

# The Hereford Brand

Published Every Thursday

Our Slogan—"More People—More Farms"

27th Year—Number 1.

Hereford, Deaf Smith County, Texas, Thursday, January 20, 1927.

Seth B. Holman, Publisher

## PROGRAM FOR BANQUET NOW COMPLETED

Quite an increase in attendance at the noon day luncheon of the Hereford Chamber of Commerce was noticeable last Monday at the Hotel. Presiding Officer E. B. Black announced that the program for the banquet will be forward full speed this week, that a number of good speakers had been engaged for the occasion and that the banquet will be kept to a late hour.

The committee on truck farming was announced, with L. Baskin as chairman. Mr. Baskin said that the committee has held several meetings but no definite plans had been worked out. The truck farming committee is composed of F. J. Eberie and E. B. Handley asisting Mr. Baskin.

Rev. Thurmond Morgan was here and gave the diners many helpful pointers for the coming year. Rev. Morgan's discourse on work and its different modes and the quoting of scripture from St. John 3:16, illustrated how the Master worked both spiritually and materially, but always worked. His address was helpful and well taken.

E. W. Harrison reported a meeting and banquet in Canyon last Friday night. The banquet was held in Cousins Hall at W. T. S. C. and blinged largely on the "College's" need of support. Eleven men from Hereford, Mr. Harrison said, were there and a wonderful spirit of co-operation was manifested. Mr. Ashbrook added to the report of Mr. Harrison that when Randall county paved it would have four or five miles to lead Hereford.

F. Young, of Wichita, Kan., and a local man near there, who is an oil prospector, said he was ready to give a real oil well north of Hereford about 1000 acres, providing a sufficient number of acres could be secured. Mr. Young gave his experience in the oil game and also outlined plenty of references as to his ability to make good. A committee, headed by George Moss, was appointed to wait on Mr. Young.

Evelyn Haley, of Midland, Tex., with headquarters at Canyon, said of the work he was doing for the Panhandle Plains Historical Society, and gave his listeners a glowing account of the work already accomplished. Mr. Haley said that a museum was needed. Mr. Parker said, "I am a member of the Historical Society and can do much for the marvelous work being done by the Society."

The meeting adjourned to meet at the stockman's cafe.

## Historical Society Had Representative Here

Evelyn Haley, field representative of the Panhandle Plains Historical Society, with headquarters at Canyon, spent Monday in Hereford, interviewing citizens on early day history of this country. He was particularly interested in the development of the Hereford cattle industry.

## Jumbo Bundling Will Be Dedicated January 29

A letter from the Cooper, Woodburn of the Jumbo school stated that the new Jumbo school house will be dedicated on Saturday, January 29. Mr. Woodburn said, "The County Educational Association will meet here on that occasion and Mr. Hill, president of W. T. S. T. C., at Canyon, will deliver the address of dedication at 11 o'clock a. m. T. D. Moss and Judge M. R. Avery county judge of Castro county, will also address the meeting. There will be a number of other good features on the program, which will be announced later in the Brand."

## Revival Services Holding

The Morton sisters, of Florence, Okla., are here again for their visit, and are holding revival services in the district court room of the court house. The revival began last Thursday and will hold each evening at 7:30 and on Monday mornings at 11. The usual large audience is in attendance.

## Articulator Visits

Relatives in Hereford

Dr. Curtis reached home last night morning. Mr. Curtis is with the U. S. Department of Agriculture, and is working out Texas. Mr. Curtis says he is investigating the pink boll worm problem and has found the pest near Roswell, the nearest point to Texas. Mr. Curtis has been in Shreveport, La., for some time.

## Rev. Ross and Family Will Go To Floydada

In the going of Rev. W. H. Hill, whose illness appears above, from our town to assume the Baptist pastorate at Floydada, we lost a man who has proven himself valuable in many ways. Rev. Hill was the successful pastor of the Baptist church here for nearly five years, leaving the pastorate and taking for a very brief period the leadership of denominational work for the Tierra Blanco territory with headquarters here. He gives this up now to take the Floydada pastorate. His many friends here are pleased that he does not leave the Panhandle. Rev. Hill has been an active member of the local Pastors' Association which has made such a fine reputation for real service rendered in this community. A noble spirit of fellowship

## Patients at Rochester Are Benefitted

Claude Morris, of Vega, who has been in Rochester, Minn., for the past month, and who underwent an operation while there, is much improved in health and is expected to leave for home today of this week, according to advice received here. Mrs. Morris is with her husband.

## C. of C. Officials Confer With New Amarillo Men

Cheaper power for pumping water for irrigation purposes in the famous Hereford shallow water belt will be one of the things that both the Hereford Chamber of Commerce and the Board of City Development at Amarillo will work on during 1927. It was decided at a conference in Amarillo Wednesday by officials of the two organizations. Truck farming, the raising of sugar beets, or the specializing of Hereford farmers on the raising of alfalfa, were discussed, but nothing definite was decided at the meeting as to the best crop. Truck farming would best develop the shallow water area and would furnish Amarillo the vegetables that are now being brought in from the Rio Grande Valley and from California. More alfalfa would be to the advantage of both Deaf Smith and Potter county, as both of these are outlining extensive dairy programs.

The egg marketing problem, the marketing situation at the Western Packing Plant at Amarillo and the freight rates on alfalfa and other crops of the Hereford country will be taken up by the two organizations during 1927. J. Z. George, manager of the Board of City Development of Amarillo, has volunteered his services as consulting engineer for the Hereford Chamber of Commerce, and officials of the Amarillo Board volunteered the services of a number of trained experts of the various departments of that organization.

E. B. Black, president of the Hereford Chamber of Commerce, T. D. Moss, secretary, and County Agent R. O. Dunkle made the trip to Amarillo Wednesday and most of the afternoon was spent in conference with Manager George, P. O. Bennett, manager of the agricultural department; James A. Bush, chairman of the executive committee of the agricultural program for the Amarillo Board; Assistant Secretary Wilde, and Assistant County Agent Ford.

The agricultural program of the Hereford Chamber of Commerce was discussed. It will be patterned largely after the one that Mr. George and Mr. Bennett have outlined for Potter county. The two organizations will work hand in hand in this development.

President E. B. Black of the local Chamber of Commerce was high pleased with the conference and he expected great things to be accomplished. "The co-operation that Amarillo is giving us, will not only help us to put over our work better, but it will mean greater expansion for both cities," Mr. Black declared.

## Rev. Ross Preached In Two States; Same Day

Rev. J. T. Ross preached in two states last Sunday, holding church services first in Hollens, New Mexico, Sunday morning, and then at West-Way Sunday afternoon. Rev. Ross drove over to Hollens Saturday evening. Rev. Joseph Bonhart, of the Canyon Presbyterian Sunday school, held services there Sunday morning.

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## THIRD SIX WEEKS ROLL OF HONOR

Following is a report of the high honor roll for the third six weeks of the school year. Superintendent Dillehay will have another and more complete report in the next issue of the Brand.

- High Honor Roll.**  
Tenth Grade: Howard Eberie, Lorene Wherry.  
Eighth Grade: Katherine Kronin.  
Seventh Grade: Ruth Houston.  
Sixth Grade: Lueta Borden, Dorothy Fullwood.  
Fifth Grade: Patricia Wederbrood, Wilma-Jo Jones, Susy Mae Daniel, Mary Elizabeth Stanford, Rollin Orr, Margaret Tankersly, Mary Edith Smith.

- Fourth Grade.**  
Virginia Bruner, Mary Posey, Elaine Newell.  
**Honor Roll—Elementary Grade.**  
Lorene Atchley, Bettie Carter, Nellie Dunn, J. C. GIBREATH, Edgar Pickett, Homer Thompson, John Wherry.

- Tenth Grade.**  
Mary Clayton, Betty Ray Cronin, Augustine Gregory, Kathaleta Hawkins, Lois Hill, Edgar Ireland, Howard Lague, Thelma McMillan, Ulys Pierce, Almada Witherington, Verna Woods.

- Ninth Grade.**  
Frank Cogdill, Leo Marie Foster, Keith Guthrie, Vera Hamilton, Jno. Jacobsen, Claude Longbottom, Bill Mitchell, Emmet Patterson, Clyde Sharp, Ralph Wolfe, Pearl Eubank, Evelyn Smith, Inez Wilson, Ruth Wolfe.

- Eighth Grade.**  
Maxe Woodwell, Hazel Dunn, Alva Mae Norton, Jane Roberts, Quibbe Taylor, Gerald Wherry.

- Seventh Grade.**  
Abnera Davis.  
**Sixth Grade.**  
Louise Jowell, Violet Marx, Mary McCord, Ruby Faye Sawyer, Lois Sharp, Johnnie Womble.

- Fifth Grade.**  
Paul Conover, Robert Hamilton, Bill McDonald, Nora Alice Daniel, Peggy Mitchell, Dora McCord, Florence Boardman, Marie Hughes, Robert Houston, Berry Orr Jacobsen, Billy Ross Phillips, Rex Tynes, Joe Hill, Edith Mitchumson, Jack Gilliland, Bonnie Jean Smith, Catherine Miller.

- Fourth Grade.**  
David Bartley, Ladell Lathan, Walter Reed, Mary Kate Brotherton, Terry Ray Eubanks, Estelle Gilliland, Billie Valentine, Nancy Conkright, Irene Buckner, Elizabeth Bowman, Carl Mounts, Skeel Baker, Leona Triefel, Sally Deniker.

## History of Diversification in Deaf Smith County

far and wide as a cattle country. Hereford got its name from the anxiety 4th Hereford cattle shipped here in 1898. At that time it took several hundred acres of pasture and a good head of cattle for a man to make a good living.

The drifting in of dirt farmers, the raise in prices of land, and unsettled prices in the cattle industry helped to develop the farming industry here, but it took a few lean years, sudden changes in farm crop prices, and faithful work on the part of a few leaders to develop the idea of diversified farming. Farmers had to learn that they could not trust everything on wheat, or maize, or cattle, because any one of these might fail, or the price might not be the best. More chances gave better returns.

Such men as L. Gough, D. L. McDonald, G. W. Brumley, G. A. F. Parker and Seth B. Holman have been preaching diversified farming for a number of years, and some few of the farmers were actually practicing it before 1910, but the idea has gained more headway

since the drop in cattle and other farm prices in 1920, than ever before. Several years ago the local Chamber of Commerce encouraged dairying and hog raising, and D. L. McDonald and G. A. F. Parker shipped in a couple of cars of registered Holsteins, and a number of prize winning Berkshire hogs, and distributed them over the country. Later the Berkshire hogs were disposed of and registered Poland China and Duroc Jersey breed substituted. Today these are the two leading breeds in the Hereford country.

The main crops are wheat, oats, barley, corn, maize, kafir, irrigation cotton and alfalfa (where irrigated is used) and cattle. Hogs, poultry, dairy cows, garden products, etc. are the main sidelines. There are probably more acres planted to maize, kafir and wheat than any of the others, but you can find a little of most every kind of field crops, fruits and garden truck that can be raised in any portion of Texas, raised here, except, of

(Continued on Page Three.)

## Oil Developments In the County Are Encouraging

The Barrett Hill Bille well is still working on construction and hope soon to be ready for actual drilling. Mr. Barrett informed The Brand that a larger engine is now set, that two houses are under construction, water has been piped to the site and the slush pits and ditches are being finished.

## Shallow Water Belt Will See Development

The year 1927 will see many acres in the famous Hereford shallow water belt planted to vegetable according to plans that are being worked out by the irrigation committee of the Hereford Chamber of Commerce. The committee is composed of L. Baskin, E. B. Handley, and F. J. Eberie. These three men are vitally interested in the development of the local shallow water belt, and all of them feel that it must be developed in smaller units. Mr. Baskin stated that one firm in Amarillo had already offered to buy all the vegetables that is raised here and a representative from this Amarillo firm will be here within the next few days to go over the plans for the marketing of the stuff.

"A market is the important thing," according to Mr. Handley. "Enough surplus vegetables are raised in the gardens around here to supply a small canning factory and much of the vegetables go to waste for the lack of a market." The committee will make an effort to get some experienced truck farmers who understand the care, grading and marketing of vegetables.

An exceptionally good market has been created right at our door by the rapid development of Amarillo and other oil field towns within the last few months, and great things are expected in the way of development in the Hereford shallow water belt because of this.

## Watch Your Speed; Traffic Cop On Job

A traffic cop on a high speed motor bike is something new in Hereford. Ralph Butherford has been employed by the city as a special officer and will see that the traffic laws are obeyed. Better look out for Ralph as he enforces speed to make 80 miles per hour.

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## Lester Galley Installs a New Milking Outfit

Lester Galley, progressive farmer of the Askrin district, has purchased and installed a new DeLaval two unit milking machine from C. A. Skelton. Mr. Galley says: "I can now milk 16 cows in about 45 minutes, whereas before it took twice that time."

## Skelton Moves to New Guthrie Building Soon

C. A. Skelton informs the Brand that he will move his Variety Store and Case farm tractor and power machinery to the new Guthrie building, next to the Brand office on Main Street. Mr. Skelton says he will install all new fixtures and will move into his new quarters about February 15.

## Devil Buys Himself a Home In Hereford

Dee Mitchell, devil-printer with The Brand force, purchased the Forsom home on North A Street. Dee says: "I'm going to milk a cow, raise some high class bantam chickens, raise a big garden, add another room to the house and then try to hold down my job on The Brand."

## 10-Year-Old Mechanic Paying Own Expenses

Master Ramey Douglas, 10-year-old mechanic, is making his expenses in school by building dog door stops. They are neatly sawed out and painted two colors and sell for 25 cents each. Ramey is to be highly complimented for his unusual skill.

## ATTENDED BANQUET AT CANYON

Hereford had the largest out-of-town delegation of any at the banquet in Canyon last Friday night, with eleven from this place making the trip. The banquet, which was held at Cousins Hall, was a big success in every respect. The purpose of the meeting, as J. A. Hill, president of the West Texas State Teachers' College, expressed

this section to get together on some of the vital problems that were now facing the Panhandle communities.

Dr. Hill explained the tax situation, and said that Panhandle counties were paying in much more to the state in the way of taxes than they were getting back. He also urged the co-operation of the cities of this section in the way of appropriations for the College at Canyon. He said that that College belonged to the Panhandle section and that organization in the various cities could play an important part by helping to get appropriations through for permanent improvements there. Dr. Hill said that Deaf Smith county had been one of the best counties in Texas to send large numbers of students from year to year to the Canyon institution.

E. W. Harrison and T. D. Moss each made short talks at the banquet, in which they pledged the support of the citizens of Hereford and the local Chamber of Commerce to the Canyon school. Speakers from the various cities were very optimistic over the future of this section, and all of them thought that great development would take place in the Panhandle within the next few years. Those from Hereford who attended the banquet were E. W. Harrison, G. W. Brumley, George L. Moss, G. A. F. Parker, Jack Cronin, H. H. Hawkins, D. F. Ashbrook, E. C. Eubanks, T. D. Moss, E. E. Ireland and Ray Barber.

## ANXIETY 4TH HEREFORDS TO BIG SHOW

Ed East, Deaf Smith county Hereford breeder, has consigned a couple of straight line bred Anxiety 4th Hereford bulls to the big Texas Hereford Breeders' Consignment sale which will be held in Fort Worth March 9, in connection with the Southwestern Exposition and Fat Stock Show. These two young aristocrats are creating a great deal of comment among breeders of the Hereford fraternity.

## ANXIETY 4TH HEREFORDS TO BIG SHOW

Superior Diamond and Superior Anxiety, two of the leading herd bulls of the Hereford country, and no better herd bull prospects have gone out from here in recent years. Mr. East has only a small herd of Hereford cattle, but every one of the fifteen females are straight line bred Anxiety 4th Herefords and no better pedigrees could be written than most of these animals have. It is Mr. East's desire to keep his females until he has twenty-five top notch breeders. Until he secures this number none of his females are for sale. East has sold a number of young bulls during the past year that ranged from \$300 to \$1100 each.

## Texas Utilities Company To Improve Locally

Several thousand dollars will be spent in Hereford this year by the Texas Utilities Company, said Manager Fred Oberthier, Jr. "We expect to rebuild all our lines over town which will greatly improve the quality of service." The company, Mr. Oberthier said, is looking forward to a considerable growth in Hereford this year and we want to be ready to take care of the business when it comes. The new construction will begin in the near future and will consist of heavy material not usually found in place of this size. In addition to this, a larger stock of household electrical appliances will be added to the stock in our show room," Mr. Oberthier said.

## Prospectors Coming Into the Hereford Territory

Six prospectors were in Hereford this week. R. H. Isaacs, D. R. Rice and another gentleman whose name we have not been able to get, all from Gillispie, Illinois, and Mrs. J. Wesley, of Oklahoma City, and A. A. Wright of Springfield, Ohio, were also here.

Mr. Wesley recently purchased a section of land twenty-seven miles west of this city and will begin to improve it this week. Messrs. Isaacs and Rice are interested in land near Hereford, but did not make definite statements as to where they will go.

## OUR BIRTHDAY

With this issue, the Hereford Brand enters its twenty-eighth year. The present editor took over the paper nine years ago last October. These years have been splendid years—although made up of experiences, both joyful and sorrowful.

We are truly grateful for the hearty congratulations given us by the people of Hereford and communities surrounding, and we shall strive in the future, as in the past, to give our friends and customers the very best newspaper we are capable of.

SETH B. HOLMAN.

## Farm Sale Dates

S. P. Merry announces a dispersion sale at his farm 10 miles south of Amarillo 10 miles northeast of Hereford, an exceptionally large lot of livestock, farm machinery and household goods will be offered. Ray Barber, Auctioneer. Lunch.

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## Dimmitt, Castro County News

**DIMMITT, Jan. 17.**—Born to Mr. and Mrs. Percy Shepard, on January 17, a girl named Thelma Georgia.

Rev. J. T. Corder, a Christian preacher, of Tulla, preached here Sunday.

O. B. Trimble spent Sunday in Mobeetie.

Pastor E. L. Naugle has announced the first quarterly conference of the Dimmitt Circuit of the Methodist church will be held here Saturday afternoon at 3 o'clock. Rev. W. E. Robinson, presiding elder of the Plainview district, will remain over and preach at 11 o'clock Sunday. All officials are urged to be present.

Leon, son of D. L. Winders and wife, of Flagg, is in a Plainview hospital suffering with a compound dislocation and badly lacerated arm, sustained when he was thrown from a horse Friday afternoon. He was rushed to the hospital where everything possible is being done to save his arm.

Ground was broken Monday for two new homes in Castro county, one being built by J. E. Turner west of his home, and is a small house 14x28. J. C. Montgomery is building a new house four miles northeast of Dimmitt.

The Ladies Union Aid met with Mrs. W. A. Wright Thursday. Mrs. H. F. Hunter led an interesting lesson and Mrs. B. D. Woodlee brought out good points on the Sunday school lesson. During the social hour the needy of our community was mentioned and a committee appointed to take \$10 of the money in the treasury and buy food for them. \$25 was sent to the Amarillo orphanage.

The Parent-Teachers Association held their regular meeting at the school house Friday afternoon. The home economics girls displayed the dresses just finished by wearing them before the mothers. They were neat and the mothers showed their approval by applause. Prof. Carson gave a talk on the Intercollegiate League, urging parents to insist on their children entering. Mr. Bice spoke on equipment for League work. An Association was then favored with a piano solo by Mrs. Woodlee and pupil, Miss Amy Gregory. "The Value of well directed play" was

presented by Miss Dorothy Peury. Mrs. M. E. Simmons, of Lubbock, and Walter Simmons and wife of Amarillo visited in Dimmitt last week.

A. M. Brownlee and Carlos Reynolds and wife went to Tulla last Friday.

Homer Norwood has been on the sick list.

Herman Scott of Hart was in Dimmitt Saturday.

Ray Riley and Misses Louise Watts and E. D. Allen of Hart were here Saturday.

C. C. Reynolds and S. C. Huckaby made a trip to Tulla Friday. G. A. Barnett and Floyd Reynolds went to Plainview last Wednesday.

Floyd Ashworth of Whittenburg was in Dimmitt the first of last week.

Hex Wright was in Portales last week.

Sheriff Clem Maples was in Farwell at the Hassell trial the first of last week.

Mmes. J. H. Flanagan and N. J. Lovelace went to Hereford Saturday.

R. B. Shetty was a business visitor in Plainview last week.

J. E. Miller, Jr., left Saturday for Hereford to enter school.

O. M. Land who has been on the sick list was in town Saturday.

Sam Allen and I. B. Brooks have returned from Lubbock and other points in that section.

J. R. Gollehon and family of Canyon spent Sunday here.

Miss Ola Brashears, Bob Flanagan and Earl Hembree, students in W. T. S. T. C., spent Sunday here with homefolks.

John Walton and wife of Hereford visited in the home of Mrs. Walton's sister, Mr. and Mrs. E. D. Wheeler, recently.

Messrs. and Mmes. W. B. Baxter, H. F. Hunter and daughter, and Mrs. Elva Baxter Carson and daughter went to Amarillo last week where Mr. Baxter took the train for Brownwood on a business trip.

E. F. Webb and family of Carlsbad, New Mexico, has been visiting in the H. C. Webb home.

Messrs. and Mmes. Bill Webb and Henry Staicup spent Sunday in Plainview.

makes of cars. The winning side or car will be treated to a banquet by the members of the society. There is already much interest being shown in the contest and all the young people of the town are invited to join in the fun.

### BAPTIST W. M. U. PROGRAM.

Hymn, He Leadeth Me.

Bible Study—Mrs. W. H. Ray.

Hymn—Love Lifted Me.

Prayer—Mrs. Swartz.

Personal Service Period—Mrs. Conkwright.

The New Year—Mrs. J. D. Bourn.

The Ministry of Prayer, Prayer Suggestions—Mrs. Carl Gilliland.

Open Toward Jerusalem—Mrs. Jack Roberson.

Solo—Mrs. Carl Mounis.

Pray One for Another, There Cometh Showers—Mrs. Arthur Thompson.

Hindrances—Rise and Pray—Mrs. W. E. Hicks.

Some Quoted Gems of Thought on Prayer—Mrs. Wall.

Prayer, Thanksgiving for Christmas Offering—Mrs. Glenn.

### INTERMEDIATE CHRISTIAN SOCIETY.

First Christian church, Sunday, January 23.

Topic: Christian Endeavor.

Scripture Lesson: Eph. 4:1-6.

Prayer.

Song.

Christian Endeavor and How It Works In Our Church: Bro. Morgan.

Business.

Benediction.

### HOME MISSION STUDY CLASS.

The H. M. S. study class of the Hereford Methodist Church met in their room at the church Wednesday, January 12, at 3 o'clock. The weather was inclement, but a good number attended. The society is studying the life and letters of Paul, on to Rome being the subject for discussion at this time.

Mrs. Lamb is leader and gives the lessons careful study and brings much helpful information. The meeting was opened by reading Jeremiah 6:21-30. Mrs. Spratt led in prayer. Mrs. Ward located the places on the map through which Paul passed on his missionary journeys. There being no assignments, the meeting was in the nature of a round table discussion. With a closing prayer, the society adjourned to meet Wednesday, January 19, at 2:30. Mrs. A. B. Davidson, Associate Pub. Superintendent.

Prayer is one truth, among many others, that needs no argument.

Why? Because prayer is a native tendency of every human soul. Prayer and worship are universal. All history is full of proof of this fact. Prayer therefore is a natural function and not artificial. When we train the prayer life, and it needs constant training, we are training a native citizen of the soul. Man kind never outgrows prayer. The history of prayer is the history of religion and also the history of man in all ages of the world, civilized or uncivilized. It is practiced among savage peoples. From such pagan beginnings all the way up to Jesus in the garden, or a modern scientist, upon his knees, prayer has been universal. Can it be that all men in all ages and all lands have been engaged in talking for ever to a silent force, or to a God who does not hear of answer, and from whom no answer has ever come? Hunger could never have persisted without food, nor breathing without air, nor intellectual life without truth, nor prayer without God. The reason prayer is not a power in most of our lives is because we pray too spasmodically. The heathen pray that way to their gods. Luther once said, "We, too often pray only when we have a pain in our legs, or in our heads, or when we have an empty pocket." Prayer is not merely an exercise of begging God for something that we want.

The main idea of prayer is to find out God's will. Prayer that is merely spasmodic is selfish and childish. We must not conceive of prayer as an overcoming of His will, but of laying hold of his highest willingness. Prayer is simply giving God an opportunity to do what he wants to do for us. Again prayer brings power. It connects us with the source of power, spiritual power, and all other kinds of power that comes from God. Men lack power and

inspiration because they have neglected their contact with God. One reason why some folks have lost faith in prayer is because prayer has been abused and often made ridiculous and cheapened by high pressured fanatics. Prayer has often been caricatured and exploited. Prayer must be a life habit, a ceaseless thing, an honest, persistent, reasonable thing, linked up with God's will, which is sometimes far above our will as the heavens are far above the earth. The man with spiritual power lies in daily contact with God.

### CHRISTIAN ENDEAVOR.

Program for January 23:

How can we train for service?

Leader: Ruth Elliston.

Song: No. 300.

Scripture Reading: Beale McGert.

Song: No. 213.

Prayer: Bro. Morgan.

Song: No. 22.

How can we prepare for Christian service?

1 Preparing our attitudes.

2 How we can train our powers of observation: Harry Kibbe.

Training our willingness by doing the disagreeable things that someone must do: La Moine Shaw.

How can C. E. become more reliable: J. L. Glibreath.

Using agencies available to all: Leah Clark.

Planning for special training: Nina Crawford.

Song: No. 85.

Questions for discussion: Nos. 4, 6 and 7 in Christian Endeavor Guide.

Song: No. 278.

Announcements, Business, benediction.

For Quick Service in the Job Printing Line, See THE BRAND.

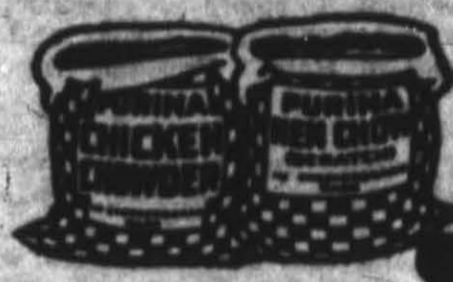
Try a Want Ad in THE BRAND.

## Winter laying depends upon what they are fed from now on!



It is a big mistake to wait until too late and then try to force your hens for extra eggs! It takes a hen a little time to manufacture eggs. She cannot be rushed. The eggs she lays in the coming months are really started by the feed she gets now.

You do not take a chance when you are feeding Purina Chows. When you buy your Purina Poultry Chows, we will give you, free, egg record blanks, so you can mark on them the extra eggs you get every day. We want you to check up that way, because you'll never buy anything but Purina Chows, once you see what they actually do for you. Start feeding for those extra eggs now.



## JONES & M'LEAN

Phone No. 1. Hereford, Texas

FOR QUICK JOB SERVICE SEE THE BRAND.

## The Only One

We have absolutely the only Exclusive Automobile and Machine Repair Shop in Deaf Smith County—where time is devoted to repairing only. Our time is not split up selling cars, tractors, storage and such, but entirely to your troubles. TRY US.

## BEAMS & MARRS

In Our New Home Across from Court House. PHONE 23.

## ELECTRIC SERVICE STATION

Phone 284

—We carry a full line of Auto and Electric Parts, and

## Willard Batteries

—the best battery made.

If you want a cheap battery, let us figure with you.

## ROCKWELL BROS. & COMPANY

LUMBERMEN

Phone 4

SATISFACTION MUST BE YOURS

## Our Motto Is

DEPENDABLE ABSTRACT AND LOAN SERVICE.

—And we want to demonstrate our service to you.

The FEDERAL LAND BANK has ample funds at all time to lend on farm and ranch lands at 5 per cent interest. WHY PAY MORE?

## THOMPSON & IRELAND

First National Bank Building.

Complete Tract Index of all Land and Lots in Deaf Smith County.

## Seed Oats

THE VERY BEST YOU CAN BUY

Re-Cleaned and Put Up In Good Sacks.

We are going to have the very best seeds this year of all kinds that you ever bought in Hereford.

Don't Forget Us When You Want Some Real Coal, Either.

West Texas Feed & Seed Co.

Phone 265.

"Hottest Number In Hereford."

## CHURCH ANNOUNCEMENTS

### First Presbyterian Church

JAS. T. ROSS, Pastor.

"The Christian Inheritance" will be the pastor's subject on next Sunday. Come early for Sunday school and remain for the morning worship. Endeavor will meet at the usual hours in the evening and preaching service will begin at 7:15. Note the change of time for the evening service and be on time. The evening sermon subject will be "The Tests of Life."

Rev. Arch Conklyn will preach at Dawn at the hour of 3 p. m., and at the same hour the pastor will preach at Dimmitt. Church-Nite will convene on Wednesday evening at 7. Women's Missionary meeting will be called at 2:30 on Wednesday.

"If our gospel be hid, it is hid to them that are lost; in whom the god of this world hath blinded the minds of them which believe not, lest the light of the glorious gospel of Christ, who is the image of God, should shine unto them. For we preach not ourselves, but Christ Jesus the Lord; and ourselves your servants for Jesus' sake."

### First Christian Church

THURMAN MORGAN, Pastor.

We are well into the new year. At the beginning of each year we all take inventory and start the year with renewed determination to reap a greater harvest. Now let me ask about the church work. Don't you think it is time that all of us were at work in our Master's vineyard? The law of the machine says that we get out of anything just what we put into it. This is true also in God's work.

Church school at 9:45. We have something different each Sunday.

Communion and preaching at 11. The subject for this service is "Faith."

Three Christian Endeavor societies at 6:00.

Preaching service at 7:00. The subject is "All Rivers Run Into the Sea."

You are cordially invited to attend all services. You will find a big welcome.

### METHODIST CHURCH SERVICE

Special music by choir at morning services at 11. Evening services at 7:15. Morning subject, "Is the church making good in Hereford?" If so, why not give it whole-hearted loyalty?

Evening subject, "The bells of your conscience."

Remember Sunday school at 9:45. W. B. Black superintendent.

Junior church at 11. Miss Gladys Bryant, director.

Epworth League 6:30.

We extend a most hearty invitation to all of our services.

REV. A. B. DAVIDSON, Pastor.

### PRESBYTERIAN SENIOR ENDEAVOR IN CONTEST

Starting next Sunday the Presbyterian Endeavor society will enter a "Live Wire" contest to better the society and increase the membership. The contest will be in the form of a coast to coast auto race, with four standard

## The Sunday School Lesson

JANUARY 23.

Subject, "The Christian and Prayer."

Golden Text, Matt. 7:7. Lesson, Mark 1:35, Mark 14:32-36, Matt. 6:9-13.

Prayer is one truth, among many others, that needs no argument.

### WISE COUNSEL

—Take inventory of your insurance policies; be sure you are protected against every hidden force which may destroy your property.

—Consult with us, without obligation, with regard to fully protecting you on damage to your property.

—We will gladly co-operate with you and give you every assistance possible, in selecting and keeping in force insurance which will safeguard your peace of mind and happiness.

RALPH BARNETT, Manager

HEREFORD INSURANCE AGENCY

273

Phone 350

180

Loans to Build Or Refinance.

## OYSTERS at All Times

FRESH FISH EVERY THURSDAY AND FRIDAY.

Everything In the MEAT MARKET LINE

—we need your business.

## The Texas Meat Market

CLOYD & ROBINSON, Proprietors

We

Deliver PHONE 363

# END OF MONTH SALE



## "GARZA" UNBLEACHED

9-4 (79 inch) yd. - 38c  
10-4 (89 inch) yd. - 43c  
"GARZA" BLEACHED  
9-4 (79 inch) yd. - 43c  
10-4 (89 inch) yd. - 48c

## BLANKETS

ONE-FOURTH OFF  
Copper Fern Stands  
\$1.98

Men's and Ladies' SWEATERS  
One-Third Less

## LADIES' SHOES

An assortment of black patent, with cherry trim  
Priced at \$4.98

## COTTON BATTS

3 lb. roll, snow white ----- \$1.19  
3 lb. roll, nearly white ----- \$ .65

Peter Pan GINGHAM  
39c Yard

Ladies' Holeproof HOSIERY  
\$1.50 values for \$1.18

BRIDGE LAMPS  
with shades, five feet cord, only --- \$2.98

TRUNKS, SUITCASES, 25 PER CENT OFF.

No Gold Bond Stamps Will Be Given On Merchandise at a Special Sale Price.

## Men's Dress SHOES

\$7.50 values -- \$5.98  
\$6.50 values -- \$5.25  
\$6.00 values -- \$4.78  
\$5.50 values -- \$4.25  
\$5.00 values -- \$3.78

## MEN'S BOOTS

\$9.75 values - \$7.98  
\$8.50 values - \$6.48  
\$8.00 values - \$5.98

## BOYS' BOOTS

\$7.50 values - \$5.98  
\$6.50 values - \$4.98  
\$6.00 values - \$4.65

Men's Wool SHIRTS  
\$1.98 and \$2.50

Men's Linen COLLARS  
9 for \$1.00



Men's Fancy WOOL HOSE  
68c Pair

MEN'S SHIRTS  
An assortment of Ide Shirts, without collars  
98c

Men's Heavy UNDERWEAR  
\$1.10 and \$1.38

Men's and Boys' SHEEP-LINED COATS  
LEATHER COATS  
25 Per Cent Discount

*Strambaugh Dry Goods Co.*  
HEREFORD TEXAS

## Cameron, N. M.

Little Bracken Cameron visited school two days last week.  
Miss Vera Cogdill spent one night last week with Miss Fern Houston.  
Rev. Slade preached at New Hope Sunday morning.  
Miss Vela Lowe and Miss Ella Davis were Sunday dinner guests of Miss Velma Edmondson.  
Mrs. Ella Burnett and sons and Mr. and Mrs. Mills took Sunday dinner with Mrs. F. B. Scott.  
Little Curtis Scott has been ill a past week.  
J. A. Leach and family spent Sunday with W. M. Hubble and life.  
Scott and May Brooks visited his Ruth Fryar Saturday.  
Rev. J. W. Slade and soon took Sunday with R. A. Lowe.  
Alford Spencer spent Saturday night with Bobbie Burnam.  
The basketball teams of Wheatland met the Quay teams at Plain day, when the girls' score was 13 in favor of Wheatland, and boys tied with Quay.  
Ode Tillman and Charlie Tillman and wives returned last week a Gilmer, Texas, where they have been for several weeks visit relatives.  
A. Leach had the misfortune of a splinter in his finger last and went to Clovis to have moved.  
Moore was buying cows in vicinity last week.  
A. B. Brooks of Bushland spent the week end with F. B. Scott and wife.  
Meses. Ella Isler and Lydia Baird and Mr. Floyd Mote took Sunday dinner with Mr. and Mrs. G. H. King.  
There was a surprise party at the Ike Hines home last Friday night.  
Meses Vera Cogdill, Mary McCay and Golda Leach were Sunday dinner guests of Opal and Jewel Hubble.  
Mrs. Belle Cameron has been on the sick list.  
Gabriel King has been threshing in this neighborhood the past ten days.  
A. A. Dethrage and Mr. Bowen made a trip to Grady Saturday.  
Meses. Ella Isler and Lydia Baird and Mr. Paul Mote spent Thursday night with Mr. and Mrs. A. C. Johnston.  
A surveyor has been at work in this community the past week.  
Mrs. Ella Isler gave her sister, Mrs. Lydia Baird, a birthday dinner the 14th when those present

were Mr. and Mrs. A. A. Dethrage, Mrs. A. C. Johnston and Mr. Bowen.

Little Ralph Gadberry has been on the sick list this week.  
Tax Assessor Storey was at the Dallas Johnston place Friday.  
Meses. Lydia Baird and Ella Isler took dinner Saturday with Mrs. Winnie Dethrage and helped her do some quilting.

## Flagg News.

Mrs. Ansley who has been visiting her daughter, Mrs. Baine, left Friday for her home in Lamesa.  
L. T. Smith and wife of Earth and Will Smith of Olton were guests in the J. B. Summer home Friday.  
Mrs. Sid Shoffey received word Friday of the death of her little sister, Imogene Knox, of Happy and left immediately for that place. Funeral services were held Saturday. The entire community extends sympathy to the bereaved.  
Carl Thomas left last week for his home in Young county.  
Mr. Casler returned Thursday from a business trip to Fort Worth.  
Newt Arms made a business trip to Hereford Saturday.  
Erwin Fulmer went to Olton Wednesday.  
Mrs. Dixon and Miss Horton were guests of Mrs. Birdwell Wednesday night.  
Mrs. Fletcher Ramsey entertained the Ladies' Aid at her home Thursday, January 13 when an interesting lesson was enjoyed. Refreshments were served.  
Meses. Kanton and Mrs. Hal Center were here last week.  
Ben Wilcox and wife of Albuquerque, N. M., visited Cecil Thomas and wife last week.  
Mrs. Coe Arms visited Mrs. Weaver Wednesday.  
Mrs. Birdwell and son visited in Hereford Tuesday with Mrs. McEntire.  
Mr. and Mrs. Baines and Mrs. Ansley were supper guests of Mrs. Jones Friday night.  
Mrs. Cale of Childress is visiting her sister, Mrs. Payne.  
Messrs. Torphey and Payne are back from a business trip to Wellington.

## Northeast Corner

Ben Floyd and family spent Sunday in the Frank Daniel home.  
Marvin McBroom visited Earl Norman Sunday.  
A number of friends and relatives spent a few hours Saturday night in the J. C. Allred home.  
C. O. Phillips and family spent Sunday in the W. B. Bowen home.  
Lada Smith visited Lottie and Ethel Allred one night last week.  
Stanley Thomas is visiting relative here now.  
Miss Moore Denny spent Sunday with Lorraine Daniel.  
A tacky party was given in the Carl Fugate home Saturday night when a good crowd attended and all had a nice time.  
H. J. Oglesby and family spent Sunday with relatives near Amarillo.  
Oren McClain spent one night last week with Emmett Walker.  
John Boling and wife are the proud parents of a new boy named Billy Ray.  
Mary Lee Ware spent one night last week with Laverna Womble.  
Mrs. M. M. ... last week with relatives here.  
Charlie Hammer and wife are

## Frio-Easter Items

E. V. Sullivan and wife spent Monday morning at the W. J. Sullivan home.  
Lee Heard has been helping C. Woolery block head cane.  
Kincaid and Vicks had a threshing at their places last week.  
W. J. Sullivan and wife spent Monday afternoon in the L. R. Sullenger home.  
E. V. Sullivan helped Box Knox stack feed Monday.  
L. R. Sullenger and family spent Wednesday with Bob Axe and wife.  
Mrs. Sullivan spent Wednesday with Mrs. Woolery.  
Messrs. Mobley and Knox and the parents of a new boy named Jesse Clyde.  
H. J. Oglesby and Otto Smith and families visited in the J. T. McClain home Sunday.  
Toy Price and family visited the Oglesby home one evening last week.  
Elmer Womble and wife made a trip to Amarillo last week.  
R. O. Dunkle and Rev. Jas. T. Ross were at the Plainview school last Thursday, both making interesting talks relative to club work and education, which pupils and teachers enjoyed.

wives spent Wednesday at the E. V. Sullivan home.

Mmes. Sullenger and Chamness spent several days this week with Mrs. Jess Laughlin at Summerfield, helping nurse Mrs. Laughlin's baby, who has been very sick.

Miss Lottie Stagner spent the week end with home folks.

Mr. and Mrs. Frye of Davenport, Iowa, parents of Carl Frye arrived Sunday.

V. C. Woolery and wife spent Saturday night in the Ira Woolery home.

Mr. and Mrs. Knox received word of the death of a niece at Wayside and went there for the funeral.

Bob Axe and wife spent Sunday in the Sullenger home.

Clayton Woolery and wife spent Sunday in the W. J. Sullivan home. Price Stagner visited Owen and Miss Della Stagner at Canyon. Clayton Woolery and wife visited in the Wherry home Monday night.

In the regions of igneous uplifts in Texas precious metals and rare gems are found.

## NOTICE TO BIDDERS.

Notice is hereby given that the Commissioners' Court of Deaf Smith County, Texas, will receive sealed proposals on February 7th, 1927, from any banking corporation, association or individual banker of this County that may desire to be selected as the depository of the funds of the County for the next two years from the date of the bid. The proposals shall state the rate of interest offered on the funds of the County. The Court reserves the right to reject any and all bids.

EARL W. WILSON,  
County Judge.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

## THE STATE OF TEXAS.

To the Sheriff or Any Constable of Deaf Smith County, GREENING:

You are hereby commanded to publish once a week for a period of ten days previous to the return day hereof, in some news-

paper of general circulation published in Deaf Smith County, Texas, which has been continuously and regularly published in said county for a period of not less than one year, the following notice: you are also hereby commanded to cause to be posted for ten days, exclusive of the day of posting, before the return day hereof, at three of the most public places in Deaf Smith County, Texas, one of which shall be at the court house door, and no two of which shall be in the same city or town, copies of the said following notice:

## THE STATE OF TEXAS.

To all persons interested in the estate of T. M. Palmer, Deceased:

Mary V. Palmer has filed in the County Court of Deaf Smith County, Texas, an application for the probate of the last will and testament of the said T. M. Palmer, deceased, same being filed with said application, and for letters testamentary of the estate of the said T. M. Palmer, deceased, which will be heard at the next term of said Court, commencing on the first Monday in February, 1927, the same being the 7th day of February, 1927, at the

court house in Hereford, Deaf Smith County, Texas, at which time all persons interested in said estate may appear and contest said application, should they desire so to do.

Herein fail not, but have you before said court on the first day of the next term thereof this writ, together with your return thereon, showing how you have executed the same.

Given under my hand and the seal of said court at my office in Hereford, Texas, this 17th day of January, 1927.

(SEAL) L. H. FOSTER,  
Clerk of the Court of Deaf Smith County, Texas.

1-31c Fr

## TRANSFER

And light hauls and deliveries done quickly on short notice.

Phone 116  
and try me out.

Charges Reasonable.  
ARCH CONKLIN.

## WHY NOT BUILD

A House of Your own?  
Ask for our attractive offer.

Low Interest Rates.

## THE PLAINS INSURANCE AGENCY

John Patton, Man.

# PIG Chow

One bag of Pig Chow is equal to 2 1-2 bags of shorts, for your brood sows, growing pigs and fattening hogs.

With the price of tankage \$95.00 per ton and Pig Chow \$60.00 per ton, we are able to offer you a feed that is as good or better than tankage and will save you \$35.00 per ton.

Just another Purina Product that will save you money and give quicker returns.

Feed From the Checker-board Bags!

## Jones & McLean

HEADQUARTERS FOR PURINA CHOWS.

## Lumber, Timbers, Shingles

### ALL BUILDING MATERIALS

Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, house bills or smaller shipments, by train or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office Louisiana Lumber and Supply Company AMARILLO 1500 W. 6th St. Phone 4290

## AUCTIONEER

I have arranged with one of the best auctioneers in the Southwest, who is now located in Amarillo, to assist me in all my larger sales.

W. S. WILLIAMS  
Hereford, Texas

## Investigate the



Before You Buy.

ORR'S TAILOR SHOP

Phone 16

## How Doctors Treat Colds and the Flu

To break up a cold overnight or to cut short an attack of gripe, influenza, sore throat or tonsillitis, physicians and druggists are now recommending Calotabs, the purified and refined calomel compound tablet that gives you the effects of calomel and salts combined, without the unpleasant effects of either.

One or two Calotabs at bed-time with a swallow of water—that's all. No salts, no nausea nor the slightest interference with your eating, work or pleasure. Next morning your cold has vanished, your system is thoroughly purified and you are feeling fine with a hearty appetite for breakfast. Eat what you please—no danger.

Get a family package, containing full directions, only 35 cents. At any drug store. (adv)



Coal on Truck All the Time!

Saturday Special Bran \$1.40

JONES & McLEAN



**Ray Barber**  
Pure Bred Live Stock and Farm Sales  
**AUCTIONEER**

**SUPERIOR SALES SERVICE**

My knowledge of Values Enables Me to Render Efficient Service.

PHONE 241

Leave Your Sale Dates With Hereford Brand, Hereford, Texas.

## GEO. McCONNELL

Barnhart's Shop, Is Prepared to do Your Repairs On your Car.

ALL MY WORK GUARANTEED.

### West-Way Items

One of the most enjoyable occasions of the community was given Friday evening in the home of Mr. and Mrs. Cleve Hartman when Miss Gladys Bryant entertained her Sunday school class. All members looked forward to the occasion for we all know what it means to go to the Hartman home at any time. When school was out Friday afternoon, Mr. Hartman was at the school house in his truck and a dozen of more children piled in to go with him to be real sure of being there that evening. Everyone had a wonderful time playing all kinds of interesting games. Jello and cake were served to forty-one guests.

Mrs. Herman Gray is still on the sick list but we hope for her speedy recovery.

Mr. Dunkle and Rev. Ross were at West Way last week organizing clubs for the boys and girls.

Much praise is due to the extra efforts of our teachers at West Way this year. They have given several socials and the proceeds have gone to improve the school building and school grounds. An extension has been added to the stage, which was badly needed; new side curtains have been bought and an oil heater has been added to the comforts of the music room. Just this week a dandy locker was built to store extra books, decorations and such like that are so easily lost or destroyed. Basket ball grounds have been provided for both boys and girls and sea-

saws and swings put up for the benefit of the smaller pupils. Door checks or closers have been put on the doors, new window lights put in, and so many little things are being done that are so important to keep the school property in good condition. Here's to our teachers—we are so proud of them.

We are glad to report a splendid attendance at Sunday school. Bro. Ross preached for us, after having made a trip to Hollene, New Mexico and holding services there in the morning. We had quite a lively day on account of the hour's difference in time and New Mexico time, but he made the trip just the same, arriving just as Sunday school closed and gave us a fine sermon.

Out next literary will be given January 28. Everybody is cordially invited. A good program is planned, work has been going on for several days on it.

### Adrian Sims Notes

We are having some cold, snappy weather at this time.

Ruth Long spent Wednesday night with Elizabeth and Virginia Chapman.

Mrs. John Rector and Catherine were Adrian visitors Monday.

Mr. and Mrs. Veal Larson were shopping in Hereford last Saturday.

Elizabeth and Virginia Chapman spent Friday night in the Malone home.

Mr. Blasingame and family, of Oklahoma, are moving to the John

Scott ranch this week.

Dawson Blasingame went to Oklahoma Friday of last week.

People in the Adrian community were shocked to know of the death of Miss Tillie Bastian, which occurred recently. A truck in which she was riding struck a ditch and violently threw her out, crushing her skull and killing her instantly. She was teaching in the Adrian school. Her body was sent to her home at Decatur, Texas for burial Monday.

She was a sister of Mrs. John Scagg. We extend our tenderest sympathy to the grief stricken family.

Mrs. Ernest Long and son, Paul, spent Sunday afternoon in the J. M. Chapman home.

### What's Doing In Western Texas

Stamford—Manager Homer D. Wade of the West Texas Chamber of Commerce has gone to Austin to establish the legislative branch of the regional organization there during the session of the Fortieth Legislature and to watch legislation of general interest. Member towns are free to call upon the Bureau in any matter which they consider of interest to West Texas.

Spearman—Contract for 24,997 yards of pavement to be constructed on the principal streets of the town has been signed. The contract calls for a pavement construction of 2 1/2 inches of vitrified brick on a 4 inch concrete base. The price is \$3.47 per yard, the deal representing an expenditure of approximately \$104,000.

Clyde—A five mile extension is to be made by the West Texas Utilities Co. to serve a number of farm houses southwest of Clyde with electricity. Some 25 houses have agreed to wire for electric light.

Jacksboro—The home beef canning movement inaugurated by the county home demonstration agent is showing increased interest on the part of farmers in Jack county communities. The Shannon community came out 25 strong with halves of two beeves for a canning program. A number of rural citizens in addition to those already served are planning to can beeves.

Fredericksburg—Construction on the Nimitz, a new \$125,000 hotel here, is under way. The structure will have 50 guest rooms, a 100 capacity dining room, a ball room that can be converted into a 350 capacity banquet hall, several sample rooms and garages for the guests. All modern conveniences and equipment will be included in the building.

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

### CLASSIFIED

#### Wanted

WANTED—Room and board for Grandmother Bruner. Call 20 or MRS. ROY BRUNER. 52-1f

FLOW THAT GARDEN EARLY—If you have plowing, call at DANIEL'S VARIETY STORE. Phone 394. 2-1f

WANTED—To correspond with middle aged woman that would consider work on wheat ranch. MRS. G. L. MARTIN, Cameron, New Mexico. 52-2tp

A HOME MARKET for cars of all kinds, highest price paid. CENTRAL PRODUCE CO., 318 Van Buren St., Amarillo, Tex. 52-2c

WANTED—Well drilling and windmill repair work. Phone 493. CLYDE ROBERSON. 51-4tp

STOCKMEN! We have to live, but cannot meet our obligations unless you help me. Do you remember if I helped you and used you right? Cash or notes will help me. DR. F. E. BOWEL. 51-4tp

WANTED—CLEAN RAGS, AT THE BRAND OFFICE.

#### For Rent

FOR RENT—Three (large) room apartment, unfurnished. MRS. E. F. CONNELL. 1-2tp

FOR RENT—Two rooms completely furnished for housekeeping, no children. Phone 150. 52-1f

#### Lost and Found

LOST—Spare tire off back of my Ford car. J. C. SANDERS. 52-2tp

#### For Sale

FOR SALE—450 aged ewes, \$8.50 each. JIM BLEDSOE, Friona, Texas. Located 17 miles southeast of Friona. 1-4tp

FOR SALE—Some Buff Orpington pullets and good hens. Phone 253. C. M. HICKS. 1-2tp

FOR SALE—Baby bed and mattress. Phone 153. MRS. E. S. IRELAND. 1-2f

FOR SALE—Four fresh cows. J. J. KLOPF, 1 1/2 miles north of town. 1-2tp

NOTICE—Chinese Elms, 75c to \$2.50; fruit trees, 35c and up; Special, eight roses \$2.50. Write for prices. J. W. SIMMONS, Canyon, Texas. 1-1f

L. C. PENRY  
LAWYER  
First State Bank & Trust Co. Building.  
Office Phone 3, Home 190

SETTING EGGS—From the S. C. White Leghorns; trap-nested stock, \$5.00 per hundred, or 75 cents per setting of fifteen. MRS. W. H. SCHMIDT, Box 32, Black, Texas. 54-4tp-1f

FOR SALE—Have good rotten manure for lawns and gardens; also good kindling. Phone 308. FRED MILLARD. 52-1f

FOR SALE—Excellent team of work horses, price \$40.00. E. W. HARRISON. 52-2f

FOR SALE—Four piece bed room suite at a bargain. Phone 102. RALPH SMITH. 52-2tp

GOOD HATCHING EGGS—For sale. Hatching eggs from thoroughbred Silver Laced Wyandottes, Turbox strain; good layers. Per setting \$3.50; by the 100, less. Call Phone 242. MRS. R. H. WOMACK. 52-2f

FRESH YOUNG COW for sale, cheap. CLARENCE SMITH, telephone 154. 2-2tp

FOR SALE—A pair good Jersey cows, fresh. Six months time if desired. Also some horses. G. W. BRUMLEY. 52-1f

\$2,500.00 buys new modern five-room bungalow; large garage; east front, big lot, easy terms. See L. BASKIN, Owner. 48-1f

FOR SALE—Three lots on 25-Mile Avenue, near paving, adjoining my old place. See F. H. Oberthier, E. W. KINNEY. 48-1f

FOR SALE—Desirable residence lots, close in, by owner. Address BOX 323, Hereford, Texas. 37-1f

FOR SALE—Rooming house in well located brick; twelve furnished rooms; can give lease on building. See OMER BAKER, Stockman's Hotel. 51-1f

NEW five-room and bath; low price and easy terms. See L. BASKIN, Owner. 48-1f

\$2,500.00 buys new, modern, five-room house, large garage and five acres land. Easy terms and possession. See L. BASKIN, Owner. Phone 138. 48-1f or. Phone 138. 48-1f

FOR SALE—Suburban acreage—Beautiful 5 acre tract in South Hereford, overlooking the Golf Course, very desirable for small truck and chicken farm. Priced right. RAY BARBER, Owner. 48-1f

FOR SALE—Several choice lots. Inquire at PANHANDLE LUMBER COMPANY. 48-1f

\$150.00 buy, close in, corner lot; \$125.00 buys next lot to it; just off pavement. See L. BASKIN, owner. Phone 138. 48-1f

## SATURDAY SPECIALS

REMEMBER, FOR SATURDAY, JANUARY 22—ONLY

6 Boxes Matches (regular 30c) ----- 20c  
8 pound bucket Compound ----- \$1.14  
Dozen Lemons ----- 17c  
17 pounds Pinto Beans ----- \$1.00

## WARREN'S Dry Goods & Grocery Store

### BRINGS THEM BACK

Certainly we are anxious to sell a lot of Used Cars! Because we figure that every Used Car of the kind we sell will eventually bring us a New Car Customer.

BEAVERS BROS.  
PHONE 383. HEREFORD, TEXAS.

A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

# CLOSING-OUT SALE

We still have a heavy stock, but we are moving a lot of merchandise every day. If you really want to buy merchandise at rock-bottom prices, come in at once before the stock is broken.

EVERYTHING MUST BE SOLD!

# SKELTON'S VARIETY STORE

# SOW SALE

AT THE SALES PAVILLION, HEREFORD, TEXAS

## SAT., FEB. 5

SALE BEGINNING PROMPTLY AT ONE O'CLOCK P. M.

—Fifty head of Pure-Bred Poland China females bred to Pure Bred sires will be offered at Public Auction at the Hereford Sales Pavilion at one o'clock, Saturday, February 5th.

—They are all big thrifty Poland China sows and gilts, each one a good individual—the early maturing, prolific kind.

—The entire herd will be on exhibition at the sales pavilion on Friday, February 4th, and you are invited to look them over and make your selections.

—Maize and Kafir fed to hogs at present prices are worth \$1.00 a bushel against 40 cents if sold on the market. Every Panhandle farm should raise hogs.

The Breeding of Good Hogs is Endorsed by Every Good Bank. "Raise More Hogs and Make More Money"

—Terms—5% for cash, or six months' satisfactory note with 10% interest.

D. L. McDonald, Owner  
C. C. ACKER, Clerk COL. RAY BARBER, Auctioneer

Splendid crowds have responded to our Sale and we are very grateful for the patronage given us.

The Fox Mercantile Guarantee stands back of our merchandise and a visit to our store will pay you well.

FOLLOWING ARE JUST A FEW OF OUR SPLENDID OFFERINGS:

**SILKS! SILKS! SILKS!**

40-inch Canton Crepe and Crepe back Satins, all the wanted shades—regular price, \$3.50 yard

Sale Price, yard ..... \$2.40

All Silks Sold at Actual Cost  
**NO PROFIT!**

**TOWELS! TOWELS!**

18 x 34 Huck Towels, plain white, your choice, per each ..... 10c

**SHEETINGS**

39-Inch Unbleached Sheeting, Sea Island cloth for only per yd. 12½c

**SPECIAL!**

Lee Unionalls, No. 552, size 1 to 7, per pair, \$1.20.

**PULLMAN SHEETING**

9-4 Unbleached Sheeting, guaranteed full width, for ..... 39c

**SPECIAL!**

Children's Waist Union Suits, in sizes 6 to 12 years, your choice, per suit ..... 60c

**OUTING! OUTING!!**

36-Inch standard brand Outing, worth 25c yard, in both light and dark shades, for ..... 13½c

**BLANKETS! BLANKETS!!**

Wool nap, all wool and cotton Blankets. No Profit Sale Prices range from \$1.27 up.

**SPECIAL!**

Men's Overalls, suspender back, heavy weight denim, your choice per pair ..... 90c

**SPECIAL!**

Men's Ribbed Union Suits, all sizes, per suit ..... 85c

**SPECIAL!**

Boys' Unions, 6 to 16 sizes. **NO PROFIT SALE PRICE**, suit .. 65c  
Heavy Ribbed-Boys' heavy fleeced Unions, per suit ..... 60c

**SPECIAL!**

Boys' Blue Overalls, with bib, per pair, 75c

**The Girl in the Mirror**

Elizabeth Jordan

By The Century Company

(Continued from Last Week.)

"Will you do it?" The voice was not Laurie's. It was the harsh, grating voice of a man distraught.

"Yes, of course."

Silence settled upon them like a substance, a silence broken only by the roar of the storm and the crashing of wind-swept branches of the trees that lined the road. The car's powerful searchlight threw up in ghostly shapes the covered stumps and hedges they passed and the great masses of snow that beat against them. Subconsciously the girl knew that this boy beside her, driving with the reckless abandon of a lost soul, was merely guessing at a road no one could have seen, but in that half-hour she had no thought for the hazards of the journey. Her picnic had grown till it filled her soul.

Once, in a frantic impulse of

laid her hand on the arm nearest her, she withdrew it with a shudder. For all the response she found

man. Something of the look of a dead man, too, was in the boy's face and eyes as he bent forward, motionless as a statue, his features like stone and his eyes as unhuman as polished agate, staring fixedly at the road before them.

It was on a stretch of road through the woods that the obsession in her mind took its final and most hideous form. Close behind them, and ringing in their ears, she fancied she heard a cry in the voice of Shaw. It was not Shaw's human voice. She would not have known it in a human world. It had passed through the great change; but it was recognizable, because she, too, had passed through some great change. Recognizable, too, was the sound of Shaw's running feet, although she had never heard them run, and though they were running so lightly on top of the snow.

He was just behind them, she thought. If she turned, she knew she would see him, not as she had known him, plump, sleek, lying and loathsome, but stark, rigid and ready for his grave, yet able to pursue; and the new, unearthly light of his bulging eyes seemed burning

into her back. She groaned, but the groan brought no response from the tense figure beside her. The only sounds were the howls of the wind, the frenzied protest of the tortured trees, and the fabled hall of a dead man, coming-closer and closer.

**CHAPTER XVI**

Laurie Makes a Confession.

THE lights of Long Island City greeted them with reassuring winks through the snow. Seeing these, Doris drew a deep breath. She had let her nerves run away with her, she subconsciously felt.

In the first moments of reaction she even experienced a sense of personal injury and almost of resentment toward her companion. He had put her through the most

horrible half hour of her life. It seemed that no service he had rendered could compensate her for such suffering. On the other hand, he had brought her safely back to New York, as he had promised to do. Surely it was not for her to cavil at the manner in which he had done it. Laurie was exhausted and was showing it; that was all.

With their arrival at her studio his manner did not change. He assisted her from the car, punctiliously escorted her to the elevator, and left her there.

"I have some telephoning to do," he explained. "I shall not leave the building, and I expect to be with you again in about fifteen minutes. With your permission I am asking my two partners to meet me in your studio. Rodney Bangs

to tell must be told to all of you, and—his voice caught in a queer fashion—"it is a thing I don't want to tell more than once. Can they wait here?"

"Of course."

Her panic was returning. His appearance in the lighted hall was nothing short of terrifying, and not the least uncanny feature was his own utter unconsciousness of or

indifference to it.

"Thanks. Then I'll wait for them down here, and bring them up to your studio when they come."

He left her with that, and Henry, the night elevator man, who went on duty at six o'clock, indifferently swung the lever and started his car upward.

In the studio, with her door shut against the world, Doris again resolutely took herself and her nerves in hand. She summoned endless explanations of Laurie's manner and appearance, explanations which, however true and twist them as she would, always left something unexplained.

There was, she realized, a strong probability that he had forced the truth from Shaw. But even the truth would not make Laurie look and act like that. Or would it? She tried to believe it would. Anything would be better than the thing she feared.

Five minutes passed—ten—fifteen—twenty. Save during the half-hour of that return journey from Sea Cliff, she had never known such dragging, horror-filled moments. A dozen times she fancied she heard the elevator stop at her floor, and the sound of voices and footsteps approach. A dozen times she went to her windows and wildly gazed out on the storm. As she stared, she prayed. It was the same prayer she had once

"Dear God, please don't let it be that way!" The aspiration was the nearest she dared come to putting into words the terror that shook her heart.

The second fifteen minutes were almost up when she really heard the elevator stop. Quick footsteps

approached her door, but there were no voices. The three men, if they were coming, were coming in utter silence. Before they had time to rap she had opened the door and stood back to let them enter. As they passed her she looked into their faces, and as she looked the familiar sense of panic, now immeasurably intensified, again seized her in its grip.

Laurie, usually the most punc-

tilions of men, made on this occasion an omission extraordinary for him. He did not present his partners to their hostess. But not one of the three noticed that omission.

He took off his coat, methodically folded it, and laid it on a nearby chair. To the brain back of each of the three pairs of eyes watching him, the same thought came. He had something appalling to tell them, and, cool as he seemed, he dared not tell it. He was playing for time. The strain of even the brief delay was too much for Epstein's endurance. High-strung, his nerves on edge, almost before Laurie had turned he sputtered forth questions like bullets from a machine gun.

"Vell! vell!" he demanded, "vot's it all about? Vot's it mean? Over the telephone you say you got to see us this minute. You say you got into trouble, big trouble. Vell, vot trouble? Vot is it?"

"I guess it ain't nothing we can't fix up," he jerked out, trying to speak with his usual assurance. "I guess we fix it up all right."

Laurie shook his head. None of the thirty minutes he had spent on the ground floor had been devoted to improving his appearance. His black, curly hair, usually as shining as satin, was rough, matted, dirty.

"Sit down," he said wearily. All the life had gone out of his voice. It had an uncanny effect of monotony, as if pitched on two flat notes. To those three, who knew so well the rich beauty of his speaking tones, this change in them was almost more alarming than the change in his looks.

They sat down, as he had directed, but not an eye in the room moved from his face. Epstein, still wearing his hat and heavy coat, had dropped into the big chair by the reading lamp and was nervously gnawing his under lip. Bangs had mechanically tossed his hat toward a corner as he came in. He took a chair as mechanically, and sat very still, his back to the window, his eyes trying vainly to meet his friend's. Doris had moved to the upper corner of the couch, where she crouched, elbows on knees, chin on hands, staring at a spot on the floor. Though in the group, she seemed alone, and felt alone.

Walking over to the mantel, Laurie rested an elbow heavily upon it, and for the first time looked squarely from one to the other of his friends. As he looked, he tried to speak. They saw the effort and its failure, and understood both.

Continued Next Week

**PRESBYTERIAN CHRISTIAN ENDEAVOR.**

Sunday evening, 6 o'clock.

Topic: How can we train for service?

Acts 18:21-28, Luke 9:1-6, 10.

Leader: Leland C. Lee.

Song service, with orchestra.

For what work in later life is the president of the society in training: Edgar Ireland.

How may we apply the word service in our every day lives?

Ina Mae Hastings.

Vocational Training for Foreign Fields: Miss Waters.

How may we improve our Endeavor meetings: Ruth Haberer.

Roll Call.

Open discussion.

Score of coast to coast auto race. Business.

—I have purchased the welding equipment of the Hereford Motor Company (Ford Garage) and have rented space in the same building

CYLINDER BLOCKS AND SCORE FILLING  
A SPECIALTY.

I Will Also Continue Electrical Construction Work.

I Will Appreciate Your Patronage.

**Wilkinson Welding Works**

LESTER WILKINSON, Proprietor.

**FEDERAL TIRES and TUBES**

—Let us cut your repair bill by greasing your car and changing the oil.

TIRE WORK A SPECIALTY.

GAS AND OIL

Wholesale and Retail.

**Abo Filling Station**

**Radiola 20 HEAR IT HERE**



RADIOLA 20—five tube Radiola—of remarkable tone quality. Single controlled. And enduring. 5 years every test, and has proved its quality in over 100,000 hours. \$115

**Clark's Drug Store**  
Hereford, Texas

**SPECIALS FOR SATURDAY**

- Raisins, per pound ..... 11½c
- Prunes, per pound ..... 13c
- Grape Fruit, three for ..... 24c
- Apples, gallon ..... 53c
- Mince Meat, per package ..... 12c
- Compound, 8 pounds ..... \$1.20

We Give Gold Seal Stamps

**The GROCETERIA**

Across from Star Theatre. Phone 31

### The Hereford Brand

ISSUED EVERY THURSDAY.

**SETH B. HOLMAN,**  
Publisher

Entered as second-class matter at the postoffice at Hereford, Texas, under the act of March 3, 1879.

First number of the paper issued Feb. 20, 1921, as the Hereford Reporter (weekly); first number of the Brand (weekly) issued March 21, 1922; first number of the Brand (semi-weekly) issued May 3, 1921; Weekly Brand re-established July 2, 1924.

Subscription, Zone 1, per year - \$2.00  
Outside Zone 1, per year - \$2.50  
Six Months - \$1.50  
Three Months - \$1.00  
All subscriptions strictly in advance.

### Progressive News

There was good attendance at Sunday school Sunday afternoon. The Senior and Intermediate classes re-organized and for the next month are contesting. The winners are to be entertained by the losers. Come to our Sunday school each Sunday—visitors are always welcome.

The house was filled at singing Sunday evening, a lot being visitors.

The Intermediates entertained the Seniors with a party at the school house last Friday evening when all reported a nice time. At a late hour jello with whipped cream and cookies were served.

Brit Boyd and wife moved to their home on the cemetery road last Thursday. Mr. Reeves, of the Ward community, moved to the place vacated by Mr. Boyd.

Mrs. Ray Hershey spent Monday with her daughter, Mrs. Arch Conklin at Hereford.

J. D. Roberson and wife, Bill Smith and wife of Hereford motored to the Jeff Roberson home Sunday.

Singing program for Sunday:  
Opening song: Mrs. Lewis.  
Song: Mr. Garret.  
Quartet: Marguerite Bowman.  
Song: Howard Hershey.  
Reading: Miss Hastings.

Duet: Bill and Ida Mae Knox.  
Song: Jess Caldwell.  
Song: Orien Russel.  
Song: Fred Caldwell.  
Quartet: Luke McBrier.  
Song: Jake Gregory.  
Song: Ida Mae Knox.  
Paper: Miss Brumley.  
Song: Mr. Reeves.  
Closing Song: Mrs. Lewis.

A surprise party was given Miss Hastings, one of the teachers, last Monday evening, that being her birthday. The party was gotten up by her pupils and we believe we're safe in saying it was a surprise. A large crowd was present and everyone had a lot of fun. Fruit with whipped cream and cake were served as refreshments.

A crowd numbering 47 of old neighbors and friends gathered at the home of Mr. and Mrs. Jasper Cochell last Sunday for an all day gathering and a big dinner.

### Ford Doings

Sunday school attendance was 60. We have good singing as well as interesting lessons.

John Hutson and family moved to Berger a few days ago where he will be employed on the police force.

I. N. Bowers and family left Tuesday for Shamrock to make their home.

Charlie Kemper and family, of Dalhart are here this week visiting her parents, Mr. and Mrs. Andy Thomas.

Several car loads of cattle were shipped from the J. E. Hill ranch Monday to Oklahoma.

A number attended the George Lewis farm sale Wednesday afternoon.

Misses Ruby and Veda Parker, Viola Thomas, Price Parker and Alton Atchley went to singing at Progressive Sunday night.

Hardy Benson and Mr. and Mrs. C. H. Barrett were dinner guests in the Sperm Garret home Sunday.

Jess Ford made a trip to Amarillo Monday.

Howard Morel and wife shopped in Hereford Saturday.

Misses Pickering, of near Ward, were Ford visitors Sunday.

### Wyche Notes

Rev. Rozarth, of Canyon, preached a sermon at Wyche Sunday and it was greatly enjoyed by all.

R. R. Jackson and family visited in the Carnichael home Saturday.

Miss Mildred Taylor spent Tuesday night in the L. J. Harper home.

I. E. Wollery and family visited in the Doak home Sunday.

Misses Naomi and Emma Jackson visited Montie Cook Sunday.

Miss Mildred Taylor spent Monday night in the Clayton home.

R. R. Jackson and wife, H. A. Hoffman and family, and J. L. Hoffman and family visited in the L. G. Huber home Sunday.

J. L. Hoffman and wife and L. J. Huber and boys radioed in the Lee Ott home Sunday evening.

Chas. Green and wife and Mrs. Chas. Smith and daughter, from Groom, were visitors in the R. R. Jackson home the last of the week.

R. O. Dunkle and Mr. Ross visited our school last Tuesday.

### CARD OF THANKS.

It is our sincere wish to thank our many friends for the beautiful floral offerings presented at the passing of J. F. Craven, Abilene, Texas.

Mr. and Mrs. A. C. Thompson, Mr. and Mrs. S. S. Bontwell, Mr. and Mrs. R. S. Craven, Mr. and Mrs. E. T. Craven, Mr. and Mrs. J. F. Craven.

The West Texas State Teachers' College at Canyon is one of the best colleges of its kind in the Southwest because the instructors there are stressing religion and high ideals of living as well as other subjects. This statement was made by Rev. Thurmond Morgan, pastor of the First Christian Church of Hereford, in a talk on "Religious Education." Rev. Mr. Morgan said that people should back schools that were teaching young people how to live.

### NUMBER 145. NOTICE IN PROBATE.

THE STATE OF TEXAS, TO THE SHERIFF OR ANY CONSTABLE OF DEAF SMITH COUNTY, GREETING:

You are hereby commanded to cause to be published once each week for a period of three weeks (twenty-one days) before the return day hereof, in a newspaper of general circulation, which has been continuously and regularly published for a period of not less than one year, in said Deaf Smith County, Texas, a copy of the following notice:

THE STATE OF TEXAS: To all parties interested in the estate and welfare of Joe Allen Collins, a minor, know ye, that H. K. Fox, having on the 12th day of January A. D. 1927, filed in the County Court of Deaf Smith County, Texas, his application to validate and confirm the sale of the following described real estate in Deaf Smith County, Texas, to-wit: All of Lots 3 and 4 in Block

Number 40, in the original town of Hereford, Texas, according to a plat thereof on record in the Deaf Smith County, Texas, deed records, original application to sell said real estate having been made by Arch D. Collins as guardian, December 29th, 1923, order for the sale thereof made on February 8th, 1924, report of the sale thereof to H. K. Fox on February 16th, 1924, and an order confirming the sale as aforesaid made on February 23rd, 1924, all of which orders appear on the minutes of County Court, and a duly executed deed from said guardian to H. K. Fox of record in deed records of Deaf Smith County, Texas, who is now the owner thereof; and the said H. K. Fox having made said application for the confirming and validation of said title in him, the guardian, Arch D. Collins, having failed to file the required bond before making said deed, and conveying said property;

NOW, THEREFORE, these are to notify you and each of you who are interested, including Joe Allen Collins and his said Guardian,

Dr. D. E. Turrentine  
Dentist  
Over J. O. Newell Store.

Arch D. Collins, and all others interested in the welfare of said minor, to be and personally appear at the next regular term of the Honorable County Court of Deaf Smith County, Texas, to be held on the 12th day of the month of February, 1927, at the City of Hereford on the first Monday in February, 1927, the same being the 7th day of said month, then and there to show cause why said application should

not be granted.  
HEREIN FAIL NOT, BUT of this writ make due return, showing how you have executed the same.  
WITNESS MY HAND and official seal on this 12th day of January A. D. 1927.  
(SEAL) L. H. FOSTER, Clerk County Court of Deaf Smith County Texas.

**DR. J. W. HENDRIX**  
CHIROPRACTIC MASSEUR  
Residence Phone 28  
Second Floor Lambert-Buckner Building.  
FREE CONSULTATION AND ANALYSIS.

**THE BIG HEN**  
IS AT WORK  
We solicit custom hatching.  
Will have baby chicks for sale—all breeds, FEBRUARY 8th.  
GOLDEN RULE HATCHERY  
Phone 268.

**City Loans**  
Payable monthly; lowest interest rate; Quick Service, Inspection and Titles passed by our office.  
Let us take up your present indebtedness and make it a matter to suit your income and ability to pay.  
RALPH BARNETT, Manager.

If you will just compare these five exclusive **SAFETY HATCH** features before buying an incubator, you will be the proud owner of a SAFETY HATCH.

- 1—Thickness of walls.
- 2—Weight of legs.
- 3—Large safety lamp bowl (requires filling only two to four times to a hatch.
- 4—Water tank in top.
- 5—Sanitary—Pure air, hinged lid, making it easy to clean.

THE NEW IMPROVED BUCKEYE COAL BROODER WITH THE LARGER FIRE BOWL.  
WE HAVE THEM IN TWO SIZES—500 AND 1000.  
**STREU HARDWARE CO.**

and a host of **Improvements** on the most **Beautiful CHEVROLET** in Chevrolet History

- |   |  |
|---|--|
| AC Oil Filter   | AC Air Cleaner   |
| New Coincidental Lock<br>Combination Ignition and Steering Lock | New Heavy One-Piece Full-crown Fenders   |
| New Duco Colors   | New Windshield Pillars<br><small>Narrower to provide perfect, clear vision</small>               |
| New Gasoline Gauge  | New and Improved Transmission  |
| New Radiator  | New Brake and Clutch Pedal Closure<br><small>Preventing excessive draft on floor of car.</small> |
| New Bodies by Fisher  | New Universal Joint Seal   |
| New Remote Control Door Handles                                 | New Hardware   |
| New Tire Carrier  | New Running Boards   |
| New Bullet-Type Head Lamps                                      |  |
| New Windshield on Open Models                                   |  |
| New large 17-inch Steering Wheel                                |  |

Marvelous beauty, luxury and style! A host of improvements that raise to an even higher level the Chevrolet standard of quality! And, in addition, amazingly reduced prices! That's why the Most Beautiful Chevrolet is everywhere regarded as the greatest sensation of America's greatest industry!

Study the list at the left. It's improvements and features like these which are found on the very best of high priced quality built cars! It's improvements and features like these that make the Most Beautiful Chevrolet mechanically finer, more satisfying in performance, and the value the equal of which has never before been offered by any maker of quality automobiles! Come in! Special showings all this week.

**With These Amazing Price Reductions!**

The COACH \$595 <small>Former price \$645</small>	The COUPE \$625 <small>Former Price \$665</small>	The SEDAN \$695 <small>Former Price \$735</small>	The LANDAU \$745 <small>Former Price \$785</small>
The Sport Cabriolet \$715 <small>Entirely New Model with Rumble Seat.</small>	Touring Car or Roadster \$525 <small>Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.</small>	1-Ton Truck (Chassis Only) \$495	1/2-Ton Truck (Chassis Only) \$395

Balloon tires now standard on all models. All prices f.o.b. Flint, Mich.

**Brumley Chevrolet Company**  
Hereford, Texas  
**QUALITY AT LOW COST**

**DAY By DAY**  
We Save Dollars For You

Offerings Saturday, Jan. 22

Maxwell House Coffee 3 lbs.	\$1.48
K.C. Baking Powder 25c size	.19c
K.C. Baking Powder 50c size	.37c
Cocoanut 1 1/2 pound	.10c
Cocoanut 1 1/2 pound	.18c
Cocoanut 1 pound	.36c
SOUPS All kinds 3 for	25c
Cake Flour Swansdown package	38c



# All Merchandise Must Go at Cost and Below Cost!

Only 10 Overcoats Left, a Rare Bargain at ONE-HALF PRICE Suits at 1-2 Price

## EVERYTHING MARKED DOWN TO SUIT YOUR PURSE THE POPULAR STORE

### Texas & Texans

By WILL H. MAYES

#### Legislation and Politics.

Texas is in for a rather long legislative session, it seems, and along with it will necessarily be much politics. Doubtless almost every member of the Legislature has come to Austin with the intention of doing his utmost for the good of the State and with a resolute mind to avoid politics. The most difficult thing for a legislator to do is to stay clear of political alliances and entanglements, the reason that such a great part of all legislation is accomplished through trades. Human nature is so constituted that, regardless of agreements to do so, most of us are inclined to help those who help us, and this applies to legislative action as well as to personal affairs. This disposition to reciprocate favors leads many to vote for measures which would not get their support but for a sense of obligation to those sponsoring the measures and thus politics rather than statesmanship is likely to engulf even the most conscientious lawmakers. It is a condition that has always existed and for which there seems to be no remedy.

#### South Texas Celebrates.

The Lower Rio Grande Valley section held a celebration that will not soon be forgotten when its people gathered at Edinburg to rejoice together over the completion of the Southern Pacific road from Fair-

ris to Edinburg. Many special trains took to Edinburg people from the Valley and from out of it, and the roads leading to the progressive young city were thronged with crowded automobiles. Say what you may about autos and tracks crowding the railroads out of business, the fact remains that for a section to prosper it must have adequate railroad facilities. This is going to be a great year in railroad building in several parts of Texas, and along with it there will be even more extensive permanent highway construction.

#### Automobile Accidents Increase.

The Texas Council of Safety reports that there were 46 persons killed and 133 injured in accidents throughout Texas during the week ending December 31. Automobile accidents took 24 lives and injured 97 persons, the greatest single cause of casualties. Doubtless not half of the accidents were reported, for every place of importance had its daily casualty list. Nine out of ten automobile accidents are due to careless or reckless driving, or to being on the roads when common sense should know traveling to be extra hazardous. The trouble is that too many drivers haven't enough common sense to drive cars. Texas might profit by having schools for motorists and making attendance compulsory before a driver is given a license to operate a car.

#### Strawberry Aristocracy.

Potter strawberries—that is, strawberries grown at Potter, Texas, which is in Atascosa county—are selling at wholesale at 35 cents

a pint in San Antonio, but Potter has been unable yet to supply the demand and Florida strawberries are selling even higher. By the time the berries reach the "ultimate consumer" it is difficult to figure the price per berry. The price doesn't phase the San Antonio epicures however and the Potter berry growers are not complaining of the price.

#### Out-of-State Vegetables.

The "Winter Garden" of Texas, which includes that section of Texas to the south of San Antonio, doesn't appear to have a monopoly on the vegetable market and apparently is not producing enough vegetables to supply even the San Antonio market. In the market report of that city one day recently Florida green beans were selling at \$8.00 a crate, Florida strawberries at \$8.00 a crate, Florida tangerines at \$6.50 a box, Mexican green peppers at 25 cents a pound, Mexican tomatoes at \$3.00 a lug, Arizona lettuce at \$4.00 a crate, California potatoes at 4 cents a pound, and Cuban pineapples at \$6.00 a crate. There appears to be plenty of room for expansion in vegetable and fruit growing in South Texas.

#### Texas Fur Trade.

The trade in Texas furs must run to a considerable figure every year.

### DR. HEARD

Will be Out of His Office Until ABOUT FEBRUARY 16. He is taking Special Instruction in Oral Surgery and Prosthetics.

though most people seldom think of it as a source of revenue to the State. Lampasas reports that two firms shipped out of that place in one week \$125,000 worth of furs which had been bought there this season. Doubtless there are a number of other places in which the fur business is equally as heavy. Speaking of Lampasas, reminds me that the county doesn't go in very strong for cotton but has large yields of pecans, wool, turkeys, chickens, and other products that keep the money circulating.

#### San Saba Pecan Show.

For a long while San Saba had one of the most successful county fairs in Texas, but it is starting in to have an annual pecan show on a scale to eclipse anything else in

the whole county. San Saba is noted already for its pecans, but its reputation will soon become national if it sticks to the purpose of holding a great pecan show every year. Brady, its neighboring county seat, is building its reputation as a turkey and poultry center, through its turkey trots and poultry shows. The way to become known is to do one thing better than anyone else does it.

#### Put Idlers to Work.

Dallas officers are setting a good example to other cities and towns in Texas in rounding up its idlers in an effort to stop the crime wave which is making that place almost as bad as Chicago. Periodical arrests of the idle will not stop crime, however. There is plenty of work

in Texas for all who will work, and those who will not do so voluntarily for repeated convictions on charges should be put to work on chain of idling.

## Going on a Spot Cash

### BUSINESS BASIS THURSDAY

JANUARY 20.

Come and Visit Our Store and Get Next to EXCEPTIONALLY LOW PRICES. "And I Don't Mean Maybe."

We have added to our stock the best and most widely advertised Flour in the U. S. It is

### Pillsbury Best

Ladies—This flour makes from four to six more biscuits to the quart than any other known brand.

#### CHICKENS AND EGGS

Are Legal Tender and Good as

### CASH

For Merchandise

Don't forget our Meat Market—we cut you anything you want—EVEN THE PRICE!

WE PAY CASH FOR ALL PRODUCE.

Phone 116.

Delivery Hours, 9:30 to 4:30.

### Hereford Produce

I. H. SPRATT.

## GAS — GAS — GAS

Not G-A-S But

## D. R. Gass & Son

Headquarters for an Up-to-Date Line of

## New Spring Dresses

In Flat Crepe, Georgette, Crepe Mauleen and Satin Back Crepe.

## New Spring Coats

Plaids with fur trim, plain colors In Charmeen and Poiret Sheen, silk lined throughout and fur-trimmed.

One Ladies' Winter Coat left—will sell it for

## 1-2 Wholesale Price

FIRST COME, FIRST SERVED.



## Family Wash

75c PER WEEK

Why Use a Boy When a Man Costs Less?

Laundries wash everything but the baby and return everything but the dirt.

Why Pay by the Dozen When You can Pay by the Pound?

How many handkerchiefs do you think it requires to weigh a pound?

Why Use Hot Water Alone When Steam Kills Fur Germs?

Laundries sterilize with steam all clothes which they receive.

### TRY OUR FAMILY WASH INTRODUCTORY OFFER!

1. Ten pounds of wearing apparel, sterilized with steam, washed but not ironed, for 75 cents. (Any flat work sent with this bundle will be washed and ironed for nine cents per pound additional.)
2. Everything finished for ten cents per pound for washing and ironing flat work, with 25 cents per pound for finishing dresses, shirts, etc.

NOTE: Lace curtains, blankets, quilts, collars, overalls and jumpers will not be done at family wash prices, but will be finished at regular standard list prices.

Free Delivery to and From Your Home! "Sudden Service" Our Motto

### WEST TAILOR SHOP

Phone 385. Agency Canyon Laundry.

## Specials Sat. Only

SPUDS, per hundred pounds ..... \$3.50  
Box Apples, per box ..... \$2.00

Plenty of Good Lump and Nut Coal.



Highest market price paid for Poultry, Eggs, Cream and Hides.

For Attractive Prices On Case Lot Groceries, SEE US.

## GOLDEN RULE

PRODUCE COMPANY

Phone 108. We Deliver

## Joel Cleanings

Threshing was completed at W. T. Smith's place and they are now ready to begin Walter London's. The cold weather prevented them

the latter part of last week from threshing.

W. T. Smith and Henry Brown were in Hereford Friday and Saturday.

Miss Nannie Mae Renfro of Hereford visited E. Dora Smith

Friday night and Saturday and they visited Guy Smith and family Friday evening.

Guy Smith was in town Saturday.

Cecil Walker was in Hereford Thursday.

Not many were at Sunday school but we are looking for more as soon as it gets warmer.

Leonard Mitcheson spent Saturday night and Sunday with Glenn and Loy Smith.

Mr. and Mrs. Guy Smith and daughter Wilma went to Hereford Sunday.

Mr. and Mrs. W. R. Kelly and E. M. Kelley came by Guy and W. T. Smith's homes Sunday morning on their way to Montgomery, La., for a visit.

Mr. and Mrs. Art Grimes visited Guy Smith Tuesday afternoon.

Mrs. London visited Mrs. Guy Smith Tuesday.

Bill Anderson and daughter Ada Mae of Terola, Okla., visited Guy Smith and family Wednesday.

Mrs. W. A. Callaway and children visited Mr. Guy Smith and family Sunday.

Mr. and Mrs. John Renfro and daughter visited the homes of W. T. and Guy Smith Sunday.

Mrs. Rambo was at Walter London's on business one day last week.

A good crowd was at Askren Sunday school. Since election of new superintendent and teachers for the following year we expect to have larger gatherings in the near future.

Lester Galley was in Hereford Monday.

W. T. and Mr. and Mrs. Guy Smith were in town Tuesday.

Henry Hastings was at W. T. Smith's Monday on business.

supper in the Joe Green home Wednesday night.

W. P. Martin was here from Amarillo with several prospectors Wednesday. They were looking at some land.

Miss Grace Jamison visited Miss Nettie Lee Green Saturday night and Sunday.

Walter Estes visited in the Frio neighborhood Saturday night.

Mrs. G. F. Springer and Miss Tiny Lee visited in the A. T. Jones home Saturday night.

Mr. and Mrs. Berry attended the carnival at Jumbo Friday night.

Mrs. Chas. Bell's sister-in-law came in Saturday from Cedar Lake, N. M., to visit her.

A. J. Jones is building a modern house and improvements at his place south of Frio.

Mrs. Tom Tate, of Dimmitt, spent Saturday and Sunday in Hereford with Mrs. Walter Easter.

M. Childers and Mrs. Mack Dixon are visiting their mother, Mrs. Fannie Childers in Lockney.

Percy Estes and wife attended the entertainment at Jumbo Friday night.

Jack Roberson and wife visited in the Frio community last Sunday.

### CHEVROLET CAR BODIES STAND UP UNDER STRAIN

The strength and sturdiness built into the Chevrolet closed car bodies was strikingly proved recently when 5000 pounds of steel frames fell five floors from the roof of the Great Western freight depot in Minneapolis, Minn., to the top of a Chevrolet sedan. The body of the car was uninjured.

The radiator, however, was smashed in one place and the

springs of the car broken, while the body was not even scratched. The steel frames, fifty feet long, twenty-five feet wide and ten feet in height, were being hoisted to the top of the building by a derrick when a strong blast of wind tipped the mass of steel downward with several tons of bricks.

Large crowds assembled at the scene of the accident and were strongly impressed with the great strength of the Chevrolet body. Had any one been in the car at the time they would have escaped injury, experts said. Another car standing a few feet away was

brushed by one of the steel girders and completely demolished, its whole sides being torn off.

Try a Want Ad in THE BRAND. For Quick Service in the Job Printing Line, See THE BRAND.

## Has It Ever Dawned on You

—That we handle over one hundred different Magazines and Periodicals, and a dozen different Daily and Sunday Newspapers?

—Beside, we handle a complete line of tobaccos, cigars, cigarettes, candy, gum, mixed nuts.

Every Drink in the Soda Fountain Line.

—We also take subscriptions for all newspapers and magazines. When your subscription runs out call us—it will cost you no more than if you had sent it yourself.

PHONE 160.

Hereford News Stand

JOHN ROBINSON, Jr., Proprietor.

## NOTICE

TO OUR CUSTOMERS!

We appreciate your liberal patronage throughout the year 1926, and solicit a continuance of same for the year 1927.

—To those who are not our regular customers, we would appreciate a trial from you. We do all kinds of automotive work and carry a line of Gas, Oil and Accessories. It is our aim to please you.

Beavers Brothers

Phone 383.

## Here and There.

H. M. Mobley's mother, who has been visiting him for two weeks has returned to her home.

Mrs. Neal visited her mother, Mrs. Vick, Wednesday.

R. L. Knox was notified Saturday of the death of a niece and he and Mrs. Knox left for Wayside to attend the funeral.

Mmes. Allman and Knox spent one day recently with Mrs. Vera Sullivan.

Several neighbors went to the home of Mrs. J. B. Harlin after Sunday school last Sunday and gave her a surprise by spending the day.

Edgar Mosley and wife attended a play at Frio Saturday night and spent the night with Mother Mosley.

The play, "Comical Country Cousins," given at Frio Saturday night together with a sox social, were successes. A large crowd attended. Part of the money will be used to put the piano in good condition.

The Andrews children entered Frio school Monday.

Mrs. J. B. Harlin was here from Summerfield Saturday and acted as Aunt Samantha in the play.

Mr. Tice and Lloyd Tice took

### MABEL'S BEAUTY SHOP

Announces the Following Prices:

Marcelling ..... 50c  
Finger-waving ..... 75c  
Water-waving ..... 75c  
All other work at the old prices.

Phone 16 for Appointment.

Statements, Letter Heads, Envelopes, all Job Work, at The Brand.

## RHEUMATISM

While in France with the American Army I obtained a noted French prescription for the treatment of Rheumatism and Neuritis. I have given this to thousands with wonderful results. The prescription cost me nothing. I ask nothing for it. I will mail it if you will send me your address. A postal will bring it. Write today. PAUL CASE, Dept. 0-511, Brockton, Mass.

### DOES THE RADIATOR NEED SOLDERING?

We make 'em stand up.

All kinds of Sheet Metal, new and repair work.

### Hereford Sheet Metal Works

J. P. McMAHAN

Across the Street from the Texas Utilities Company. Old Christian Church Building.

# General FARM SALE

To be held at my place, one and one-half miles south of Summerfield.

## Tue. Jan. 25

BEGINNING AT 10:00 A. M.

Lunch Will Be Served by the Baptist W. M. U. of Summerfield.

### HORSES AND MULES.

- 1—Bay mule, age 5, wt. 1000.
- 2—Black mules, age 5, wt. 1000.
- 1—Bay mule, coming 2 years old.
- 1—Black mare, smooth mouth.
- 1—Gray horse, smooth mouth.
- 1—Sorrel horse, smooth mouth.
- 1—Bay horse, smooth mouth.

### FARM MACHINERY.

- 1—Seven-foot tandem disc.
- 1—Seven-foot disc harrow.
- 1—John Deere lister.
- 1—McCormick row binder.
- 1—Emerson go-devil.
- 1—Two-row power lift tractor lister.
- 1—Feed grinder.
- 1—Set blacksmith tools, forge, vice, anvil and post drill.

### HARNESS

- 2—Sets harness.

### COWS

- 9—Good Jersey cows, from 3 to 8 years old, 5 are fresh now and the balance soon.
- 2—Good Durham cows, 6 and 7 years old, one fresh now and the other soon.
- 5—Jersey heifers, 2 years old, all fresh in August.
- 5—Jersey heifers, yearlings.
- 3—Calves.

### HOGS

Several sows, gilts and weaning pigs.  
*All Hogs Are Cash!*

### HOUSEHOLD GOODS

- 1—Range.
- 1—Four-burner oil stove.
- 1—DeLaval cream separator, used about a year.

TERMS—All sums of \$25.00 and under, cash; on sums over \$25.00, ten months, at eight per cent, bankable security, if paid when due; ten per cent will be charged from date if not paid when due. No property to be removed until terms of sale are complied with. Five per cent discount for cash on sums over \$25.00.

N. A. Laughlin, Owner

Sale Clerked by E. B. POSEY.

Auctioneer, COL. W. S. WILLIAMS

"Doc, I feel sort o' run down."

"We'll fix you up."



When your battery is "acting up"—see us. We test it free and find out what the trouble is. We'll repair it and loan you another while it's being revived. Watering—charging—and all other helpful services offered to you at this shop. Call on us.

We Also Sell New Exide and Philco Batteries.

Ray's Electric Shop

L. A. RAY, Proprietor.

## New Electrical Appliances

Arriving Daily, Such As:

PERCOLATORS—

GRILLS

TOASTERS—

HOT-POINT IRONS—

CURLERS—

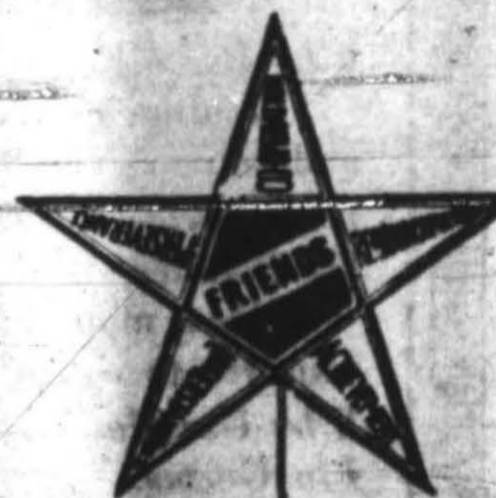
WESTINGHOUSE HEATERS—

WASHING MACHINES—

RANGES—

We are increasing our stock daily and soon will have one of the most complete electrical shops in West Texas.

Texas Utilities Company



## We Always Have Time to Talk With You

YOU CAN BRING your financial problems here, even though you do not have an account with us; our officers will be glad to receive you.

OUR ADVICE MAY be beneficial, and perhaps we can help you.

THE ATTITUDE of this bank is to co-operate in every way in increasing the prestige and prosperity of this community, and giving assistance to the people of this community whenever it can.

First State Bank & Trust Company



## HISTORY OF DIVERSIFICATION

(Continued from Page One.)

course, the citrus fruits. This is proven by the fact that one farmer, C. M. Snowden, who lives fifteen miles west of Hereford exhibited 131 varieties of field crops and garden products which he actually grew on his half section tract. Cotton is not considered one of the big money crops of Deaf Smith county, although some cotton has been raised here for several years. The first gin, a small contraption, was established here about 1912 by John Jacobson. The first modern gin was erected in 1923 and ginned over 1,000 bales during the first year. Last year the early freeze got most of the cotton crop and the average for 1926 was rather light. Up to date the local gin has ginned over 500 bales. A large per cent of the cotton crop is still in the field but a number estimated their yield above one-half bale per acre. (The farmers are not realizing a great deal from their cotton on account of low prices.)

### Good Wheat Yield.

Wheat last year averaged around thirty bushels per acre in the Hereford country. It was common to find farmers who made above forty bushels, and a few reported over fifty bushels, but not on their entire crop. Practically all those whose yield was above forty bushels used the summer fallow system. John Hesselman averaged above forty bushels on 1,000 acres. The Brown Brothers, with nearly 3,000 acres in west part of Deaf Smith county and Eastern New Mexico, averaged about thirty-five bushels. The acreage is nearly double that of a year ago, with a lot of land in the crop, and prospects are bright at this time for a good crop. A large part of it was sown early and furnishes excellent pasture for cattle.

### Poultry Industry Booming.

Poultry is fast becoming one of Deaf Smith's big money crops. Very little poultry was raised here fifteen years ago, and at that time eggs were shipped in from neighboring states to supply the local trade. Local folks have the slogan "A Million Laying Hens for Deaf Smith County," and while the ideal is for the future, the industry is growing by leaps and bounds. The last four or five years has seen the greatest development, with W. G. Slagle, G. F. Ward, L. C. Moore, the Golden Rule Hatchery, D. P. Vaughn and N. C. Vogele taking the lead in this industry. All of these people and many others keep from 250 to 2,000 laying hens each year.

A. C. Moore was formerly one of Deaf Smith's largest wheat raisers. Today he is farming 100 acres, keeps from 500 to 1,000 laying hens, a few good milk cows and two brood sows, and claims that he is making more money than he ever

made raising the one crop. D. P. Vaughn is planning a flock of 2,000 hens for his four acre tract in North Hereford. He has over half that number now and last spring and summer received several checks of above \$50 for one week's eggs. His highest check was \$72.

W. G. Slagle has around 1,000 White Leghorn hens and is combining farming with poultry raising. W. A. Bicketts lives on a twenty acre tract and makes a living with his dairy cows and chickens. W. R. Schmeckel sells eggs the year round, and says that his produce pays all the grocery bills and buys most of the dry goods for the family. Albert Higgins, J. T. Hartley, C. E. Tice and many other farmers pay most of their family bills with poultry and cream. N. C. Vogele has fifteen acres in West Hereford. He keeps 250 laying hens and milks about five cows most of the year. He claims that it is better than working for wages.

Last year local dealers paid to farmers over \$100,000 for eggs, and it was common last spring for the dealers to pay out \$1,000 on a single Saturday for eggs alone. About \$125,000 was paid for cream and butter fat. Many of the farm lads receive on an average of \$25 per week for cream and eggs. One year ago H. H. Hawkins established a 12,000 egg hatchery and was unable to supply the demand. He is doubling the capacity for next season, and J. M. Henderson is moving here with a 9,000 egg machine. This is expected to double the poultry industry.

The turkey crop is a big one. Local produce houses paid out around \$25,000 during the last two weeks for turkeys. Miss Carrie Smith received a check for \$461.44 for her turkey crop. Mrs. Nannie Roberts was paid \$445.90 for her turkeys and says she has a hundred left. Mrs. B. G. Shelby received \$441.21 for her turkeys. A large number of farm women received upwards of \$300 for turkeys, and all of them sell cream, eggs and poultry the year round, and yet you hear the question: "Does Poultry Pay?"

### Dairy Cows Profitable.

Most of the poultry raisers also keep dairy cows. Jersey is the popular breed here, although some Guernseys and Holsteins are kept on some of the farms. Farmers received over \$125,000 for cream and butter fat, and practically all of them fed the skimmed milk to hogs and chickens. Many believe that skimmed milk is worth as much as cream brings. H. H. Hawkins recently established a milk depot here, and whole milk is collected each day and taken to Amarillo. W. V. Hatley, milking twenty cows, was paid \$70.08 this week for

seven days milking. D. W. Hawkins, milking eight cows, got \$22.50 for his milk, and S. O. Wilson is milking eleven cows and received \$36.86 for his milk.

County Agent R. O. Dunkle is now organizing a "bull circle," but has no information to give out at this time. Cattle shows at the county fair reveal that farmers are breeding better dairy cows, the same as better poultry.

### Hogs Show Increase.

G. W. Brumley has done for the hog business what D. L. McDonald has done for irrigation. He is a hog buyer, feeder and shipper. He has been buying hogs here for ten years and during that time the industry has increased over six hundred per cent. To date he has shipped out several cars from various parts of the Panhandle. Last year he did a half million dollar business. Mr. Brumley is pushing diversified farming. He is now feeding 250 hogs and 115 calves in the same lot. He keeps twelve cows on the farm and 200 laying hens. Mr. Brumley says that a farmer should keep enough cows and chickens for his living, and feed all the grain he raises to hogs and calves. Mr. Brumley ships to California, El Paso, Flagstaff, Arizona, and to Fort Worth. He concentrates his hogs here, sorts the lights, tops and heavies in different lots, and ships to the market that is best for that particular grade, usually shipping a car or more of a particular grade at one time.

George Lewis is one of the most successful hog raisers of Deaf Smith county. Two years ago he had a good bunch of hogs, but studied seriously of getting out of the game. Brumley and others induced him to keep his hogs and since that time he has sold over \$3,000 worth of porkers and has a good bunch left.

O. L. Rutherford has sold about \$1,000 worth of hogs in 1926, and in addition made a big crop. J. J. Krpoff is specializing on hogs and alfalfa. He keeps several brood sows and now has around seventy-five hogs to put on the market later. He has sold nearly \$1,000 worth of fat hogs this year.

D. L. McDonald started with one registered brood sow four or five years ago, and now has one of the best registered herds in the country. He has sold around \$2,000 worth of hogs during the present year and has a good bunch left. This man says that stock farming is a money maker.

J. David Thompson has an alfalfa patch, six brood sows and sells around \$2,000 worth of hogs annually. Mr. Thompson pastures his hogs on alfalfa and feeds home grown grains for finishing.

Clay Bowser is a successful hog raiser and usually fattens calves and hogs together. Roy Kincade is making money with hogs and sells about \$2,000 worth annually. B. F. Fulkerson is paid over \$1,000 for

his hog crop each year. R. T. Dunn has sold \$1,500 worth of hogs and has ninety left. He is milking twenty-five cows and is selling from 250 to 300 pounds of butter each month at fifty cents per pound the year around. Mrs. D. E. Turentine raises fine hogs and White Leghorn chickens and is making a wonderful success of this business.

### Big Wells Irrigate Many Farms.

Irrigation for intensive farming is no longer an experiment in the Hereford shallow water belt. Big wells that pump from 500 to 2000 gallons of water per minute, and developed in various parts of the area so that the irrigation projects have been thoroughly proven. The shallow water district covers about 250,000 acres, and recent soil tests by an expert, and actual growing of various products, reveal the fact that any kind of farm crops, fruits and garden products can be grown in this area where proper methods are used. In the Hereford Nursery during the past 25 years over 300 varieties of fruit trees have been tested and proven. D. L. McDonald is called the father of irrigation because he developed practically all the projects here.

Most of the irrigation wells are in quarter and half section units, and have proven too expensive and too much land for the average farmer where intensive methods are applied. Carl Mounts and several others have proven that smaller tracts will pay where cantaloupes, tomatoes, beets, onions, grapes, etc. are grown. Several irrigation men have grown sugar beets as an experiment, and Mr. McDonald had tests made, which revealed that the sugar contents and the yield per acre was even higher than in the famous beet countries in Colorado. Alfalfa culture has proven the most successful crop for the larger units, but a number are planning to cut the acreage down and use smaller plants. If enough will plant the same crop so that they can ship in large quantities, irrigation will develop rapidly here. With dairy cows, chickens, a small patch of alfalfa and a good garden, with a small irrigation plant, a farmer with forty acres of land here would have an ideal income. The water level here is 48 feet and then there is nearly 200 feet of water bearing sand, and the supply seems inexhaustible.

### Hereford a Growing Town.

Hereford has a population of 3,000 to 3,500. The town was started in 1898 with only a few business houses and real estate men here for the first few years. The population was over 2,000 ten years ago. The city has made rapid strides during 1926. More development has taken place here this year than at any time since the boom days of 1905-1906. Forty blocks of paving of brick on a concrete base have just been completed, giving Hereford nearly five

miles of paved streets. More will be done next spring. Since January 1st a 50,000 bushel capacity elevator, a lumber yard, six brick business houses with three others under construction, and nearly 100 new homes have been completed here. There is no boom. It is a natural expansion caused by the influx of new settlers to Deaf Smith county and the development of agricultural resources.

### New High School Building.

One year ago Hereford completed a \$125,000 high school building, and the vocational agricultural class has made one of the most beautiful lawns in this section and plans to further beautify it. The school has twenty-six credits of affiliation with the State University, and has just been admitted to the Southern Association of Colleges and Secondary Schools, the highest rating that a high school in this section may attain. Ninety per cent of the faculty members have de-

grees. The school has a band, orchestra, Junior and Senior glee clubs, and all of them have won high honors at the Panhandle Music Festival at Amarillo.

Hereford merchants make excursions into the communities of Deaf Smith county, and take the band to community meetings whenever possible. The local Chamber of Commerce spends over \$7,000 each

year in the development of community projects. The organization aids County Agent R. O. Dunkle in his work and offered five free trips to the State Fair at Dallas last fall for the winners in various clubs. A fair and a poultry show are financed by business men of Hereford each year and liberal prizes are paid to farmers who exhibit their products.

## 6% FARM & RANCH LOANS 6%

Loans made on amortization plan for 33 years at 6% interest, with option to pay loan in full or in part on any interest paying date after 5 years. Prompt Inspections and Quick Service.

### San Antonio Joint Stock Land Bank

Local Agent, D. F. ASHBROOK, Hereford, Texas



## Turn to the Re-sale Prices for the Truth

It is common knowledge that Dodge Brothers Motor Cars command exceptionally high prices at re-sale.

As re-sale prices are established by the public—not by the manufacturer—they may be accepted as an accurate reflection of public experience.

Could there be a more eloquent tribute to the stamina and enduring worth of Dodge Brothers product?

Touring Car	\$ 940.00
Coupe	\$ 990.00
Special Sedan	\$1105.00
(Delivered)	

Beavers Bros.  
Hereford, Texas

Patronize Your Nearest Dodge Brothers Dealer

## DODGE BROTHERS MOTOR CARS

## P—Stands For Pigs—Profits Prosperity



—Texas has the area, the climate, the feed and the brains to become the leading Hog state of the Union.

—At the present time, Texas has an average of only one brood sow to every three farms.

—This bank is interested in Pigs, Profits and Prosperity, and is alert to the opportunities in increased Hog Production.

TALK TO US ABOUT HOGS!

## The First National Bank



Send our message appearing in Farm and Ranch

# CORTICELLI SILKS ARE HERE

—Believing that the best is none too good for our trade, we are putting in a stock of Corticelli Silks. These silks are too well known to need an introduction, but we'll say that they are *all silk*. There is positively no weighting in them. After repeated trips to the laundress or the cleaner it is still heavy and lustrous.

**FLAT CREPE**—the ideal silk for spring, is 40 inches wide. It comes in the season's newest colors, Mother Goose, French Biege, Rose Biege, Athenia, Queen Blue Gooseberry and Crane, at the yard \$2.79

**GEORGETTE** is good this spring for trimmings as well as for the entire costume, and comes in Rose Biege, Mother Goose, Queen Blue, Athenia and Crane, at the yard \$2.19

**RADIUM** is a well known washable silk, 40 inches wide. We have it now in Light Blue, Fleah, Maize, and Crane, at the yard \$1.69

**SAMA SILK**, a sport, is 36 in. wide and comes in both plain and figured. It makes the fashionable Compose Dress we are hearing so much about; also good for children's wear.

Plain Colors, yard \$2.39  
Fancy Figured, yard \$2.59

**CHANGEABLE TAFFETA** has many uses, the light colors make exquisite party dresses and the darker colors—pillows, draperies, etc. It comes in pink and gold, peach and turquoise, rose and copen, gold and copen—all 36 inches wide, at the yard \$2.25

Corticelli Silk Sewing Thread, all colors and all shades  
10c a spool, 3 spools for 25c

## SPROWLS-CRONIN & CO.

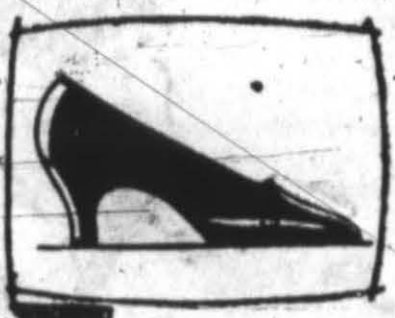
# New Spring Shoes

--for--  
**MEN - LADIES - CHILDREN**

## ---Novelties---

—Things that will delight every woman or girl.

Pay our store a visit—we carry nothing but Standard Dry Goods and we Won't be Be Undersold.



# J. O. Newell

WE GIVE *J.N.* GREEN STAMPS.

John Flanagan and son, Bob, were in Hereford Monday. Bob was enroute to Canyon where he is a student in W. T. S. T. C.

Mrs. J. Botine, who has been visiting in the home of her daughter, Mrs. H. G. Behrends, near Summerfield, left Tuesday for her home in Pocahontas, Iowa.

Wright Smoke and Ham Pickle. CLARK'S DRUG STORE.

Big firms calling constantly for Draughton-trained help. Positions insured. Write for Catalog M today. Draughton's College, Abilene, Texas.

Good positions every day for Draughton-trained young people. Catalog M will convince. Write Draughton's College, Abilene, Texas.

Chris Benfro went to Amarillo Wednesday on business.

Ell Dunlap reached here Monday evening from Dallas. Mr. Dunlap said that Mrs. Dunlap was improving nicely.

Mrs. Douglas Connell and two children, accompanied by E. Connell, went to Amarillo Monday. Mrs. Connell and children have been visiting in the Connell home for the past week.

C. A. Skelton transacted business in Amarillo Wednesday.

Sam Frimer, of O'Donnell, Texas, was here Wednesday.

H. D. Terry placed at \$135 last week. Catalog M will convince you of many similar calls. Write for it today. Draughton's College, Abilene, Texas.

Mrs. Glen Webber, of Brownfield, who has been visiting her parents, Mr. and Mrs. M. A. Fox, returned to her home on Saturday.

Judge and Mrs. L. C. Peary are entertaining for the week their daughters, Mrs. Aileen Peary Long and Miss Mildred Peary and three grand children, Misses Katherine and Lucile, and Master Harry Long all of Negra, N. M.

Radio Batteries and Tubes. CLARK'S DRUG STORE.

W. J. Ray, of Garfield, Kansas, was in Hereford the latter part of last week. Mr. Ray is a newspaper man and just recently sold his Pawnee County News plant, and is looking up a new location.

The domino parlor changed hands last week, going over to the Vinson Brothers, who will also handle all leases.

The Golden Rule Produce Company has again enlarged their business. This time a department has been added which will handle wholesale groceries. Mr. Hawkins said, "We will carry a staple line of groceries, selling at wholesale prices to grocers and the individual."

The following were guests of Mr. and Mrs. A. C. Thompson last Thursday night: Mr. and Mrs. S. S. Boutwell, of Abilene, Mr. and Mrs. R. S. Craven, Alamosa, Colorado, Mr. and Mrs. E. T. Craven, Miami, Oklahoma, Mr. and Mrs. J. F. Craven, Amarillo. All are relatives of Mr. and Mrs. Thompson, and attended the funeral services of J. F. Craven, Sr., at Abilene and interment at Canyon last Thursday.

Mrs. W. F. Gebbert and P. W. Price were Amarillo visitors Monday and Tuesday of this week.

Is business dull? Well, I should yell NO!!!! RICE.

Mrs. W. E. Hicks leaves Friday for Henrietta, Texas, for a several weeks visit with her mother, Mrs. M. E. Goad.

Mrs. W. H. Patton has returned home from Canadian where she visited her daughter, Mrs. W. J. Todd.

Mr. and Mrs. Hubert White, of Florida, were here Monday on business.

### AUCTION SALE A SUCCESS.

The Hereford Jewelry Company auction sale is going fine, says W. H. Ray, manager. Emmett Mitchell, of Dallas, is the auctioneer and large crowds are welcoming "Mitch" as he is called by his many friends, and taking advantage of the splendid offerings Mr. Ray is making.

### STORE SPECIALS.

Born to Mr. and Mrs.— S. F. Warren, Friona, January 11, a boy.

Percy Shepard, Castro County, January 17, a daughter.

H. L. Higgins, January 14, a boy. O. E. Lancaster, January 19, a boy.

### A Little Late.

Percy—Oh, I have the most glorious news!

Esther (his cousin)—What is it all about?

Percy—Percy has promised to be my wife!

Esther—So that's what you call news! A month ago she asked me to be her bridesmaid.

## STAR THEATRE

FRIDAY EVENING AND SATURDAY MATINEE  
JANUARY 21-22  
Back Jones

"The Flying Horseman"

SATURDAY NIGHT ONLY.  
January 23  
Hot Gibson

"The Calgary Stampede"

MONDAY AND TUESDAY  
JANUARY 24-25  
Rudolph Valentino

"Son of the Shiek"  
with  
Vilma Banky.

WEDNESDAY AND THURSDAY  
JANUARY 26-27  
Colleen Moore

"Ella Cinders"

FRIDAY AND SATURDAY  
JANUARY 28-29  
Tom Mix

"No Man's Gold"  
COMING!  
Red La Rocque in "Gigolo."

### Temple Furniture Factory.

Texas is doing very little in the manufacture of furniture beyond the making of a few cheap chairs and tables and this although Texas is one of the largest lumber producing states in the Union. Therefore it is gratifying to learn that owners of an Indiana furniture factory is to establish a plant at Temple that will give employment to 150 people. With the development of power plants now under construction in Texas, there will likely be many furniture factories established throughout the State before many years.

### Bad for the Boys.

Seven young boys from the rural district were recently arrested at Brownwood on gambling charges. The boys had only \$1.20 and were making penny bets. They will likely be fined and jailed if they do not pay their fines. On the day the boys were arrested there were thousands of Texas mothers playing bridge for money or for expensive prizes and nothing will be done about that. Why practice discrimination?

Try a W.A.S. in THE BRAND.

## The Chinese Get Credit for this Message

'Tis said that a wise old Chinese refused steadfastly the individual and collective arguments and invitations of his friends to visit the horse races on the grounds that it had already been established what horse would win.

## For the Same Reason

many folks think of no store in town other than Corner Drug Store, for it has already been established that everything one expects to find in a first class drug store is available here.

—and by everything is meant merchandise, courtesy, service and right prices.

## CORNER DRUG STORE

## JANUARY CLEARANCE SALE

—We have a big lot of the very best things we have ever had in various odd things left over from our December Sale, that we are offering at much less than real value. It may be just what you want. Come see.

- Living room suite, cane back, for ----\$ 97.50 Formerly \$135.00.
- Living room suite, over-stuffed, for -- \$150.00 Formerly \$200.00.
- Bed room suite, all finishes, for ----\$ 79.75 Formerly \$115.00.
- Bed room suite, all finishes, for ---- \$125.00 Formerly \$165.00.
- Dining room suite, walnut, for ---- \$ 97.50 Formerly \$135.00.
- Dining room suite, walnut, for ---- \$147.50 Formerly \$200.00.
- Metal bed for ----- \$ 7.59 Formerly \$10.00.
- Mattress for ----- \$ 7.50 Formerly \$10.00.
- Springs for ----- \$ 6.00 Formerly \$7.50.
- Odd Dresser for ---- \$27.50, Formerly \$35.00
- Odd Dresser for ---- \$19.75, formerly \$25.00
- Fine Wilton rug for \$85.00, formerly \$115.00
- Good Wilton rug for \$67.50, formerly \$85.00
- Fine Axminster rug for \$49.75, formerly \$65.
- Good Axminster rug for \$37.50, formerly \$50.
- A very fine line of office desks, fixtures, chairs, etc. Come and inspect them—the price is right.

It matters not what you may need in our line, we can supply you—and for LESS.

Low Prices with Service, our motto.

## E. B. BLACK CO.

We Are Satisfied With Small Profits

## Local Happenings

Messrs. W. I. Whitley and J. L. Smith, of Canadian, Texas, were here Tuesday buying cattle.

A. C. Bray, of Amarillo, was in Hereford Monday attending to business matters.

Elizabeth Arden Toilet Goods. CLARK'S DRUG STORE.

Mrs. M. L. Steele left Wednesday for Lubbock to meet Mr. Steele.

If you don't believe you may get something for nothing, we will show you. RICE.

J. F. Ross left Sunday for Trent, Texas.

Where can we get a good meal? Oh, let's go to the DIXIE LUNCH ROOM and get a real home-cooked meal and courteous treatment. REED WILLIAMS, Proprietor.

Blake Cogdell, son of Mr. and Mrs. W. M. Cogdell, spent the week-end here visiting his parents.

D. M. Evans, of Lebo, Kansas, a cattleman, was here the latter part of last week.

Just received a fresh shipment of... CLARK'S DRUG STORE.

B. M. Thomas, representing the... of Wichita, Kansas, was in Hereford the first day of the week.

Messrs. C. H. Ackerman and P. E. Heirschen, of Salt Lake City, Utah, were in this city the first of the week.

New five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-47

We are going to give away absolutely free, a \$135 console type radio. It will be on display next week at RICE'S.

Earl Grace and P. F. Lanymeyer, of Tulsa, Oklahoma, are here this week working on the Barrett Hill Billie No. 1 oil well.

NEW five room and bath; low price and easy terms. See L. BASKIN, Owner. 46-47

J. A. Buckingham, of Amarillo, was in Hereford the fore part of the week attending to business.

Where can we get a good meal? Oh, let's go to the DIXIE LUNCH ROOM and get a real home-cooked meal and courteous treatment. REED WILLIAMS, Proprietor.

J. W. Benton, of Nocona, Texas, transacted business in this city Tuesday.

Try a Brunswick when your tires have that worn out feeling. RICE sells them.

J. M. Leggett, a cattleman of Ebling, Kansas, was here Tuesday.

C. O. Tears, of Meadville, Mo., was here the first of the week buying cattle.

J. M. Henderson made business last week.

W. F. Young returned Wednesday to his home in Wichita, Kansas.

J. D. Linthicum made a business trip to Amarillo Monday.

Mrs. John Burch went to Amarillo Monday.

Eastman Kodaks and Films. CLARK'S DRUG STORE.

Mrs. S. F. Hamlin left Monday for Panhandle to visit with her son. Mrs. Hamlin has been visiting her daughter, Mrs. O. I. McKee, here.

Mrs. G. A. LaGrona returned to her home in Amarillo Monday after a visit here with her daughter, Mrs. R. W. Elliston.

Hardly a day goes by that some one doesn't come in for another Brunswick tire. It is repeat sales that make a permanent business. RICE.

J. H. Calloway left Tuesday for his home in Childress. Mr. Calloway has been here visiting his brother, W. A. Calloway. Mr. Calloway was an old-timer in the Hereford country, having left here about twenty-one years ago.

Where can we get a good meal? Oh, let's go to the DIXIE LUNCH ROOM and get a real home-cooked meal and courteous treatment. REED WILLIAMS, Proprietor.

MRS. J. H. PITMAN  
CUT FLOWERS OR PLANTS  
PHONE 157

## More Big Business

—With several houses under construction and a few contracts pending, we are asking your support for a bigger business and a closer relationship in all business matters.

## Panhandle Lbr. Co.

PHONE 65

There is now a tax on everything... but energy

## A Home-Folksy Bank

—It is a logical conclusion that friends and neighbors will be more likely to understand each other and each other's problems than would be the case with strangers; they are, therefore, more likely to be useful to each other.

—Ours is a home-folksy bank, ready to serve homefolks first.

—We hope all our homefolks will so consider it.

## Western National Bank

"There is No Substitute For Safety"