







# A CRASHING BROADSIDE OF BARGAINS THAT WILL CLEAR OUR DECKS!

## Our Great Sixteen Day Selling Drive For 1000 New Customers Opened With the GREATEST CROWD IN THE HISTORY OF WEST TEXAS

<p>Ladies \$1.29</p> <p><b>Union Suits</b></p> <p>A fine quality close knitted, full cut union. New on sale at nearly half price.</p> <p><b>69c</b></p>	<p>1000 Sheet Silk Tissue</p> <p><b>Toilet Paper</b></p> <p>A very fine quality of silk tissue paper on sale at 3 for</p> <p><b>25c</b></p>	<p><b>KOTEX PRICES</b></p> <p>The genuine Kotex, full dozen package, at only</p> <p>3 for <b>98c</b></p> <p>full dozen pkg. <b>45c</b></p>	<p><b>Thread Prices</b></p> <p>Clarks O. N. T 3 spools <b>10c</b></p> <p>Wilmatic 2 spools <b>5c</b></p> <p>Silk Thread <b>5c</b></p>	<p>Women's <b>Rayon Hose</b></p> <p>A fine rayon hose in all the new spring colors, now on sale at</p> <p><b>35c</b></p> <p>3 Pairs <b>\$1.00</b></p>	<p>Women's Pure Silk <b>\$1.00</b></p> <p><b>HOSE</b></p> <p>All the new wanted spring colors in pure silk, regular dollar hose</p> <p><b>69c</b></p>	<p>Men's 75c Full Cut grey work</p> <p><b>Shirts</b></p> <p>A full cut, reinforced, well made grey chambray work shirt at only</p> <p><b>49c</b></p>	<p>Boy's full cut 2.20 weight Blue Denim</p> <p><b>O'alls</b></p> <p>A full cut, bar tacked, re-inforced, blue overall, full standard 2.20 denim</p> <p><b>69c</b></p>	<p>Full Cut 2.20 weight Blue Denim</p> <p>Men's <b>O'alls</b></p> <p>An extra full cut 2.20 fast blue denim, well made, triple stitched bib overall.</p> <p><b>89c</b></p>
---	---	--	---	---	---	--	--	--

Man Alive! LOOK! at these fine **Overcoats** Newest \$12.50 and \$15.00

You can't appreciate the price until you see the coats. They are beautiful. Good colors, good styles and fine all-wool materials—you can save on them. But don't delay—be early and get the best selection as these coats will go like wild-fire.

**\$9.85**

**Men Look These Over!**  
Men's \$15 to \$20 **OVERCOATS** and up to \$22.50  
**TWO PANT SUITS**

Inspect these sturdy values up to \$35.00. Compare, and then you'll find these to be sensational indeed. The models are smart and new, the fabrics correct and serviceable, and the colors are the most popular among good dressers everywhere. Rapid selling is bound to follow such drastic cuts. Men with an eye to economy will be here on opening day for these overcoats and suits. Light and dark patterns in the finest all-wool materials.

**\$11.95**

**PRICES ON BEAUTIFUL FUR TRIMMED COATS That Will Clear the Racks**

**\$10.95 Coats \$5.95**

Coats up to \$30 **\$14.95**

**ALL THIS SEASON'S NEWEST STYLES AND COLORS—AT THE LOWEST PRICE IN THE HISTORY OF WEST TEXAS**

Every coat in this big group represents months of search in the ready-to-wear center of America for the best styles and the best fabrics that can be found for the money. Never before have we offered coats of this quality and style at prices as low as we are quoting now.

All Women's Coats to \$20 **\$8.95**

All Better Coats **HALF PRICE**

**Don't Miss This! West Texas' Greatest Suit and Overcoat Bargains**

When you glance at these suits you will instantly think of your tailor sitting cross legged at his bench and watching every stitch so carefully that there will not be one single mistake in the craftsmanship of your suit. Grey, brown, blue, 34 to 46. You simply will be delighted with the excellent workmanship which reveals highest class costume production. Come, see, buy, and bank the difference.

Values to \$25.00 and \$30.00 **\$16.95**

**Drastic Reductions in All New Silk & Wool Dresses**

**\$10.95 Georgettes, Satins, Crepes, Wool Crepes, Printed Jerseys. \$5.95**

**\$16.95 Georgettes Satins, Crepes, Wool Crepes, Printed Jerseys. \$8.95**

**GO INTO THIS SALE AT THE MOST DRASTIC REDUCTIONS!**

Ladies! When you see this wonderful group of dresses that represent this season's best styles, colors and fabrics we know that you will want not less than two. So come early as we believe that at these prices there will not be a dress left in the house at the end of the first four days.

**Never Before! A Wonderful Group of Fallers and Curlee SUITS**

Here is an opportunity, men, to secure the very newest styles and fabrics—here is the biggest outstanding value in men's suits in a decade. Really, it is possible for anyone to surmise that we are selling this line of men's suits for only \$19.85, 34 to 46. You can choose from worsteds, in blues, and tans, and oxford plaids, fancy greys and brown shades, suitings in fancy cassimere, new mixtures. In pencil stripes and novelties.

**That Sold to \$35.00 \$19.85**

**\$100 CASH FREE!**

In addition to the wonderful values during this sale, we are going to make church, ladies aid, school, lodge or other religious, charitable, fraternal or educational organization getting the most votes a present of \$100 in cash. One hundred votes with each \$1.00 purchase. Fifteen hundred votes with each \$10.00 purchase. Leaders of your organization get busy and see that you are entered. For further particulars ask for the Sales Manager.

**SPROWLS-CRONIN & COMPANY**

**Extra Special FRIDAY 9 a. m. Men's 75c Blue WORK SHIRTS To first 50 Customers**

Another red hot morning special. A fine 75c full cut work shirt for a dime. Be here when the doors open at 9 o'clock. Don't be late.

**10c**

**Extra Special SATURDAY ONLY 75c Fine Quality Rayon Bloomers to first 50 Customers**

Our Saturday Opening Special will be our regular 75c rayon bloomer. Limit—one to a customer, adults only.

**29c**



# THE LAST OF THE DUANES

by Zane Grey

No one except the boy Duane questioned appeared to notice his arrival. Like Shirley, the town of Fairfield was large and prosperous, compared to the innumerable hamlets dotting the vast extent of southwestern Texas. As Duane rode through, being careful to get off the main street, he heard the tolling of a church bell that was a melancholy reminder of his old home.

There did not appear to be any camp on the outskirts of the town. But as Duane sat his horse, peering around and undecided what further move to make, he caught the glint of flickering lights thru the darkness.

Heading toward them, he rode perhaps a quarter of a mile to come upon a grove of mesquites. The brightness of several fires made the surrounding darkness all the blacker. Duane saw the moving forms of men and heard the horses. He advanced naturally, expecting any moment to be halted.

"Who goes there?" came the sharp call out of the gloom.

Duane pulled his horse. The gloom was impenetrable.

"One man—alone," replied Duane briefly.

"A stranger?"

"Yes."

"What do you want?"

"I'm trying to find the ranger camp."

"You've struck it. What is your errand?"

"I want to see Captain MacNelly."

"Get down and advance. Slow. Don't move your hands. It's dark but I can see."

Duane dismounted and leading his horse, slowly advanced a few paces. He saw a dully bright object, a gun, before he discerned the man who held it. A few more steps showed a dark form blocking the trail. Here Duane halted.

"Come closer, stranger. Let's have a look at you," the guard ordered curtly.

Duane advanced again until he stood before the man. Here the

ray of lights from the fire flickered upon Duane's face fantastically.

"Reckon you're a stranger all right. What's your name and your business with the captain?"

Duane hesitated, pondering what best to say.

"Tell Captain MacNelly I'm the man he's been asking to ride into his camp after dark," finally said Duane.

The ranger bent forward to peer hard at this night visitor. His manner had been alert and now it became tense.

"Come here—one of you men—quick!" he called without turning in the least toward the campfire.

"Hello! What's up, Pickens?" came the swift reply.

It was followed by rapid thud of boots on soft ground. A dark form crossed the gleams from the firelight. Then a ranger loomed up, to reach the side of the guard.

Duane heard whispering, the purport of which he could not catch. The second ranger swore under his breath. Then he turned away and started back.

"Here, ranger, before you go, understand this. My visit is peaceful—friendly, if you'll let it be. Mind, I was asked to come here after dark."

Duane's clear, penetrating voice carried far. The listening rangers at the camp heard what he said.

"Ho, Pickens—tell that fellow to wait," replied an authoritative voice.

Then a slim figure detached itself from the dark, moving group

at the campfire and hurried out.

"Better be foxy, Cap," shouted a ranger in warning.

"Shut up—all of you" was the reply.

This officer, obviously Captain MacNelly, soon joined the two rangers who were confronting Duane. He had no fear. He strode up to Duane.

"I'm MacNelly," he said. "If you're the man don't mention your name—yet."

All this seemed so strange to Duane, in keeping with much that had happened lately.

"Buck Duane! It's you?" he whispered eagerly.

"Yes."

"I'll give you my word you'll not be arrested—you'll be treated fairly—will you come into camp and consult with me?"

"Certainly."

"Duane, I'm sure glad to meet you," went on MacNelly and extended his hand.

Amazed and touched, scarcely realizing this actuality, Duane gave his hand and felt no unmistakably grip and warmth.

"It doesn't seem natural, Captain MacNelly, but I believe I'm glad to meet you!" said Duane soberly.

"You will be. Now we'll go back to camp. Keep your identity mum for the present."

He led Duane in the direction of the campfire.

He took a long, earnest look at Duane, and his nervous spontaneity, the manner which had been bright, promising volubility, changed to one of grave thoughtfulness.

"I've lots to say—but where to begin?" he mused. "Duane, you've had a hard life since you went on the dodge. I never met you before, don't know what you looked like as a boy; but I can see what—well, even ranger life isn't all roses."

He rolled his cigar between his lips and puffed clouds of smoke.

"Ever hear from home since you left Wellston?" he asked abruptly.

"No."

"Never a word?"

"Not one," replied Duane sadly.

"That's tough. I'm glad to be able to tell you that up to just lately your mother, sister, uncle, all your folks, I believe, were well. I've kept posted. But haven't

heard lately."

Duane averted his face a moment, hesitated till the swelling left his throat, and then said:

"It's worth what I went through today to hear that."

"I can imagine how you feel about it. When I was in the war—but, let's get down to the business of this meeting."

He pulled his chair close to Duane's.

"You've had word more than once in the last two years that I wanted to see you?"

"Three times, I remember," replied Duane.

"Why didn't you hunt me up?"

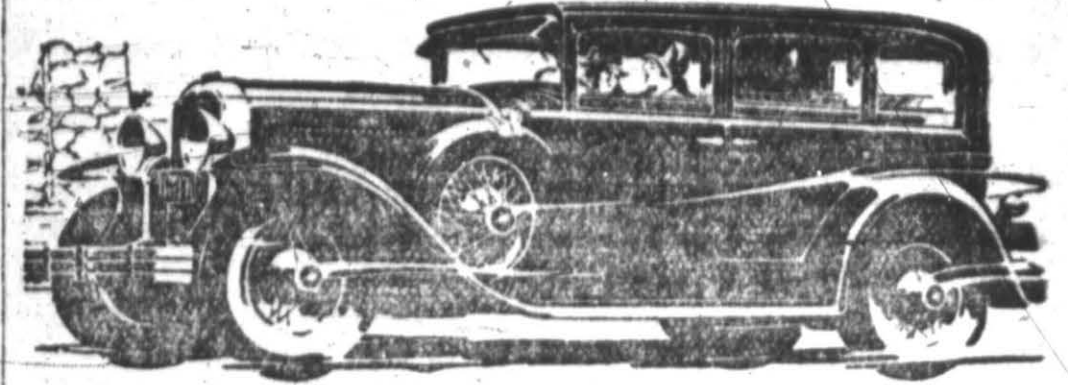
"I supposed you imagined me one of those gun-fighters who couldn't take a dare and expected me to ride up to your camp and be arrested."

"That was natural, I suppose," went on MacNelly. "You didn't know me, otherwise you would have come. I've been a long time getting to you. But the nature of my job, as far as you're concerned, made me cautious. Duane, you're aware of the hard name you bear all over the Southwest?"

"Once in a while I'm jarred into realizing," replied Duane.

(To be continued next week.)

Get behind the wheel and Get the facts!



"The New Buick—The New Style"

Drive before you buy match Buick power, getaway, swiftness and stamina against any other automobile --then you'll choose a Buick

With Masterpiece Bodies by Fisher  
COUPES, \$1195 to \$1875—SEDANS, \$1225 to \$2145  
SPORT CARS, \$1225 to \$1550—These prices f. o. b.  
Buick Factory. Convenient terms can be arranged on the liberal G. M. A. C. Time Payment Plan.

Buick Motor Company, Flint, Michigan, Division of General Motors Corporation

Norton Motor Co.  
Hereford, Texas

THEY WEAR LONGER

D. R. GASS & SON

**DR. T. M. MONTGOMERY**  
EYESIGHT SPECIALIST  
628 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.

**Our Motto**  
**Not How Cheap But How Good**  
We want your trade solely upon the merits of our goods.  
If any of our goods should be spoiled or of inferior quality please advise us of the fact at our store and do not discontinue buying without an explanation.  
**Texas Meat Market**  
Phone 353

**Expert Plumbing and Gas Fitting**  
If you want a good, satisfactory job that you will never have to worry about just telephone  
**TOM WOOD**  
Phone 172-J

**TRY IT**  
The convenience of paying by check is never realized until one tries it. The stub is a record—the check a receipt—time is saved.  
Open an account with us.

**The First State Bank**  
Hereford, Texas

for Economical Transportation

**Six-Cylinder Smoothness**

**with increased Speed and Acceleration!**

The COACH \$595

The Roadster	\$525
The Phaeton	\$525
The Coupe	\$595
The Sedan	\$675
The Sport Cabriolet	\$695
The Convertible Landau	\$725
Sedan Delivery	\$595
Light Delivery Chassis	\$400
1 1/2 Ton Chassis	\$545
1 1/2 Ton Chassis with Cab	\$650

All prices f. o. b. Factory Flint, Mich.

Check Chevrolet Delivered Prices They include the lowest handling and financing charges available.

A type of performance entirely new in a low-priced automobile—that's what you experience when you drive the new Chevrolet Six!

Marvelous six-cylinder smoothness throughout the entire speed range! A freedom from vibration, drumming and rumble that makes driving and riding a constant delight! Increased speed and acceleration, with 32% more power for hills and heavy going!

Such are the qualities of performance now available in the price range of the four. Such are some of the outstanding reasons why the new Chevrolet Six is enjoying the most triumphant public reception ever accorded a Chevrolet car.

If you have never driven the new Chevrolet Six, you are cordially invited to come in for a demonstration. For until you actually sit at the wheel, you can never know what Chevrolet and General Motors engineers have achieved in the new Chevrolet six-cylinder valve-in-head engine!

-a Six in the price range of the four!

**Brumley Chevrolet Co., Inc.**  
Hereford, Texas

**QUALITY AT LOW COST**





Our Best Testimonial Is The Vast Army of  
**SATISFIED USERS**  
**OF McCORMICK-DEERING TRACTORS**

In This Part of the Panhandle



Here are Listed the Names of those Using Tractors Sold by Us



In 1927-1928 We Delivered Tractors To:

**DIMMITT**

- G. Ferguson
- Sommers Bros.
- Frank Annen
- Jim Bagwell
- Edwin Ramey
- C. J. Mapes
- L. M. Packard
- P. Bearden
- Harold Hunter
- Harold McCormick
- J. A. Johnson
- B. A. Fuller
- Ben Birkenfield
- Percy Shepard
- Vern Lust
- R. L. Buckmaster
- J. A. Johnson
- E. R. Rothwell
- Clyde Shufford
- J. A. Parrish
- O. C. Axtel
- Will Hackstein
- J. C. Benton
- A. L. Backus
- Ollie Dixon
- Perry Graham
- E. V. Elders
- Cal Dickey
- D. G. Axtel

- Marcus Burks
- Earl Lust
- Will Todd
- J. C. Castler
- Leland Smith
- R. T. Kendrick
- G. W. Baxter
- W. H. Hulin
- Mary Linen
- M. L. Hardy

**FRIONA**

- R. L. Browning, 2
- J. R. Riddle
- M. B. Buchanan
- Jeannette Hartwell
- Homer Williams
- Elmer Uhler
- Edgar Seber
- F. W. Reeve
- Ira Miller
- A. S. Jersig
- Mr. Whaley
- G. H. Brook
- J. L. Shaffer
- E. B. Whitefield
- H. R. Lee
- F. P. Brookfield

**SALES SINCE JAN. 1, 1929**

**HEREFORD**

- Fred Saltzman
- Albert Springer
- L. A. Finch

**DIMMITT**

- Fred Pillow
- J. B. Julian
- Tom Annen
- J. A. Maynard
- Geo. Book

**FRIONA**

- A. L. Eanes
- A. C. Young

**HEREFORD**

- Tom Ivey
- Joe Kendall
- Glenn Greer
- Reese Allen
- J. S. Moore
- Ray Johnson, 2
- H. B. Medley
- A. L. Koonce
- J. M. Keesee
- G. W. Brumley, 2
- Dave McDonald
- H. G. White
- J. B. Walcott
- G. W. Smith
- Carl Frye
- H. D. Culpepper, 2
- T. E. Seigler
- T. E. Baker
- B. F. Fulkerson
- F. C. Benson
- E. B. Posey
- E. A. McCollum
- P. H. Gilliland
- W. H. Spires
- W. R. Scheighagan
- O. E. Sherman
- W. H. Stewart

- Ky Lawrence
- H. H. Miller
- J. A. Nolan
- Jeff Gilbreath, 2
- Earl Springer, 2
- C. M. Bell
- Jim Robinson
- C. G. Thomas
- Hutson Bros.
- T. L. Sparkman
- P. M. Houser
- R. F. Rogers
- G. W. Wilson
- E. H. Pigg
- Geo. Nash
- J. L. Peverly
- L. L. Cannon
- J. E. Hill
- Roy Handcock
- B. K. Greason
- G. L. Grooks
- C. W. Workman
- W. C. Mecharg
- C. R. Walser
- J. D. Buchanan
- B. C. Robinson
- Paul Artho

**HEREFORD**

- E. P. Johnson, 2
- F. E. Kuykendall, 2
- Arthur Brooks
- B. R. Jennings, 2
- D. G. Hobbs
- C. P. Ringer
- W. I. Valentine, 2
- J. L. Lookingbill
- Arlie Dean, 2
- J. D. Thompson
- Ernest Koch
- J. L. Ramsey
- T. W. Roberson
- Mrs. Lee Lambert
- J. W. Alexander
- Bert Walton
- J. W. Lindsay
- J. C. Benton

Look them over, folks. These are your friends—all of them enthusiastic boosters for the Greatest Tractor operating anywhere today. Notice, please, that many of these gentlemen have purchased at least two tractors—further proof of the McCormick-Deering line.

Our reputation, remember, is based on the word of these

men listed above. Ask them today or any time, what they think of their tractors and watch them boost. Not only do we handle a first-class tractor, but we make a specialty of service of all kinds—for any type of implement. Investigate this popularity

—you know it must be deserved. See for yourselves what these tractors have to offer that makes them so much in demand.

We Maintain the Best Repair and Service Department West of the Amarillo Branch House

**R. B. R. Implement Co.**

**Hereford**

**Dimmitt**

**Friona**

SATISFACTION MUST BE YOURS



**METHODIST MINISTER.**  
 The Rev. T. F. Roberson, an aged Methodist minister, formerly of Hereford and founder of the Methodist churches both at Hereford and Canyon, died Friday at his home in Canyon.  
 Mr. Roberson had lived in Texas since 1886 and in the Panhandle territory since 1887, and had been pastor in an early day of practically every church of this section. He was church at Bovina, once the supply depot for the great XIT ranch, he organized in an eating house. At Vega, Tulla, Texico and Dimmitt Rev. Roberson preached and helped organize churches. His daughter, Mrs. T. L. Roberson, lives in Hereford.  
 The funeral was largely attended by friends from all over the Panhandle.

of Dimmitt having sold his interest in the R. R. R. Implement Co. of Dimmitt. He retains his interest but has retired from active management of the concern.  
**ROBERSON DEATH.**  
 George Roberson, formerly of Hereford and an uncle of J. P. Roberson of this city, died at his home in Vega, Thursday. Funeral services were held at Vega Friday, conducted by Rev. V. M. Cloyd of the Hereford Baptist church.  
 The deceased had many friends in this community and a number of relatives, several of whom attended the funeral.  
**COUNTY AGENT IN HOUSTON.**  
 County Agent and Mrs. Dunkle went to Amarillo Saturday where Mrs. Dunkle will make a visit with friends. Mr. Dunkle joined other county and home demonstration agents for a trip to Houston to attend the Silver anniversary of county agents, which was held February 4-7.

**TULLA VISITORS.**  
 C. V. Martin of Tulla, newly appointed county agent of Swisher county, and Bob Russer, farmer-stockman, also of Tulla, were here last week inspecting the boys club baby beehives. Mr. Russer's two sons won first place in the baby beef contest held in Amarillo last March. Both gentlemen attended the sale Thursday and were guests of County Agent R. O. Dunkle.  
**EDITH SMITH DIES.**  
 Edith, the nine-year-old daughter of Mr. and Mrs. F. C. Smith, died at the family home in Hereford Thursday. The children of the home had contracted whooping cough, Edith later developing pneumonia which resulted in her death.  
 Much sympathy is expressed for the stricken family who are comparative strangers in the community, having come here from Georgia in November.  
 Funeral services were conducted at the home Friday by the Rev. Jas. T. Ross, of the Presbyterian church. The remains were interred in the local cemetery.

**Flagg News.**  
 Mrs. Sam Birdwell has charge of the post office at present. Mrs. Walker, postmaster, is visiting in Oklahoma.  
 Mr. and Mrs. J. L. Reader are visiting in Crosby county.  
 The Castro County singing convention will meet at Arney the fourth Sunday in February and all singers are invited.  
 W. T. Summer and wife attended singing at Big Square Sunday.  
 Mr. Bains of Joplin, Texas, has been here on business this week.  
 Mr. and Mrs. Taylor of Amarillo were here Monday.  
 Sid Sheffy is attending court at Dimmitt this week.  
 Mr. and Mrs. Dodson visited relatives in Olton last week end.  
 Mr. and Mrs. Sid Sheffy and children were dinner guests of Mr. and Mrs. McGee Sunday.  
 Among those from Dimmitt who attended singing here Sunday were Messrs. and Mrs. Huckaby and Kendall.  
 Mr. and Mrs. Hicks of Amarillo visited Mr. and Mrs. Joe Benswanger last week.  
 Mrs. Cliff Ramsey had as Sunday dinner guests Mr. and Mrs. Newt Arms and children.  
 Miss Esther Horton left last week for an extended visit with relatives in Cleburne.  
 School is progressing nicely with several new pupils.  
 Mr. and Mrs. Floyd of Spring Lake moved to the Duke place and we are glad to welcome them. Mr. and Mrs. Duke moved to Friona.  
 Mr. and Mrs. Watson of Cleo had dinner with Mr. and Mrs. Senter last Sunday.  
 The sum of \$56.80 was realized from the drive made by several ladies which has been applied to the pastor's salary, and each who contributed has the thanks of the ladies.

**CORRECTION.**  
 An error was made last week in the announcement of Edgar Ramey.

**CUT FEED 1/3!  
 COSTS 1/3!**

**YOU are wasting one third of your feed crops when they are fed unground.**

Grind your feeds—stems, stalks, leaves, cobs, shucks and all—with a W-W Feed Grinder and they will go a third further.

The W-W grinds and mixes everything from the ground up with lightning speed—separately or together. Turns alfalfa, fodder, snapped or ear corn, barley, oats, maize heads, bundle feed, etc., into valuable mixed feed at low cost.

Thousands of farmers everywhere have put their farms on a new profit-making basis by cutting feed costs with an economical W-W.

Powerful hammers do the work on your W-W. No burrs, gears or knives to break or give trouble. Built for a lifetime of service.

A W-W to suit every grinding need. Six sizes—blower, elevator or self-feeder which handles any grain. All equipped with Timken Tapered Bearings—Alemite-Zerk Lubrication—Rockwood pulleys.

Fourteen years of practical experience built into every W-W.

**Come in and see this wonderful grinder. Or let us demonstrate the W-W on your own farm with your own feed and your own power.**



**R. B. R. IMPLEMENT CO.**  
 HEREFORD, TEXAS

1028 THE W-W FEED GRINDER CO., Mfgs., Wichita, Kansas

**BUSINESS CHANGE.**  
 A recent sale of Hereford real estate gave the ownership of the property known as the Sullivan place to Mrs. J. F. Ward, of South Hereford.  
 Mrs. Ward contemplates building a modern residence on the lot, according to W. H. Glibbreath, from whom the property was purchased.  
 A Want Ad in The Brand is a sure, steady worker—try it out.


**REPAIRED**

Never Throw Shoes Away

Even at a bride—

Until you see us about it. We might be able to fix 'em up and give 'em a new lease on life. We can make your old shoes look just like new—and are prepared to do all kinds of shoe repairing at the lowest prices in town.

Men's Half Soles ..... \$1.15  
 Ladies' Half Soles ..... 90c  
 Ladies' Heel Taps ..... 20-35c  
 Men's Heels ..... 50c



**Star Shoe Shop**

C. G. BALL, Proprietor  
 118 South Main Street.

**Electric Labor-Savers**

Lighten the tasks of your household by purchasing our special labor-saving electrical equipment that we offer at unprecedented values.

Coffee percolators, vacuum cleaners, toasters, irons, washing machines, waffle makers and other articles of the very highest quality at the very lowest prices.


These articles are all attractive and useful—and everything that we sell is of the very best make.

Let Mr. E. Lectricity help you do your work!



**TEXAS UTILITIES COMPANY**

**There are many reasons for the ease of steering the new Ford**



**THE new Ford is exceptionally easy to steer because of the well-proportioned weight of the car, the steel-spoke wheels, the co-ordinated design of springs and shock absorbers, the size and design of the steering wheel, and the simple mechanical construction of the steering gear.**

The Ford steering gear is of the worm and sector type used on high-priced cars and is three-quarter irreversible.

In simple, non-technical language, this means that the car responds easily and quickly to the steering wheel, yet there is no danger of the wheel being jerked from the hands of the driver by ruts or bumps in the road. A light touch guides the car, yet you always have that necessary feel-of-the-road so essential to good driving.

Strength of materials and careful workmanship give unusual stability to the Ford steering gear and housing.

The steering worm, for instance, is splined to the steering worm shaft and is stronger, of course, than if a single key were used to hold

the shaft and worm together. The steering worm sector is forged and machined in the same piece with its shaft.

The housing of the steering gear mechanism is made of three steel forgings, electrically welded together. This housing is then electrically welded to the steering column. Such a one-piece steel unit is naturally much sturdier than if several parts were used and bolted or riveted together.

Throughout, the new Ford steering mechanism is so simple in design and so carefully made that it requires practically no attention.

The only thing for you to do is to have the front steering spindles, spindle connecting rods, and drag link lubricated every 500 miles and the steering gear lubricated every 2000 miles.

For this work, you will find it best to consult the Ford dealer. He has been specially trained and equipped to help you get the greatest possible use from your car over the longest period of time at a minimum of trouble and expense.

**FORD MOTOR COMPANY**

**Plumbing Headquarters**

—Any kind of plumbing connections work, any kind of plumbing fixtures—put in by expert workmen and guaranteed to give satisfaction.

—BONDED ELECTRICIAN—Electric wiring installed according to city ordinance. Electrical fixtures and appliances of every kind.

**Delco Light and Frigidaire**

—Agency headquarters for farm lighting equipment plants. A Delco light plant on the farm these days is an economic necessity—not an expense.

—FRIGIDAIRE—the modern way of preserving food in the home.

—GAS APPLIANCES of every kind supplied, installed and serviced.

LET US SERVE YOU—WE APPRECIATE YOUR BUSINESS

**J. C. Cummins**

**Specials**  
**Friday - Saturday**

---

Five Yards Windsor Washanready  
**Krinkle Crepe**  
 Most all shades, regular 30c quality for 1 week  
**Five Yard for \$1.00**

---

**Percales**  
 36-inch Percales, in both light and dark patterns as well as solid colors and floral designs.  
 Regular 25c grade, special for one week  
**Five Yards for \$1.00**

---

**Quilt Challies**  
 36-inch Quilt Challies, your choice,  
**Seven Yards for \$1.00**

---

**Non-Cling**  
 36-inch Non-Cling Material, new spring patterns, regular 45c quality, one week, special  
**Three Yards for \$1.00**

---

**Wool Dress Materials**  
 Our entire stock of Wool Material for one week, your choice,  
**One-Half Regular Price**  
 This includes all Wool Materials in stock.

---

**Crash Toweling**  
 All-Linen Crash Toweling, unbleached, regular 19c quality, Special  
**Eight Yards for \$1.00**

---

**Percales**  
 36-inch Percales, light shades only, your choice  
**Seven Yards for \$1.00**

---

**Play-Boy Wool Suits**  
 Don Play-Boy Wool Suits; most all of them all-wool; some have wool pants with fancy stripe and floral design shirts in fast color broadcloth. We want to clean up on this and you can buy them while they last for—  
**One-Half Regular Price**

---

**Bradley Sweaters**  
 Our entire Bradley Sweater stock to clean up on what we have, including all misses', children's, ladies', men's and boys' sweaters in all styles,  
**Your Choice, One-Half Price**

---

**Men's Suits**  
 All Winter Suits, including all winter Hart Schaffner and Marx, your choice  
**33 1-3 Per Cent Discount**  
 No alterations, no refunds.

---

**FOX**  
**Mercantile Co.**





