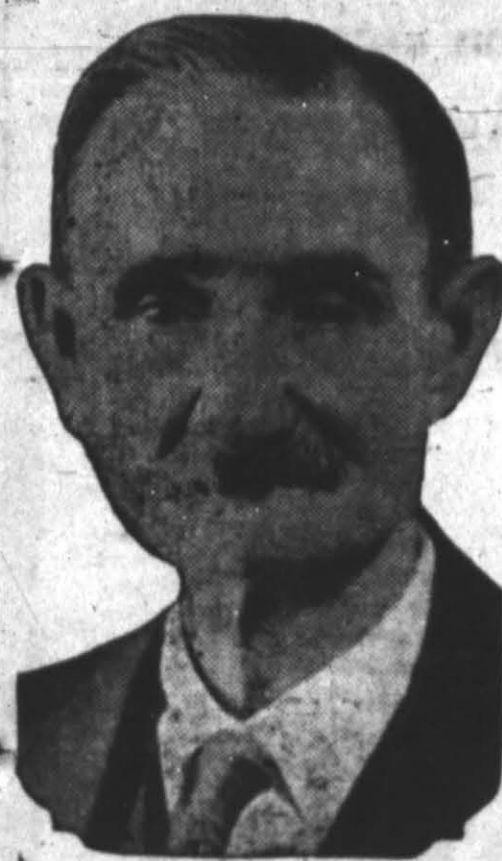
Growena and Intermediate Hen Chow furnish the bird with the variety of proteins needed to build blood, bones, nerves, feathers and muscles.

Growena and Intermediate Hen Chow contain an abundance of growth vitamins.

McLean & Pitman
Phone One

Luckiest Day of Life, Says Farmer

"I used to have to get up six and eight times every night on account of my kidneys, and mornings I was tired out and nervous. Headaches, backaches and rheumatic pains in my arms and legs



T. G. MURPHY

and muscles hurt me all the time. I suffered with indigestion and constipation and my whole system was full of poisons. It was the luckiest day of my life when I started Sargon. I eat anything I want without a trace of indigestion, I sleep without having to get up at night, all the pains in my body are gone, and I feel years younger. My nerves are steady, I sleep good and never have headaches any more."—T. G. Murphy, Seminary Hill, Fort Worth. Rice Drug Store, Agents.

BEANS AND PEAS FOR THE GARDEN

Beans and peas are two common and valuable food crops grown in nearly every garden. They are nitrogen gatherers and if properly inoculated will prove valuable soil improvers. They thrive and yield according to the soil on which they are grown.

Beans are among the least frost resisting plants we have, yet are a staple vegetable, being in three forms—snap or string beans, green shelled beans and dried beans. They have a place in every garden where any crops of their nature can be grown. They yield heavily and pay well for good care. There are two main classes, bush and pole beans, with many varieties of each. In the bush beans we have green pods and wax pods for string beans; those raised for the green shelled beans; those grown for dry beans and the dwarf lima beans. There are many pole beans grown for string, shelled or dry beans.

Beans prefer warm weather conditions and should not be planted until the soil is well warmed up in the spring. There are many varieties covering the entire season for every section where they will grow. Bush beans are planted about two inches deep and three or four inches apart in the row if drilled, or they may be planted in hills with four beans in a place and any desired distance between hills. Some plant in hills 30 inches apart and alternate with corn between the hills. String beans are used as soon as the pods get a fair size but before the seeds have developed to any extent, as the pods become stringy when they get older. After the seeds have developed they are used for green shelled beans or matured and used as dry beans.

PLENTY MONEY FOR YOU

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

RALPH BARNETT

about the first thing planted in the spring garden. Being cool weather crops, they do not thrive in the heat of summer. In the South a crop can be grown from early spring seeding and a full crop from late summer planting. In the North successive plantings can be made, enabling the family to have green peas over a much longer period of time. Seeds should be sown an inch apart in drills three feet apart. A quite common way of planting garden peas is to sow in double rows six to eight inches apart, with three feet between the sets of double rows. Good cultivation is essential.

The small, smooth peas are better for early sowing as they are less apt to rot in the ground, quicker maturing and do not need supports. The large, wrinkled peas are high growing, later and need supporting to produce crops of good quality. They are of better quality than the smooth peas. Any kind of support that will keep the peas off the ground and give them access to air and light will do. Brush, wire fencing, or strings tied to a wire stretched over the row between posts will all be found useful for this purpose. With the larger varieties, if planted in double rows, chicken wire fencing or other support can be placed in the narrow space between

rows and serve for both of them. Edible-podded or sugar peas are very commonly grown in this country, but are worthy of more attention from home gardeners. Like string beans they are eaten pods and all while immature. Diseases and insects may attack peas and provision should be made to control them as far as possible.

Garden peas are one of the most delicately flavored of all the vegetables. Light freezing does not hurt them and they are usually

W. A. Baty of Adrian is building a new cottage, which will be modern in every way. C. S. Perrin was a Hereford visitor Thursday. Miss Josabel Rice visited over the week-end with Mrs. Ed McCaskey. B. Gist is building a new home on his farm five miles southwest of Adrian.

Fisher brothers, 12 miles south east of Adrian, are improving their land. J. P. Collier has purchased the Baty garage at Adrian and R. G. Stratton will be in charge. Mr. Baty will look after his farm interests. Mrs. J. M. Chapman, Ray, Elizabeth, Virginia and Miss Josabel Rice attended the Passion Play in Amarillo Tuesday of last week. Mrs. Ferguson and Elizabeth were shopping in Hereford Thursday. Marshal Long visited Ray Chapman Sunday night. Mr. and Mrs. Ed McCaskey and Jim Ney and William attended the school meet at Summerfield last Friday.

Adrian-Sims Notes

BY MRS. J. M. CHAPMAN

The Rock Island railway has been granted permission by the Interstate Commerce Commission to build 76 miles of new railroad from Vega southwest to Forrest, New Mexico. If this is certain, Sims community will soon be traversed by a railroad, we hope. We don't believe it will be far from us and only hope they put a town in sight.

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FIELD SEED

—Plenty of good field seed on hand—re-cleaned, ready to plant.

—Corn, hygeria, cane, kafir, maize, double dwarf maize. Engage your supply now and avoid disappointment.

McLEAN & PITMAN

PHONE 1

FOR QUICK JOB SERVICE SEE THE BRAND.

CHIROPRACTOR

Dr. W. A. Robinson

Corrective Diet—X-Ray and Patho-Murometer

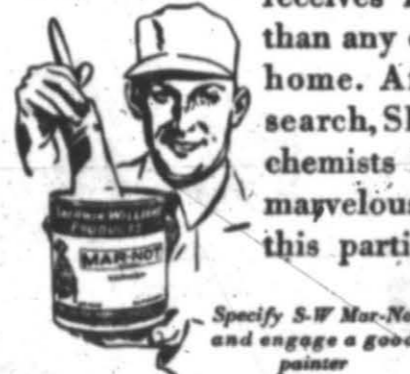
Laboratory. Office Phone 207

SHERWIN-WILLIAMS PAINT HEADQUARTERS

A varnish that withstands even stairway abuse

S-W Mar-Not is made especially for floors

The varnish on your floors and stairways receives more hard usage than any other part of your home. After years of research, Sherwin-Williams chemists have perfected a marvelous new varnish for this particular need. S-W



Specify S-W Mar-Not and engage a good painter



S-W Paint Products are sold the world over under this famous trade-mark

Mar-Not is a pale varnish of pigskin toughness. And man—how it can take punishment! Stands up month after month under the constant tramp of nailed heels. The sliding, scuffing feet. The moving of heavy furniture. Hot or cold water does not affect it. Dries overnight with a rich, long-wearing luster. We also have other varnishes made for specific needs by this famous maker. Each is supreme in its field. Let us save you money on your varnish needs.

FRIDAY AND SATURDAY SUGGESTIONS

S-W Flat-Tone
A washable flat wall paint for interior decorations. Produces beautiful velvet finish on plaster or wall-board.
Per quart..... 90c

Rogers Brushing Lacquer
The popular modern fast-drying home lacquer. Easily applied. Exquisite colors. Dries while you wait.
Per 1/2 pint..... 80c

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

S-W Mar-Not Water-resisting floor varnish
A pale, durable floor varnish made to take the daily punishment from tramping heels. Withstands both hot and cold water. Made especially for use on parquet floors of oak, light maple or birch as well as on printed linoleum.
Per quart..... \$1.50

S-W House Paint
The world's best house paint. Covers more surface per gallon. Costs less on your house. Lasts twice as long. Regular colors.
Per gallon..... \$3.75



S-W Porch and Deck Paint
Especially prepared to withstand outside exposure and hard wear on porch floors, steps, decks of boats, etc.
Per quart..... \$1.00

SPECIAL TRIAL OFFER SHERWIN-WILLIAMS FLO-LAC

Flo-Lac produces a beautiful stained and varnished effect in one operation. Can be applied on furniture, floors and woodwork, or any surface where a finish of this kind is desired. On new work, it preserves the beauty of the natural grain of the wood. With Flo-Lac, surfaces previously painted can be changed to imitate hardwoods like dark mahogany, golden oak, dark oak, walnut, etc. Dries with a high gloss, is tough, elastic and durable. Will not show scratches or heel marks.



A Water Resisting Varnish Stain.

Colors are dark or extra dark mahogany, dark or light oak, golden oak, walnut and clear. A quart of genuine FLO-LAC, any color, and a 2 1/2" special FLO-LAC rubber-set brush

A \$2.20 value for \$1.39

Our Aim—To Help Improve the Panhandle PANHANDLE LUMBER CO.

Courtesy • Quality • Service



COTTON SEED

I have on hand at McLean & Pitman's (Harrison's) Elevator, a few cotton seed left over from a car of

PURE HALF-AND-HALF COTTON SEED

Shipped in last year, on which I have reduced the price to \$1.75 per bushel.

These seed were grown in Donley County by a breeder of pure seed, and they are superior in quality.

BETTER SEED means MORE COTTON per acre, so why plant poor seed when you can get the best? As to quality of these seed and their high lint yield per acre, I refer you to anyone who used them in 1929.

The supply is limited, so get yours while they last, at McLean & Pitman (Harrison) Elevator.

E. E. Ireland

Potato Slips Now Ready Bradley Yams

Cabbage, Tomato Plants

J. H. Daniel

Across street from West Texas Feed & Seed Co.

PRODUCE!

—We want your cream, eggs, chickens, hides, etc. and will pay the highest cash market price.

Your Patronage Appreciated

L. B. Roberts

Corner of Second and Sampson

Keeping Up to Terracing Demand Is Hard Job In All Parts of State

College Station.—Farmers who are inclined to criticize the county agent because they cannot get him out to terrace their farms may feel better about it when they learn that it is the same story all over the state. From two to five times as many farmers have called on agents for help in this line this winter as it is possible to aid. Extension Service authorities assert. In spite of the fact that the acres terraced per agent has been steadily increasing from year to year, they say, and that more than 600,000 acres are estimated to have been protected by terraces of contours in 1929 alone, farmer demand has swamped nearly every county agent in Texas with more work than he can handle.

The solution the Extension Service has been working on for a few years back under leadership of M. R. Bentley, farm engineer, has been the training of farmers to do the work themselves in community and county terracing schools. This is because terracing as a means of conserving soil and rainfall has been demonstrated thoroughly enough in most sections to convince the majority of its value. County agents must largely abandon helping individuals in favor of training enough men to carry the terracing program forward rapidly, Mr. Bentley believes.

"As a part of this training system quite generally used now, the farmers and business men in many places have formed central committees to assist county agents in every possible way to speed up the terracing program," he continues. "Every local agency willing and capable of helping is being pressed into service, and even the club boys and vocational agricultural students are laying off terrace lines."

"At the same time county agents

are increasing the number of soil building demonstrations through the planting of cover crops, especially legumes, and establishing suitable crop rotations on terraced land. This is in recognition of the fact that terracing is only the first step in soil conservation."

See our four-wheel drive general purpose tractor demonstration any time. WILLIAMS & GLASPELL, nine miles north of Hereford. 17-1c

An expert examination of furs might disclose that the Easter rabbit was really a seal.

Order your cut flowers now. Phone 443 for prices. MRS. NETTIE PRICE SLATON. 17-4c

Another surplus that is worrying the government is that of prisoners.

A Want Ad in The Brand is a sure, steady worker—try it out



The Smart Type of Women Everywhere Prefer Martha Lee's Beauty Preparations

Martha Lee has studied the individual types of women. Her 'Book of Beauty' reveals some interesting discoveries to women who are different. You'll find her 'Book of Beauty' at most toiletries counters as well as her exquisite creams, lotions, powders and rouge.

MARTHA LEE
toiletries

For Sale by
CITY DRUG STORE
Hereford

NOTICE OF DISSOLUTION OF PARTNERSHIP

The business heretofore conducted under the firm name of Drs. Heard & Wiltshire and owned exclusively by Dr. G. W. Heard and Dr. B. M. Wiltshire, has been transferred to Dr. G. W. Heard, who becomes the sole owner of the said dental office, accounts, etc. All the indebtedness of said office will be paid by Dr. G. W. Heard and all money due the firm should be paid to him. Effective as of date May 5, 1930. G. W. HEARD. B. M. WILTSHIRE

17-4c Full line of parts. Service man always on ground. WILLIAMS & GLASPELL, nine miles north of Hereford. 17-1c

Galley's Cow Heads List In Butterfat

A list of dairy cows in Deaf Smith county that have made the honor roll has been furnished the press by W. T. Dungan, official cow tester for this and Randall county. The cows in the honor class are Guernsey, Jersey and Holstein, and their individual production runs from 756 pounds to 1539 pounds of whole milk during the

month of April. Lester Galley's Holstein has the high mark of 1539 pounds, turning out 48.1 pounds of butterfat, but his Jersey topped the list in butterfat with 65.8 pounds.

The following items show the owner, breed, amount of milk and butterfat:

Fred Pitner—Guernsey, 853 lbs. milk, 53.9 pounds butterfat; Guernsey, 963 pounds milk, 47.1 fat; Guernsey, 739 milk, 40.2 fat. L. A. Smith, Grade Jersey, 861 milk, 44.7 fat; Jersey, 864 milk, 44.9 fat; Jersey, 858 milk, 54 fat; Jersey, 927 milk, 51.9 fat; Jersey, 810 milk, 51 fat; Jersey, 858 milk, 48 fat; Jersey, 949 milk, 45.6 fat; Jersey, 756 milk, 43.8 fat. Lester Galley, Grade Holstein, 1539 milk, 46.1 fat; pure blood

Jersey, 1242 milk, 65.8 fat; grade Jersey, 885 milk, 45.1 fat; grade Jersey, 822 milk, 44.3 fat. J. L. Lookingbill: Pure bred Jersey, 927 milk, 42.6 fat.

W. B. Scheihagen, grade Jersey, 771 milk, 42.1 fat; grade Jersey, 837 milk, 46.1 fat. S. O. Wilson, grade Jersey, 1069 milk, 48 fat.

Pay Your Bills by the 10th!

You Have No More Valuable Asset Than A CLEAN CREDIT RECORD

Business Men's Association, Inc.

H. L. GRAHAM, Manager

ANNOUNCING

ORGANIZATION OF THE

Pilot Mutual Matrimonial Association

of Hereford, Texas

Would You
Accept

**\$1,000
CASH**

as a

Wedding Present?



START YOUR MARRIED LIFE WITH FINANCIAL INDEPENDENCE. Quite often the entire success or failure of matrimony is contingent upon finances. The Pilot Mutual Matrimonial Association can solve this problem for you. See our representatives today and let them explain our contracts.

Pilot Mutual Matrimonial Association

OFFICERS AND DIRECTORS

A. O. THOMPSON, President.
MARK HANNA, Vice-President and Actuary.
JNO. A. COFFEE, Legal Director.
LLOYD E. ROBERSON, Agency Director.
H. L. GRAHAM, Secretary and Treasurer.

Offices 203-204 Newell Building

Phone 102

COMBINES....

Now Is the Time to

REPAIR, REBUILD OR OVERHAUL
YOUR COMBINE

—Waiting until the last minute might mean a disappointment to you. We know how to do the work and have more time now than a little later.

Barnhart & Shreve

A FEDERAL FARM LOAN

Is the Best Loan Contract On Real Estate

1. Lower rate of interest.
2. Liberal pre-payment privileges.
3. Easy to get large tracts segregated into smaller loans.
4. Easy to obtain a release of part of the security.
5. Reasonable loan values approved.

A. O. THOMPSON, Secretary-Treasurer.
Our Abstracts Correctly Reflect the Records.

THOMPSON & IRELAND

ABSTRACTERS

Hereford Texas



Multi-Interset Jerseys

—We have a few good "line-bred" "Interest" bulls for sale. Come look at them and their dams while you can still get one.

Clover-Dell Farm

Three Miles East
of Hillside Hatchery

Hereford,
Texas

Fair Prepares

(Continued from Page One)

ladies' department; M. D. Womble, farm machinery, and B. H. Hopkins, Hereford agriculture. The community directors are: Mrs. H. O. Dorris, Bippus; Mrs. Bob Higgins, Ward; Mrs. Arlie Dean, Dean; Jos Thurman, Daniel; John Bolling, Fairview; Mrs. C. E. Tice, Frio; Clyde Hays, Black; Miss Olive Perkins, Progressive; Mrs. J. T. Guilan, Messenger; Mrs. W. W. Schwartz, Ford; A. M. Walker, Summerfield; H. H. Miller, Dawn; Mrs. J. E. Ross, Wolcott; Mrs. Tom Vaughn, Westway; Mrs. J. M. Chapman, Sims; Mrs. Noley Elliston, Wyeche; Mrs. Wells, Valentine. No county fair was held last year, but it is planned to revive the enterprise as a show window for all the activities of Deaf Smith county and maintain it as an annual event, according to President Hill. The fair will be held in the sales and fair pavilion, the \$20,000 building which was erected as a part of the county's big extension program. The farm and demonstration tents, county health and library departments, and all cultural and civic organizations are supporting the fair and guaranteeing its success this fall.

Al Jolson In "Singing Fool," Coming to Star

The greatest cinema production, Al Jolson in "Singing Fool," an all-talking feature, is scheduled by the Star Theatre for two days next week, Monday and Tuesday, May 12-13. Al Jolson is known the nation over and wherever the "Singing Fool" has shown the audiences have been fanned to tears. The picture is recognized as one of the big current productions.

Locals Take Game by Wide Margin, 9-2

Although the game Sunday with the Amarillo Refiners was won handsily with a wide margin, the Hereford team demonstrated the best balanced diamond work seen this season. The Hereford boys won by the score of nine to two, playing shut-out ball with the exception of an error by Knox, shortstop, who overthrew first to let in the two tallies. The performance of L. Rose, pitcher, was outstanding for the local regulars, and he was ably supported in every position. In the first half of the seventh Rose threw only three balls which were converted into three outs by fast

Snow On Ground This Week 12 Years Ago

Snow on the ground, frozen plants and a crisp atmosphere on the morning of May 6! But it wasn't May 6 of this week, although a cool breeze from the north brought a few shivers to remind those residents of the own for at least a dozen years that 12 years ago, May 12, they woke up to find a snow-blanketed earth. Big snow storms have been sweeping the west coast, and Gallup, New Mexico, is the closest point to report any snowfall. Along with the drop in temperature Tuesday heavy clouds overcast the sky and gave threat of rain.

County Library Patrons Double Over Last Month

There were 2,018 books issued at the county library during the month of April, over double the amount that went to the reading public in March, according to Miss Emma Jean Donald, assistant librarian. The library is not open on Sundays and the average books issued each day during the month totaled 76. April 5, a Saturday, was the banner day, with 123 books withdrawn. The sum of \$124.88 was spent last month for new books, and there were 329 borrower's cards filed.

Aggie Boys Enjoy Trip to Breaks

Twenty-two vocational, agriculture boys, accompanied by their instructor, B. H. Hopkins, returned Sunday afternoon from their annual outing, tired and bruised, but in a happy mood. In the play Homer Brumley sustained a broken nose, which is healing rapidly. This was the sixth annual trip for which the boys of the current class and those who have been enrolled for vocational agriculture are eligible. They camped on the "breaks" north of Adrian from Friday until Sunday. The custom of awarding the aggie boys with some outdoor living just before the close of school was carried on by C. meet Westway players at Westway on Friday afternoon. The standing between the two teams is now even, one and one, and the Midgets plan on copying the honors in the play-off. The Giants, sponsored by the American Legion, defeated the Midgets last Thursday afternoon by the close score of 18 to 17.

work of his team-mates. In the last of the eighth Rose also joined the sluggers and hammered out a home run with one man on. The Refiners came to Hereford with a record of having defeated the Amarillo Cats, and their severe defeat here puts the local team in a favored position to fight it out with the best of them this summer if entered in the Amarillo News-Globe tournament.

The box score:

Amarillo	AB	R	H	P	O	E
Long, v	4	0	1	2	0	
G Klumen, c	3	0	0	14	1	
Kerno, lf	4	1	1	0	0	
Alexander, 3b	4	1	0	0	0	
Hadley, 2b	4	0	0	2	2	
Hopper, 1b	4	0	1	4	0	
Young, p	4	0	1	1	0	
Nelson, rf	3	0	0	0	0	
Pruitt, cf	3	0	0	1	0	

Hereford	AB	R	H	A	E
Carroll, lf	4	1	0	1	0
Cleennu, 2b	4	2	2	0	0
Muhphrey, 3b	3	2	1	1	
Young, 1b	5	1	2	12	0
Bennett, c	4	0	1	7	0
Knox, ss	4	0	0	1	2
Robinson, cf	1	0	0	0	0
Rose, cf	3	1	1	1	0
Broy, rf	4	1	1	2	0
L. Rose, p	4	1	2	2	0
Amarillo	000	002	000	—2	4
Hereford	112	000	023	—9	103

Summary: Two base hits, Broy, L. Rose; 3 base hits, Kerno; home run, L. Rose; base on balls, off Young 1; struck out, by Young 14, by Rose 7; hit batsman, Cleennu, Carroll, Muhphrey 2; hits off Rose 4, off Young 10. Homer Fox's Midgets, a baseball nine of youngsters, are billed to

Marcelling

50c

WATER WAVING FREE

Mrs. J. H. Miller

PHONE 34



We have installed a **WATER SOFTENER** which enables our operators to give you the **BEST SHAMPOO**—possible. Soft water leaves the hair and scalp in perfect condition.

Permanent Wave done by graduate Beauticians.

ORR'S BEAUTY SHOP
Phone 16

W. Humble, former teacher, and Mr. Hopkins, is not disappointing them by continuing the practice and making possible each year the campfire circle enjoyment.

The remains of Mrs. G. R. Jewell, Sr., of Breckenridge, Texas were shipped here, arriving Thursday morning. Mrs. Jewell formerly lived here—many years ago and was the step-mother of G. R. (Nat) Jewell of this city.

The funeral services were held this afternoon at 3:00 o'clock at the Christian church and interment immediately followed at the West Park Cemetery. Fuller details of the passing of Mrs. Jewell will appear in the Brand next week.

CREAM WANTED—34c

We pay all transportation charges. Lower butter markets have forced us to lower our price. If you will check our honest market value with cream buying station prices you will find we are paying from 4c to 6c more than cream buying stations. Our customers are asking us for more butter. Won't you please help us out by shipping us your cream? We guarantee to satisfy every shipper.

Ref. Richardson County Bank.
FALLS CITY CREAMERY CO.
Falls City, Nebraska.

Another old landmark of the city passed into the scrap heap this week with the tearing down of the concrete storage tank of the old well on the northeast corner of the court house lawn. When the debris has been hauled away all signs of the former county well will have disappeared.

MR. PROPERTY OWNER:

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

SELLING YOUR PROPERTY AT PUBLIC AUCTION ON A CERTAIN DATE?

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

Ray Barber, Auctioneer

Superior Sales Service
Phone 241 Hereford, Texas

DEAF SMITH COUNTY ABSTRACT CO., Inc.

110 West Third Street
C. P. McCOLLOUGH, Manager
ABSTRACTS LOANS

CASH SPECIALS FRIDAY AND SATURDAY

Malted Milk	Borden's Improved	47c
TEA	It's good for tea. 1 lb can 32c, 1/2 lb can 44c, 1/4 lb	23c
FIGS	Preserved, 1 lb two cans	21c
COOKIES	Pregim, 1 lb size	21c
ONIONS	White Bermudas per lb	4 1-2c
Cake Flour	Swans Down Per pkg	31c
JELLY	Concord Grape 16 oz jar	27c
SARDINES	L. arge oval can, two for	25c
Pineapple	No. 2 1/2 size, sliced or crushed	29c
Fruit Salad	No. 2 size per can	28c

Bakers Cash Grocery

MONT E. BAKER,

WE WILL

APPRECIATE

A PART OF YOUR

Business

We carry a full line of Gold Medal feeds for all kinds of farm stock.

Our Prices Are Right—Give Us a Trial

Yours for business,

Farmers Elevator Company

PHONE 468

"A HEREFORD INSTITUTION"

HELPY-SELY

Owned and Operated by H. A. Hoffman

Prices For Friday and Saturday

Skinner's Macaroni, Spaghetti, Egg Noodle, 3 pkgs	21c
SUGAR, 10 lb cloth bag	59c
SNOWDRIFT, 6 lb bucket	\$1.22
COFFEE, Concho, 3 lb can	\$1.12
CUT BEANS, S. and S., No. 2, 3 cans	34c
SEA FOAM, soap powder, pkg	3c
SYRUP, White Swan, gallon can	84c
APRICOTS, gallon can	67c

Demonstration Heinz Products, Specials With Free Samples.

Graduation Gifts



—A word to parents, relatives and friends who are about to embark upon a gift-shopping tour for the graduate: Everyday we meet these young Moderns, so we know just what tremendous trifles please them most. Here are a few suggestions:

Gloves and Sheer Silk Stockings



—The hand and foot of fashion demand complexion tones for smartness . . . so every girl will be delighted with such chic accessories as these . . . kid gloves in pull on and snap styles, \$2.50 up. . . Sheer silk hose, \$1.95

HANDBAGS and COSTUME JEWELRY—No costume is complete without its jewelry—chokers, bracelets, pearls and pins—50c up—and a distinctive collection of smartest silk and leather bags—

\$2.45 to \$10.00

Lingerie and Gowns of Crepe and Georgette

—What daintier gifts for a girl than lovely silk lingerie? And here there's a charming collection of pastel-tinted garments . . . dance sets, brassiers, slips, panties and gowns—

\$1.00 to \$8.95

Gifts for the Fellows

PAJAMAS \$1.69 to \$4.50	LOUNGING ROBES \$5.95
—Of printed broadcloth—in all colors.	—Nothing would please a boy more than one of these beautiful robes. Of a rayon that looks like silk.
BILL FOLD SETS \$2.95 \$3.95	HANDKERCHIEF TIE SETS—\$1.95
—Sets consist of bill fold and key case; made of genuine hand-tooled leather.	—Just the thing to go with that graduation suit.

Sprolws-Cronin & Company

The Hereford Brand
Published Every Thursday at
HEREFORD, DEAF SMITH
COUNTY, TEXAS

NUNN-WARREN PUBLISHING
COMPANY, INC.
PUBLISHERS
Also Publisher of
THE FRIONA STAR
Friona, Parmer County, Texas
R. E. KESSIE,
Editor and Manager

TELEPHONE 130

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:
Zone 1, per year - \$2.00
Zone 1, six months - \$1.00
Outside Zone 1, per year - \$2.50
Outside Zone 1, six months - \$1.50
Outside Zone 1, three months - \$1.00

ALL SUBSCRIPTIONS STRICTLY CASH IN ADVANCE.

**POLITICAL ANNOUNCEMENTS,
DEAF SMITH COUNTY**

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

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

For County Attorney:
JOHN A. COFFEE

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

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

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

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

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

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

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

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

**Glycerine Mixture
Stops Constipation**

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

Who remembers when reformers used to rave about the coco cola menace?

**MONEY TALKS
BY YOUR CASH**

OPPORTUNITY
AT YOUR SERVICE

Don't be a slave to your money! Let your money serve you by using it at E. B. Black's, where it has every opportunity to give you complete satisfaction, says Your Cash.

E. B. BLACK Co.
We Are Satisfied With Small Profits

Arney News Items

BY MRS. F. W. FORTNER

Farmers in this vicinity are rejoicing over the fine crop prospects since the recent rains. The rains will greatly aid all farm operations. Joe McKinney is able to be up and around after an operation. He was compelled to close his store a few days because of his illness. Many new combines will be sold in this vicinity.

Lawrence Taylor spent the week with his parents, Mr. and Mrs. S. J. Taylor at Levelland. Mrs. C. E. Burks and daughter, Miss Edna, were in Hereford shopping Thursday.

Several of the young folks attended a show at Happy Saturday night.

Several from Arney attended the closing exercises of the Childress schools Thursday night.

Mrs. Henry Cook and daughter, Velma, spent Sunday with relatives here.

Mr. and Mrs. Walter Graham and baby spent Sunday with her father, Mr. Abbott, south of Dimmitt.

Arthur Brisbane, highest paid newspaper writer, suggests that a man should retire at the age of ninety. Many are thinking of doing that very thing.

Summerfield

BY MRS. L. JOHNSON

Rev. Brownlow and family of Plainview spent the past week-end with friends. Preaching services were held Sunday morning and evening here and at Black Sunday afternoon.

Mrs. Ben West of Plainview visited with her sister, Mrs. Henry Kendall and brother, Ky Lawrence, the past week.

Mr. and Mrs. R. A. Baker and baby of Amarillo visited over the week-end with her sister and family, Mrs. Lee Curry.

Several from this community visited Harding's ranch last Sunday. Messrs. and Mmes. Obe Roberson, Bernard Roberson, M. M. Ellis, Lloyd and Loys Lookingbill, Jim and Elliott Clark and Miss Glen Carr being among the number.

Mr. and Mrs. J. A. Noland are enjoying gas in their home, both lights and stoves and it has proven a wonderful convenience.

Mr. and Mrs. Roy Johnson and mother, Mrs. L. Johnson, were Amarillo visitors two days last week and witnessed the Passion Play.

Mr. and Mrs. W. J. McMinn have returned to their home in Abilene. The county school meet at this place last Friday was well represented.

A HELPING HAND

The man who grows in business ways is he who thinks and plans and stays

Until the things he plans are done. To have success in the long run he must also have at his command financial backing on demand.

THE FIRST NATIONAL BANK is looking out for men who know what they're about.

Come in and tell us of your plan so we may help you if we can. (Corp. 1925.)

resented. Summerfield carried off their share of the honors.

Several have been reported on the sick list, including Mrs. Alva Wilson, Mrs. B. A. Atchley and the baby son of Mr. and Mrs. Stephens.

Mrs. Walter Huntley was called to Plainview by the serious illness of her father, Mr. Dotson.

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

It is doubtful that Jamaica ginger will ever become the national beverage. Vendors can hardly afford to give a pair of crutches or a wheel chair with each bottle.

NOTICE

All roads through my middle pasture are closed and any one caught trespassing will be prosecuted to the full extent of the law. I am forced to do this because my fence has been cut in so many places and so many roads plowed across my pasture without any regard to the damage done me. I trust it will not be necessary for me to have to prosecute some of my friends. T. E. SEIGLER.

DR. T. M. MONTGOMERY

EYESIGHT SPECIALIST
626 Polk Street, Amarillo, Texas
-Will be in Hereford First and Third Tuesdays in each month. Eyes tested and glasses fitted.
OFFICE RAY'S JEWELRY STORE.
Telephone 188 for Appointment.

Whither Bound?



Your Business Is Like A Giant Train

It may be ever so big, but it must be headed in the right direction, and it must have FUEL . . . money . . . to make full progress. Two heads are better than one; your Banker backed by the resources of this institution plus years of experience can help you attain your goal.

THE FIRST STATE BANK

Hundreds of thousands of Frigidaires
have never required any SERVICE
this is ONE reason why
3 times
as many Frigidaires are now in use as any other make of electric refrigerator

Frigidaire is sold with a definite guarantee—backed by General Motors.
And still more important to you as a purchaser is the fact that year after year Frigidaire continues to give satisfaction—long after the guarantee has expired. If service should be required it is rendered instantly and without removing the machine from the premises.

BLYTHE BROS.

Hereford, Texas

SEED!

SEED! SEED!

Hand-Headed—Selected—Tested

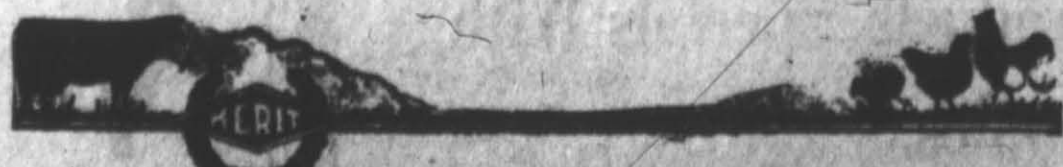
Dwarf Maize, Santa Fe Dwarf Kafir, Double Dwarf Maize, Hegaria, Red Top Cane, Sudan, etc. Remember, our seed is HAND-HEADED, CAREFULLY SELECTED, TESTED and READY TO PLANT. Don't forget the place and don't forget our Silverware Tickets.

Use MERIT Poultry and Dairy Feeds.

We Buy Produce.

West Texas Feed & Seed Co.

PHONE 265



REED'S 'M' SYSTEM STORE

Miss Lucy and H. D. Reed

Owners and Operators

Bargains for Friday and Saturday

CHEESE, "Full Cream"	33c
MACARONI or Spaghetti, Skinners, Three for	25c
COFFEE, 3 lb, cup and saucer	\$1.23
CRACKERS, 2 lbs Brown's Saltine	31c
BANANAS, lb	8c
BOLOGNA, lb	23c
WEINERS, large, lb	23c
BOILED HAM, lb	50c
LUX FLAKES	Small 11c Large 21c

WE DELIVER

PHONE 249

Ward News Notes
BY MRS. WILEY ROBERSON

Mrs. Lois Bushing spent a few days last week with her parents, Mr. and Mrs. W. R. Harrison. Winnie Malone spent Monday

Lucky Leavell ate supper at the J. E. Garrett home Sunday night. Miss Marie Brumley spent the week end with Miss Edith Mann.

a program at night. Everyone is invited to come and bring some with you. Mr. and Mrs. Dewey Larson were

MCCODMICK FEEDING NEWS
THE HEREFORD BRAND, HEREFORD, TEXAS, THURSDAY, MAY 8, 1930.



1
2
8

WALTER SEZ:

—Tell 'em we are still here, same place, only more so! We are open for inspection and invite your presence at any time—the sooner and oftener, the better. When you can't come down, remember we specialize in the care with which we fill phoned orders.

DUNLAP GROCERY

CARD OF THANKS

We sincerely desire to thank our many friends who have comforted us with deeds of kindness and words of sympathy during our recent loss and bereavement. We express our heartfelt appreciation for their thoughtfulness and assistance to us in the hour of giving a last farewell to our loved one. Mr. and Mrs. Dave Galloway, Mr. and Mrs. Moke, Bill Moke, Leo Lawhon, Mrs. James Galloway, Mr. and Mrs. W. L. Johnson.

R. C. REYNOLDS AND FAMILY ATTEND DIMMITT WEDDING

Mr. and Mrs. R. C. Reynolds and little son, Robert Wayne, attended the wedding of Charlie Harris and Miss Christine Reynolds, a sister of Mr. Reynolds, Wednesday morning of this week, in Dimmitt. The wedding took place in the Methodist church and the ceremony was pronounced by Rev. Bright. Miss Hazel Dunn of this city was one of the bridesmaids.

Harold Hicks arrived here the latter part of last week from Ft. Worth where he is a student of the Baptist Seminary. Mr. Hicks is here visiting his wife who has been here some time, and he will remain this summer to manage one of the local-owned elevators at Dawn and Black.

John H. Hickman of Wichita Falls arrived Tuesday night to inspect his ranch east of town about sixteen miles. Mr. Hickman, while here, is the guest of Mr. and Mrs. W. F. Gillis.

The modern Beauty Shop, located above Sprowls-Cronin's store, changed ownership, when Mrs. M. W. Phillips sold the shop to Mrs. Carl Jennings, who took charge of her new business May 1.

During the past week H. G. Conkright purchased 328 head of yearling steers in Sherman county and has driven them north from there across the Oklahoma state line for summer pasture on the Chevaut Bros. ranch.

Mr. and Mrs. J. S. Orr visited their son, Duane, in Lubbock Tech College over the past week-end. He will be home for the summer vacation toward the last of this month.

Robert Sisk arrived home Monday from Tucson, Arizona. Mr. Sisk expects to make his home here for the present.

Mrs. H. L. Graham and little daughter, Betty Rose, visited last week in the home of Mrs. Graham's parents, Judge and Mrs. Graham of Albany, Texas. She also visited her sister, Miss Maurine Coffee, at Simmons University, Abilene.

Roy Arnold made a business trip to Borger Wednesday of this week.

Mrs. Homer Wilson and son, Tom, are here this week visiting with friends and relatives.

L. B. Brooks of White Deer arrived here Wednesday. Mr. Brooks is president of the Farmers Elevator here.

The high school economics class visited the Hereford Bakery Tuesday afternoon of this week for the purpose of inspecting the new methods in commercial baking. The demonstration made by Mr. Reynolds and his assistants was a source of valuable information to Miss Westbrook's class.

NEARBY and YONDER...
by T. T. Maxey

The Mount of the Holy Cross
THE Mount of the Holy Cross is one of the sky-piercing peaks which constitute the Rocky mountain range. It is located in Eagle county, Colorado, near the town of Minturn. Its hoary head rises to an elevation of 15,978 feet or considerably more than two and one-half miles above the waters of the Atlantic and the Pacific.

On this mountain nature carved a deep ravine some 2,000 feet long running up and down its sides, fashioned a transverse ridge some 800 feet long across and above the center of this ravine and thus produced a mighty and holy cross from which the mountain takes its name.

By virtue of its altitude this ridge is almost always covered with snow, high winds cause the snow to drift into the ravine and thus a great,

white cross appears on the mountain side and looks out and down upon the world. This inspiring marvel has been referred to as "A Nation's Guiding Emblem of Faith." Uncle Sam, through his forest service, now has set aside a tract of land of some 350 acres which includes this mountain and is known as Holy Cross National forest, as a shrine for the use of his people for devotional, educational and recreational purposes, and it has come to pass that an annual, non-denominational pilgrimage can be made to the top of Notch mountain, directly opposite this great nature-made cross, by all who desire to "lift up

Founded by Greek King
The city of Alexandria was founded in 32 B. C. by Alexander the Great. He intended it to be a Greek city, acting as a port for Greek goods to be distributed through Egypt, and Egyptian goods gathered to be sent overseas.

Norwegian Dance
The most characteristic dance of Norway is the "Halling." It is generally danced by single dancers or by two or three dancing in competition. The music is usually in 2-3 time and in a major key.

Limit in Smallness
The malarial parasite is so small as easily to inhabit the interior of a human blood corpuscle, of which five million are normally contained in a cubic millimeter of blood (about one-sixth of an average drop).

True Courage
Courage is not blind endeavor to do the impossible but will to undertake that which is necessary within the reasonable limit of high possibility of achievement.

NOTICE TO BIDDERS

The trustees of Common School District Number Seven of Deaf Smith County will receive sealed bids for the construction of a brick school building, on Saturday, May 17, 1930, at 10:00 o'clock a. m., at the County Superintendent's office at the court house.

EARL W. WILSON, County Superintendent.

NOTICE—I will open up my new dental office just as soon as I can find a suitable location. DR. R. M. WILTSHIRE.

R. G. Alexander of Silverton, was here Monday of this week visiting his brother, D. H. Alexander. He was accompanied here by Mrs. L. S. Donnell, of Canyon, a sister of D. H. and R. G. Alexander.

F. N. Welch and brother, Riley, both of Friona, were here Monday visiting their brother, Fred Welch of the Welch machinery Company. Riley was here for medical attention.

W. I. Gamewell, attorney of Dallas, was a business caller in Hereford Tuesday afternoon.



GRADUATES
The Son or the Daughter
—That are about to graduate, will find here gifts, or needed articles, suitable for every occasion.
2-A Green Trading Stamps—Double Stamps on Each Wednesday.
J. O. Newell

MANOLOGY
Cures All Chronic Ailments

Appendicitis (chronic and acute)	Hay Fever
Adhesions	Headache
Rheumatism (Arthritis)	Typhoid Fever
Paralysis (all stages)	Constipation
	All Female Trouble
	Bright's Disease

DR. R. E. PERKINS, D. M.
206 Lee Avenue Phone 304-J
One Block West and One Block South of City Hall

FRIDAY and SATURDAY SPECIALS

PEACHES, Hillsdale, 2 1/2 size	18c
BLACKBERRIES, gallon	50c
SYRUP, Sunnyland, gallon	92c
COFFEE, Schilling's, 1 lb 46c, 2 lb can	89c
BEANS, Wapoo, No. 2 can, two for	25c
ORN, Gold Bar, No. 2 cans, two for	39c
RAISINS, four lb pkg	31c
POTTED MEATS, six for	36c
BRAN FLAKES, Pep, package	10c
SALMON, Concho, per can	17c

IF YOU DON'T TRADE WITH US, YOU ARE LOSING A DEAL.

Carl's Cash and Carry Grocery
Phone 324

The HOME YOU can Own!

Have you ever felt a twinge of envy after walking through lanes of cozy private homes and then returning to your little flat? After all there is no reason why you too should not possess your own home. Certainly there is no economy in paying out money every month with nothing to show for it. And our attractive payment plans will give you immediate possession of the Home Ideal!

Consult Our List of High-Class Home Buys

R. H. Kemp Lumber Co.

PREMIER Vacuum Cleaners

—The Premier Duplex complete cleaning unit offers two high grade electric vacuum cleaners for practically the price of one.

—The Premier Duplex is a big cleaner of rugs and carpets, and the little Spic-Span is a one-hand cleaner to use on upholstery, draperies and walls without the use of the usual batch of accessories.

ASK US TO DEMONSTRATE

Texas Utilities Co.

Special SALE of Men's and Boy's Suits

You're in step with the style of the season, snappily arrayed in one of these Suits. They are breezily constructed of light-weight worsted, carefully tailored and moderately priced. The RIGHT Suit—for style, comfort and economy.

Light or Dark Colors, Two- or Three-Button Models; Three Pieces.

All Have Two Pair of Pants

Men's \$25.00 Suits, now	\$21.00
Men's \$30.00 Suits, now	\$26.00
Men's \$35.00 Suits, now	\$28.75
Men's \$40.00 Suits, now	\$33.75
Men's \$45.00 Suits, now	\$38.75
Men's \$50.00 Suits, now	\$42.50

Boys' Suits With 2 Pair Long Pants

\$10.00 Values for	\$ 8.50
\$12.50 Values for	\$ 9.50
\$15.00 Values for	\$12.50
\$20.00 Values for	\$16.00

D. R. Gass & Son



Tasty Foods..

A CALL TO CARLYLE'S—

Phone 164, is all that's needed to bring your favorite foodstuffs over on the rush. Prices fair always, groceries as fresh and wholesome as one could hope for.

Hereford Wholesale Grocery Company

L. W. CARLYLE

WANT Ads

All classified advertisements must be paid in advance unless arrangements are made in person to care for the payment of them. Classified ads received through the mail will not be published unless accompanied by the cost of insertion. Classified advertising includes Cards of Thanks, Resolutions of Respect, Verbatim Reports of Obituaries, Legal Publications of all kinds, Announcements, Etc. as well as Reading Locals scattered about thru-

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

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

Wanted
 WANTED—And kind of windmill work; satisfaction guaranteed. Phone 9. H. H. ROKENSON. 17-1p
 WANTED—By an old line insurance company, agent for Hereford. Best proposition in Texas. Address P. O. Box 1122, Amarillo. 17-2p
 WANTED—Reliable man with car sell Maytag washers; can earn to \$500 per month. See Mr. Gregory at the Lee Electric Co., Hereford. 17-4p
 WANTED—Young matched team of mules, must be broke. TEXAS MILITARY CO. 16-4fc

Lodge Directory
 HERFORD LODGE
 No. 476, I. O. O. F.,
 meets Monday 8:00 p. m.
 Visiting Brothers welcome
 J. T. HARRIS, N. G.
 L. H. Foster, Secretary.
 HERFORD POST NO. 192
 AMERICAN LEGION
 Meets at 8:00 p. m., first and third
 Thursday night in County Court
 Room. 45

For Sale or Trade
 WILL SELL improved 20, edge of town for \$3500. L. BASKIN. 17-4fc
 FOR SALE—New six room house, modern, close in, good terms. A. C. THOMPSON. 8-4fc
 FOR SALE—My six room home to be moved 90 feet west on a 50 foot lot. No cash down, balance due to six years. A. H. ELLISTON. 14-4fc
 HAVE building lots from \$50 up, with natural gas. L. BASKIN, Owner. 17-4fc
 FOR SALE OR TRADE—320 acres of first class land; new improvements on new highway located about 3 1/2 miles from new Rock Island railroad survey. Box 462, Hereford. 15-4fc
 WILL SELL, at \$30 per acre, improved 100, ten miles north of Friona and give possession. L. BASKIN, Owner. 17-4fc
 FOR SALE—Or trade for land, new and second hand furniture business in good black land near Dallas, doing \$40,000 yearly. Want to trade on account of health. L. N. SMITH, McKinney, Tex. 14-3p

Notice
 NOTICE—I will receive enrollments, beginning May 15th for courses in Shorthand and Typing. Will teach in the evenings only, on Monday, Wednesday and Friday nights, from 7:00 to 9:00 p. m. Tuition rates very low. For details see me or phone her 127 or 279. MISS KATHEN PARK. 17-2c
 NOTICE—See Barnhart & Shreve their new trilled hitch. Barnhart & Shreve Blacksmith Shop 13-4fc
 COM and board in modern home the week or month, gentlemen preferred. MRS. J. A. KEELER, Miles Avenue. 16
 KE NOTICE—That I am place-polluted grain on the W 1/2 of tion 33-4-S. L. BASKIN. 15-3c

For Sale or Trade
 FOR RENT—Light housekeeping rooms. Phone 424-J. 17-1p
 FOR RENT—Two rooms, furnished, light house keeping apartment for adults only. Phone 150. DR. FLORENCE MILLER. 16-4fc
 FOR SALE—Some well located resident city lots on the payment for sale or trade. Also have two residences and a 20-acre block for sale or trade. FRED MILLARD. 7-4fc
 FOR SALE—Refrigerator, in A-1 condition. MRS. O. F. WEST. 17-4fc
 \$200 for east front building lot, gas, electricity and phone; easy 6 per cent terms. L. BASKIN, Owner. 17-4fc
 MAPS—Deaf Smith county maps for sale, 50c each. THOMPSON & IRELAND.
 FOR SALE OR TRADE—By owner, choice chicken ranch, close in, terms if desired; or would trade for 100 acres raw land if well located. Address P. O. Box 473, Hereford, Texas. 61-4fc
 TRADE—Have one 16 foot case combine in good shape that I will trade for mules. Phone 33 or see JOE MITCHELL. 16-4fc

FOR SALE OR TRADE—A second hand Underwood typewriter for \$20.00; a Brunswick portable phonograph; two east front lots in Evans Addition for \$125; an 18-months-old female Police dog, full blood; several very young police pups subject to registration. I am agent for the Underwood and Royal portable typewriters. "If funds are low, try trading with me—you won't regret it." JOWELL MURPHY. 17-4fc
 FOR SALE—Small house in West Hereford; about one and a half blocks from the Central School. J. H. NIX. 13-4p
 WILL SELL my improved 320 N. W. of Hereford, near the new R. I. Ry. at \$30 per acre and three in wheat. Will also give 3 year lease on other half. Immediate possession. L. BASKIN, Owner. 17-4fc
 WILL SELL Block of ten lots for \$350, gas available, each 6 per cent terms, immediate possession. L. BASKIN, Owner. 17-4fc
 Statement Letter Books, Envelopes, all Job Work, at the Brand.

Lost and Found
 LOST—Two keys on ring. Own-call at Brand office and get keys. 17-1dth
 LOST—Conduit bender in town, galvanized pipe for handle at four feet long. Call phone W. GEO. S. MCCONNELL. 17-1p
 LOST—Red and white Shetland 7, probably strayed west from Hereford last of April. Notify BENCH THURMOND, Phone 17-1p

For Rent
 FOR RENT—Furnished apartment adults only. Phone 43. 17-1c
 FOR RENT—Bed room, close in pavement; gentlemen preferred. West Third Street. 17-1p
 FOR RENT—Two room house on Street. See or phone H. M. REEFIELD. 17-2p
 FOR RENT—Furnished apartment in MRS. GRACE HUGHES, 16 418-W. 17-1c
 FOR RENT—Furnished apartment, in. Phone 418-W. MRS. GRACE HUGHES. 16-1p
 FOR RENT—Two apartments, one north of high school. MRS. WILLIAMS, Phone 103-W. 17-4fc

FOR SALE—My modern six-room residence and four lots in West Hereford; priced to sell right if sold at once. GUY N. SMITH. 17-1c
 FOR SALE or trade—Shearer player piano, with about 75 records, at a bargain. Phone 59-J. MRS. EDGAR JOHNSON. 16-1c
 FOR SALE—Farm and city property; good farms, some well improved; best wheat land in the West; 100 acres and up. Good terms at 6 per cent. For quick sale see or write W. A. (Al) VAUGHN & SONS, Phone 361, Hereford, Texas. 17-1p
 WILL SELL at \$50 per acre improved 140, only 3 miles out. L. BASKIN. 17-4fc
 FOR SALE—Bradley yam potato plants. Phone 99, HEREFORD NURSERY CO. 16-4fc
 FOR SALE—Blue grass, clover seed, Cucumbers, cantaloupes and many other plants. HEREFORD NURSERY. 16-2p
 FOR SALE—Block 34 Evans addition to Hereford, 25-Mile Avenue, 10 acres, new stucco with basement, semi-modern, electricity wired to house, plenty fruit, garden, shade. Water in house and garden, large storage tank, large barn, chicken houses. Block 35 have lots 1, 2, 3, 4, 6, 7, 11, 12, 16, 20, 22, 23, 26, 30, 35, 36. MRS. J. B. PHILLIPS. 16-4fc
 FOR SALE—Tomato, cabbage and pepper plants. HEREFORD NURSERY. 16-2p

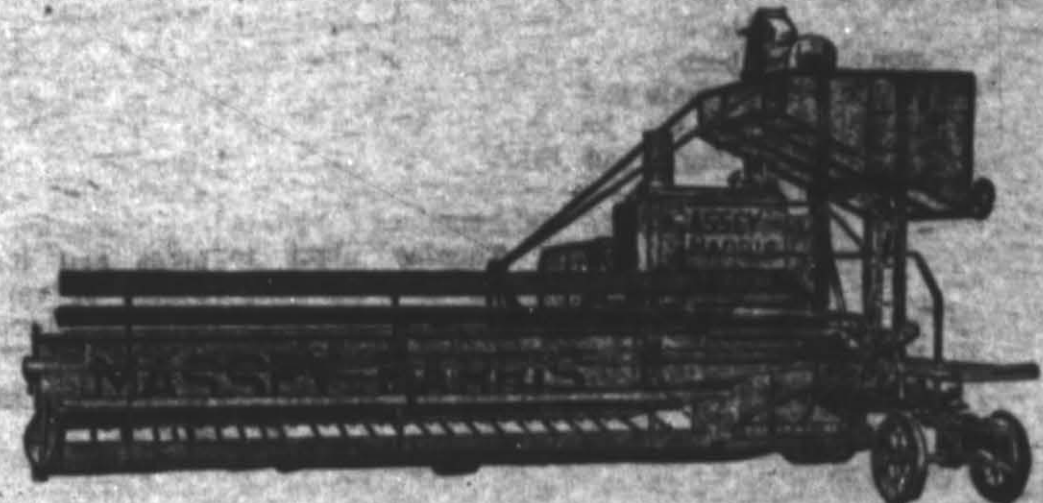
GRADE "A" RAW MILK

Prairie Dairie

ABSOLUTELY REORGANIZED
 STEAM STERILIZED BOTTLES

Frigidaire Equipment about to be installed.
 Milk from three most excellent dairies—O. L. Rutherford, H. I. Gillispie, D. W. Hawkins.

Deliveries, 3:00 to 5:00 a. m., 5:00 to 6:00 p. m.



SUBSTANTIAL
Cut In Price
 Of Massey Harris Reaper
 Threshers

See us before you buy—we are now taking orders fast. Come in and get a REAL COMBINE at a real price.

Our Aim—To Help Improve the Panhandle
PANHANDLE LUMBER CO.
 Courtesy • Quality • Service
 PHONE 65

For Rent
 FOR RENT—Furnished apartment adults only. Phone 43. 17-1c
 FOR RENT—Bed room, close in pavement; gentlemen preferred. West Third Street. 17-1p
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 FOR RENT—Furnished apartment, in. Phone 418-W. MRS. GRACE HUGHES. 16-1p
 FOR RENT—Two apartments, one north of high school. MRS. WILLIAMS, Phone 103-W. 17-4fc

Marcelling
 75c
 Finger Wave, 50c
 Hair, Manicuring, all beauty work done to suit you.
Modern Beauty Shop
 Above Cronin's Store
 MRS. CARL JENNINGS, Proprietor

CAR LOAD

Row Crop Tractors

—Due to arrive here this week. See this ROW CROP before you make your purchase.

M. B. Womble

Implements

PIGGLY WIGGLY	
FRIDAY & SATURDAY SPECIALS	
CABBAGE, nice, fine heads	6c
RAISINS, 4 lb pkg	31c
SPINAGH, No. 2 1-2 size	16c
MACARONI or Spaghetti, 4 for	25c
CORN, Pioneer, 3 cans	31c
APRICOTS, gallon size	62c
COFFEE, Lady Alice, lb pkg	28c
WHEATIES, all wheat breakfast food, pkg	10c
CAKE FLOUR, "Swans Down," pkg	28c
SYRUP, Brer Rabbit, gallon	85c

Ward News Notes

BY MRS. WILEY ROBERSON

Rev. Harper filled his regular appointment here Sunday.

Mr. and Mrs. John Hutson and family, Misses Beatrice and Lucille Hutson and Bobbie Lee Williams were Sunday dinner guests in the home of Mr. and Mrs. Bill Hutson.

J. H. Floyd and Mr. and Mrs. J. A. Wright of Vernon were here a few days last week visiting their daughter and sister, Mrs. Bob Al-Hughes.

Mr. and Mrs. D. O. Williams made a business trip to Amarillo Monday.

Mr. and Mrs. Frank Vance moved to town the past week.

Miss Hughes spent the week-end with home folks in Hereford.

Polly Anna Crawford, Evelyn Plummer and Robert Harrell spent the week end with Mary Louise Dean.

Mr. and Mrs. B. C. Donald and son visited relatives in Lubbock over the week-end.

Miss Brunson spent Saturday night with Miss Garrett.

Della McKinzie spent Thursday night with Allene Cartaway.

Mr. and Mrs. Henry Brunk and Mr. and Mrs. Bill Smith visited in the George Lewis home Sunday night.

Most Ward citizens attended the school rally at Summerfield Friday.

Mrs. McKinzie called on Mrs. Miles Thursday afternoon.

Mrs. Sammy Ledbetter of Vega visited her parents, Mr. and Mrs. Jack Hutson, Sunday.

G. T. Higgins spent the week-end with home folks.

Mrs. Lois Bushing spent a few days last week with her parents, Mr. and Mrs. W. R. Harrison.

Winnie Malone spent Monday night with Katherine Daugherty.

Mr. and Mrs. Jack Hutson and Francis and Viola Hutson spent Sunday in the W. R. Harrison home.

Mr. and Mrs. W. A. Daugherty took Sunday dinner in the home of Mr. and Mrs. C. T. Kibbe.

Mr. Miles went to Foard county on business Sunday.

Miss Beulah McKinzie spent the week-end with her parents, Mr. and Mrs. G. W. McKinzie.

Mr. and Mrs. Lynn Powelson visited in the home of W. R. Harrison Sunday.

Mr. and Mrs. J. A. Northern and children visited in the Lewis home Sunday.

Ford Doings

BY MISS EDITH MANN

Sunday school was well attended Sunday and Rev. Mr. Thompson ministered to an attentive crowd of 111. Singing was also well attended that night. Messrs. and Misses Shephard and Rice and Mr. Morgan, all of Amarillo, were visitors at singing and those absent surely missed a treat by not hearing their wonderful singing. We hope they will visit us real often.

The club ladies had a wonderful time at the all-day quilting at Mrs. Bill Schwartz's Thursday. They had an unusually good dinner and quilted three quilts. They will meet Thursday, May 8, with Mrs. J. Beapel and May 15 with Mrs. D. B. Mann.

Mr. and Mrs. T. Majors and

Lucky Leavell ate supper at the J. S. Garrett home Sunday night.

Miss Marie Brumley spent the week end with Miss Edith Mann.

Ford school and several parents attended the rally at Summerfield Friday. The school did well in the events in which they took part.

Marine Norton was given a surprise party at the home of her parents, Mr. and Mrs. J. Y. Norton, Wednesday night. Delicious refreshments of sandwiches, pickles and cake were served and all reported a nice time.

Bill Garrett visited Roy Koch Sunday afternoon.

The young folks gathered at the Riley Casey home Sunday afternoon, ate supper and visited until time for singing.

Mrs. J. Y. Norton visited Mrs. Albert Buller Thursday afternoon.

Mr. and Mrs. Frank Vance are making their home with J. S. Garrett at present.

Ford school closes May 16 with

a program at night. Everyone is invited to come and bring some-thing with you.

Mr. and Mrs. Dewey Larson were visitors in the Riley Casey home Sunday afternoon.

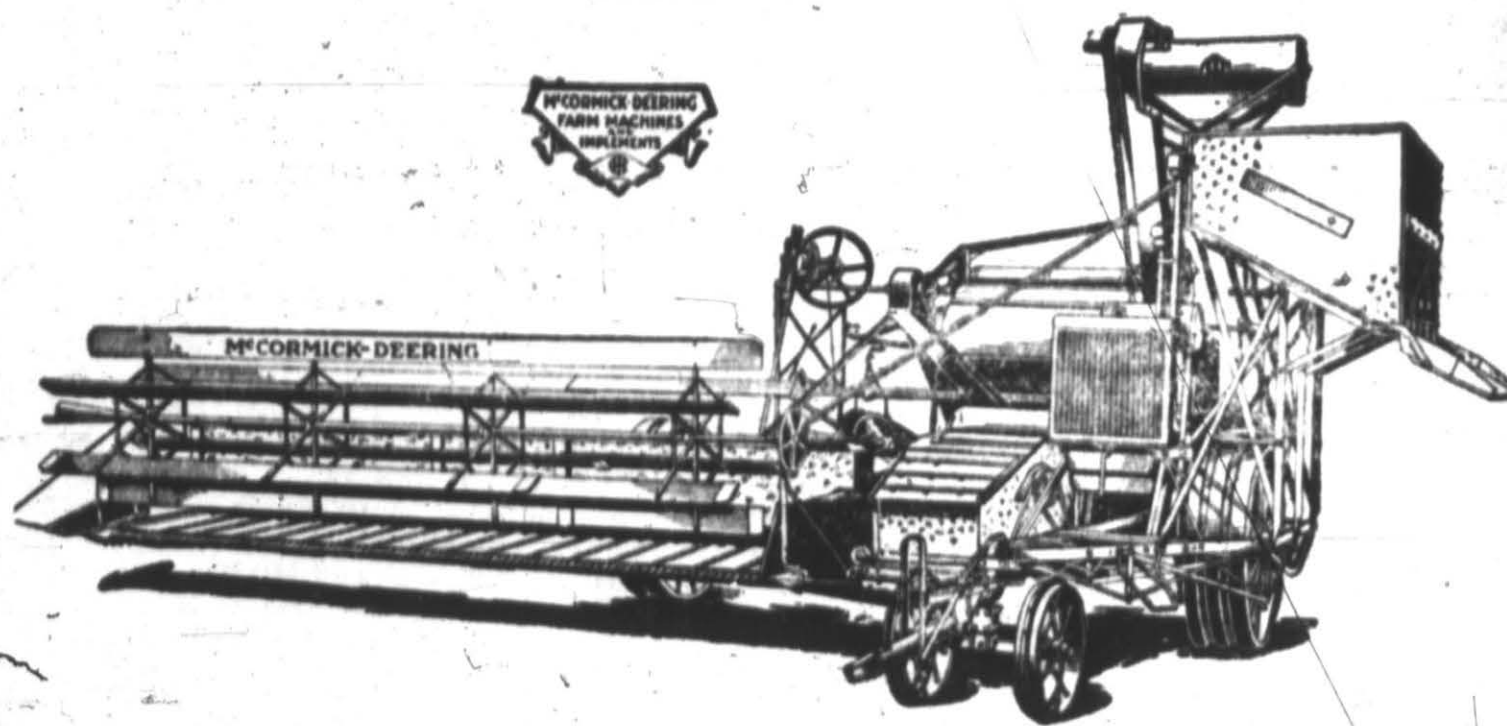
MISS SWISHER RE-ELECTED MUSIC ORGANIZATION

Hereford friends of Miss Mattie Swisher will be glad to learn that at a business breakfast of the Panhandle Music Association held in the Capitol Hotel at Amarillo last Friday morning, Miss Swisher of Canyon, was re-elected to the presidency of the organization. This will be Miss Swisher's sixth year to hold this office.

Some complain because Congressmen do not begin to legislate until 13 months after election. In some cases a delay of 13 years would be better for the country.

MCCORMICK-DEERING NEWS
"Good equipment makes a good farmer better"

THE PLOW WOW
Published by
Buchanan & Rosson
SUGGESTIONS INVITED




You know, folks, that every combine salesman that calls on you, sells the best machine on the market, and will have a full line of parts. Isn't that right? What I am trying to tell you is that we all ready have a full line of parts and are ready to supply you with them for that old machine as well as the new one. We cordially invite you to look our repair department over at any time.

And Can You Blame Her?
"What did you say when you proposed to Muriel?"
"I told her the truth. I said: 'I am nothing, I have nothing, and I can do nothing.'"
"What did she do?"
"She did nothing."

Have You a Little Fairy?
Magnolia: "When Mandy went and got married, us girls done give her a show-er."
Panay: "Dat sho' was nice. Ah'll bet her husband was glad to get'er all nice and clean."—H. K., Duluth.

We have on hand one re-conditional Farmall, one 15-30 and one speed truck, all at a bargain.

Order Your

Repairs Early

"Good Equipment Makes a Good Farmer Better."
MCCORMICK-DEERING FARM MACHINE HEADQUARTERS

Professor (in engineering class): "What is a dry dock?"
Student: "Any physician who won't give out any prescriptions."

Did you know that Deaf Smith County is the only county in Texas with a modern court house paid for, a county librarian, county nurse, county farm agent, county home demonstration agent and county hospital?

"I am ready to go into the third harvest with my McCormick-Deering Harvester-Thresher and would like to state that I have never been held up for one minute on account of repairs on this machine, and feel that it is a great benefit to me."
J. L. PEVELLY.

If it isn't a McCormick-Deering, it isn't a Farmall.

Kill this pest - it spreads disease




Kills Flies and Mosquitoes
Roaches Bedbugs Ants Moths

Gulf Refining Co.

KING COLOR PROCLAIMS ACME QUALITY New Era House Paint For Your Home



There is no investment that pays any larger returns than keeping your house well painted. And well painted does not only mean that the workmanship is good, but that the right paint has been used. Cheap paint is not economical because it costs just as much to apply and only lasts one-half as long.

Acme Quality New Era House Paint is made on a strictly scientific basis. Each batch that is produced is tested for correctness of shade, covering capacity and durability, thus insuring the user excellent results. **\$3.75 per gallon**

Use Acme Quality "240 For Floors" The Quick Drying Floor Varnish

Acme Quality "240 For Floors" dries dust free in one to two hours and hard enough to recoat in four hours. It has a heavy body which enables it to stand out, yet it is so transparent that it will not darken light finishes. Try Acme Quality "240 For Floors" today—you will be delighted. **\$1.50 per quart**

A. C. THOMPSON LUMBER STORE
"THE HOUSE OF COLOR"

HAVE MONEY!

To work without saving part of your income is MONEY LOST—it is opportunity lost.

Are YOU one of these money losers? If so...

Start Saving Regularly NOW

Have your money SAFE in our Bank.

THE FIRST NATIONAL BANK OF HEREFORD
—a strong bank thoughtfully managed—
HEREFORD, TEXAS

MEMBER FEDERAL RESERVE SYSTEM

OLIVER
FARM EQUIPMENT COMPANY

UNDER THE OLIVER FLAG



The Oliver Nichols & Shepard Combine Keeps Running, Keeps Threshing, Keeps Saving

Keeps running—because anti-friction bearings, ground shafts, weatherproof fibre pulleys, wide main belt, steel chains and sprockets, and high pressure lubrication cut down friction and wear.

Keeps threshing—because the Big Cylinder and the Man Behind the Gun, the Straw Carriers and Bar Beaters, get the last possible kernel of grain from the straw.

Keeps saving—because the dependable combination of steady running and clean threshing saves grain, saves working time, saves money.

Come in and see the Oliver Nichols & Shepard line.

M. D. Womble
Implements

OLIVER

REDUCING TO

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MAKES WHIPPET THE LOWEST PRICED OF ALL 4-DOOR SEDANS

-and its quality makes it a car you are proud to own and always eager to drive

Whippet Four prices range from \$360 to \$645. Whippet Six prices from \$635 to \$850. Prices f. o. b. Toledo, Ohio, and specifications subject to change without notice.

Whippet

McADAMS MOTOR COMPANY
PHONE 176



Your Mother--

Remember Her Sunday, May 11

What could be more appropriate than a SATIN COVERED BOX OF NUNNALLY'S OR ART STYLE CANDIES!

We will deliver anywhere, including parcel post packages. We also carry a line of Mother's Day Stationery and Cards.



Corner Drug Store

The *Rexall* Store

Day Phone 105 Night Phone 238 or 403-W

"We Fill Any Doctor's Prescription."

The Best In Drug Store Goods—The Best In Drug Service

Remodeling of Store Is Made By W. Dunlap

The Dunlap Grocery has finished some remodeling of the building and brightening up of the fixtures, such as hard-wood floor over the salesroom and other interior installations. More improvements will be added as soon as the work can be reached, says Walter Dunlap. Double-action screens will be swung, the walls repainted, and the store room renovated and rearranged.

Along with this spring bloom of freshness in appearance, the management would carry along an improved service to its customers, stressing their policy of giving phone orders or orders through children a satisfaction equal to a personal visit and selection from the store shelves.

Brunk's Comedians Give First Class Features

Brunk's Comedians, billed for the week here, is living up to their usual standard of high class stage plays, other entertaining features, and an orchestra of high order, and big crowds are going out each night to enjoy the shows, which is of an entirely different nature to the ordinary road-show.

The first feature play of the run is staged tonight (Thursday), "Jim's Girl," and the second feature, "The Studio Murder," will appear Friday night. Saturday night's play is "Where... Is My Teddy?" A merchant's 5-cent matinee will be given Saturday afternoon.

Mr. and Mrs. W. B. Mann of Los Angeles arrived here Sunday evening and are visiting in the home of her sister, Mrs. Frank Glavan. The Manns are enroute to Shelbyville, Missouri, and Springfield, Illinois, where they expect to spend the summer months.

Butter Increase

(Continued from Page One)

Turrentine, Herman Schulz, Fred Pittner, George Lewis, J. L. Lookingbill, J. A. Miller and H. B. Fritz, who took part in the discussions.

From Curry county were J. H. Waddell, manager of its creamery association; John O. Woods, county agent; O. O. Richardson, and E. A. Smallwood, directors.

Roosevelt county was represented by U. S. Frazee, secretary of its creamery association; R. E. Willis, county agent, and D. A. Gordon, John Creek and W. K. Nicklas, directors.

Committee Is Working On New Hotel

A movement has been started to fill in the city's need of a modern hotel, but so far everything done is only tentative, according to E. B. Black, of the Chamber of Commerce hotel committee. Several meetings have been held during the past few days in which proposals and counter-proposals were made, said Mr. Black.

A hearing was given Amby Lacey, of Dallas, operator of the Campbell Hotel, claimed to be a subsidiary of the Jesse Jones hotel interests, and he offered to put in a \$150,000 four-story hotel of about 60 rooms, providing the local citizens would furnish forty per cent of the cost. This was not acceptable and the counter-proposal was for a local contribution of one-third to be secured as second bonds bearing six per cent interest.

Lacey agreed to the employment of an architect by the Hereford interests, construction open to competitive bidding, and permission for the local finance committee to have a voice in the letting of contract, but he was unable to give any answer to the one-third offer until consulting with his associates. Lacey and his company would have to secure and pay for the site for the hotel.

It would be a rather difficult enterprise to promote, the raising of \$50,000 cash, according to Mr. Black, but he was of the opinion that it could be done if a bona fide proposition was made by reliable outside parties. He said there was no doubt of the need in Hereford for a first class hostelry, that the sentiment here was unanimous for proper accommodations for the traveling public, and the effort would continue to have one realized.

Miss Shields especially is grateful to Mrs. H. D. Reed and Mrs. B. F. Marrs of the county health department for presenting the health play, "Health In Toyland," at one o'clock as one of the diversions of the day.

Babe Russell

(Concluded from Page 1)

game will be used in sending William (Babe) Russell, Texas' high school champion sprinter, to Chicago, where he will meet and compete with the best high school men of the Nation. Records are not available, but it is believed that the time of 9.8 seconds made by Russell at the state meet at Austin will cop the championship at the Windy City, and there are many local enthusiasts who believe that Babe can slip yet another tenth of a second off this time. It is indeed a great honor to have a "Favorite Son" to compete in this meet, and as usual the citizenship of Hereford is showing its appreciation and co-operation by planning to have a large turnout at the game.

The game itself promises to be of unusual interest, as the regular Hereford team, of which Russell is a member, has been practically unbeatable this season, and they will cross bats with a bunch of ex-leaguers, who are wily in the art of the National pastime. Such well known characters as Charlie Bennett, Jim Roberson, Curtsinger, Chas. Whitehead, and many others will furnish the opposition, and a red-hot contest is looked for.

The committee steering the affair, which is headed by Homer K. Fox, local sport fan, says that preparations are being made to handle the largest crowd ever assembled to witness a ball game in this section of the Panhandle.

All rural communities are being informed of the affair and ticket sellers will canvass the entire city before the day of the game.

Mrs. Finis Owens Resting Well After An Operation

Mrs. Finis Owens is resting well following an operation for appendicitis at the hospital Wednesday afternoon. Dr. E. L. Wills of Friona and Dr. D. K. Robison were surgeons in charge. Mrs. Owens is assistant secretary of the Chamber of Commerce.

CARNATIONS for Mother's Day, \$2.00 per dozen. MRS. EDGAR JOHNSON, Phone 55-J. 17-1c

Class Honors

(Continued from Page One)

ercise will be held on Friday morning, May 10.

Dr. J. A. Hill, president of the W. T. S. T. C., at Canyon, will deliver the commencement address to the class on the evening of Friday, May 16, and Rev. E. P. Gieser, local Presbyterian pastor, will preach the baccalaureate sermon next Sunday evening in the high school auditorium, according to an announcement of C. H. Dillehay, superintendent of schools.

Try a Want Ad in THE BRAND.

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Loans--Bonds
HEREFORD
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AGENCY
JOHN McLEAN, Manager

STAR THEATRE

HEREFORD, TEXAS

PROGRAM

SATURDAY ONLY

MAY 10

HOOT GIBSON IN

"Mounted Stranger"

A dandy all-talking Western feature picture.

MONDAY AND TUESDAY

May 12 and 13

The Great and Only

AL JOLSON IN
"Singing Fool"

One of the greatest pictures ever made. Should be seen by everybody. Many have seen it several times and have asked for it here.

Wednesday and Thursday

MAY 14 AND 15

Two Big Days of Hilarity—Jack Okie, Everybodys' Favorite,

in

HIT THE DECK

Making Better Gardens

We are headquarters for all kinds of garden, lawn and flower tools and supplies. Whatever it is you are looking for or needing, we have it.

Lawn mowers, grass catchers, hose, connections, sprinklers, trowels, spades, shovels, rakes, hoes—any and everything you can think to use.

If you haven't used VIGORO, the new fertilizer, you don't know how nice it is. It is the best yet for slow-growing lawns, to brighten up and freshen laggard flowers and foliage plants, yet is odorless and clean to handle. A little bit of it goes a long way and it isn't expensive.

PLENTY OF THE BEST GARDEN AND FLOWER SEEDS

STREU HARDWARE COMPANY

Mother's Day

Like all mothers, yours will some day grow old. Is her future guarded?

She has deprived herself of many necessities and perhaps overlooked her own future in educating you. She has spent the morning of her life in your welfare.

A new bank account, started in her name, will last longer than just today—Mother's Day!

Western National Bank
"There Is No Substitute for Safety"

Furniture

You will find us headquarters for every bit of reasonable furniture you may need, as well as for the regular articles of household furnishings.

You owe to yourself as well as to us to see what beautiful and useful home fittings we have, and learn what truly wonderful prices and terms we offer.

We Both Lose If You Fail to Visit Us!

E. B. BLACK CO.
The Big Store With The Little Price.
"We are satisfied with small profits."