



### The Hereford Brand

PUBLISHED EVERY THURSDAY

BETH B. HOLMAN  
Publisher

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### Will Make World Event of the C. of C. Meeting

WICHITA FALLS, Feb. 28.—A Congress of Nations, an event that promises to excel in brilliance anything of the kind ever held in the United States, has been planned by the Wichita Falls Chamber of Commerce, for the annual 1927 convention of the West Texas Chamber of Commerce to be held in this city May 10th to 17th. Each city, town or community in West Texas, which expects to send a delegation of at least thirty persons to this annual event will be asked to represent some foreign nation and dress in correct costumes. The colors of the various countries will be blended together to make the event one of magnificence and splendor.

In order to make the occasion most unusual and effective, the assistance of the embassies of various foreign countries has been sought. Much important information has already been gathered. In addition to this a member of the Chamber of Commerce staff, who visited France and other countries in the summer of 1926 obtained much information that will be of great help in staging this unique Congress.

The spectacle will be patterned after the great European carnivals of Nice and Florence. Booths will be erected in rows to form an "Avenue of Nations." The decorations will be given prominence to add to the color of the event. Many interesting features of the old European street carnival will be carried out and much street dancing, including the native dances in native costumes. These booths will serve as headquarters for the various delegations. This will avoid the usual congestion in stores and hotels where headquarters have heretofore been maintained by the various delegations in the various cities where this convention has been held. At the same time it will add to the carnival features.

Under this plan each city of West Texas will have a definite idea toward which to work and a definite plan to follow. To illustrate: The city representing Brazil will wear Brazilian costumes. Their headquarters will be decorated with

Brazilian flags and colors and this delegation in the great annual parade will carry the flag emblematic of that nation. The representatives of Turkey, the town representing China, the one which chooses Holland and on down the list of nations and towns of West Texas will each present a picturesque and colorful picture which should make the convention one of the most notable in history. High school students in the various cities will be asked to write essays on the subject of the country represented and prizes will be awarded for the best essays. In this way a greater interest in the coming convention is expected to be aroused.

It is believed that the embassies of several leading countries of the world now in Washington will cooperate in the plans which are now being made to make this a real carnival and Congress of Nations, educational in its very nature and theme. In fact, it is highly probable if this event may be carried out as planned that many visitors from the nation's capitol will be here to view the spectacle. It is planned to make the parade one of the outstanding features. Leading motion picture production companies will be here to make pictures of what may develop into a pageant of pageants. In this connection it is also planned to weave into the parade and the convention a story of West Texas.

Under the plans which have been considered it is believed the decorations may be obtained for a very nominal sum so that the event, although carrying with it splendor, may be staged in an inexpensive manner. It is planned to present the idea in detail to all cities and towns to be represented. A member of the Chamber of Commerce staff is now in West Texas carrying the idea to the towns of West Texas.

Wichita Falls hopes to offer to the people of West Texas one of the most unique and colorful entertainment programs ever offered at this annual convention of the West Texas organization. Wichita Falls is planning to entertain 100,000 visitors during the two days of the Convention.

### PUNKIN HOLLOW HAPPENINGS

Little Waddie Waddies was seen washing his neck the other day and his mother thinks he has found him a girl at school.

Buck Hinshaw's family has eaten so many rabbits this winter that the baby can wiggle its ears backwards and forwards.

Clabe Clabber never overloads his team of mules and is so careful with them that most of people here believe that he has got them paid for.

Parson Joshua Tuffshell received a bitton in the collection at church Sunday morning. He says he knows where it came from as it is the same bitton that came off his pants over at one of his member's house when the dog bit him.

Bart Horseapple was figuring on buying a farm over in the Hog Wallow settlement, and the real estate man that was trying to close the deal told Bart that the only

thing the matter with the farm was that there were a few ravines on it. Bart said that was all right as he had a shot gun and a coon dog and would kill them in a few days.

Old Grandpa Grunter says February is a hard month on old folks and he has been noticing for several years that if he lives through that month he lives the balance of the year.

Uncle Shug Stagers says this muddy weather sure is a great convenience to him as he has to be always pulling up his socks to keep the tops of them from getting soiled.

Miss Clarissa Hoople says spring is going to be here right soon and she has already commenced to wonder whether she will change the big red rose to the front, back, or just move it on the other side of her hat.

Rash Rawbones was right badly embarrassed Sunday morning when he was stomping up some kindling to build a fire at church his suspenders broke and several of the little girls tittered.

Several of the patrons think the new school marm is stuck up as she turned up her nose when Mrs. Fletch Duggans passed her box of snuff to her the other day.

De Leon—S. L. Stockard school editor of the Farm and Ranch, spent a week here recently working in conjunction with the Comanche County Agent Barton visiting various school communities where club work is organized and organizing activities in sections not already operating.

Pampa—Pampa is to have a modern creamery. It will be known as the Gray County Creamery and will be equipped with the most modern fixtures.

Perryton—According to tentative plans, a forty room, all modern hotel is to be erected here. The building will be a two story, 50x140 feet structure, costing about \$80,000.

### Dimmitt Castro County News

DIMITT, March 1.—Grandma Avery, who has been seriously ill, is still slowly improving. Mrs. W. A. Murphy, who has also been ill, was not so well Sunday as was reported the day before.

The Methodist ladies are reorganizing the Woman's Missionary Society, with 20 charter members. Mrs. E. E. Adams was here February 21 and assisted in the organization.

Big plans are under way for the first program of the Dimmitt orchestra within the near future.

I. B. Brooks has returned from a business trip to Fort Worth.

Jay and Miss Gladys Hastings motored to Hereford last Wednesday.

Mrs. C. C. Reynolds and Joe Gollehon motored to Hereford last Thursday where Mrs. Gollehon delivered 200 white leghorn baby chicks.

Rev. Eugene L. Naugle returned Saturday from a business trip to Plainview.

Bill Webb and wife were in Amarillo Tuesday of last week.

Lee Womack, Floyd Reynolds, W. A. Hunter and son left last week for Kansas City with cattle.

Mrs. W. A. Murphy, who has been seriously ill, is on the road to recovery.

Walter was in Dimmitt from Portales last week.

L. P. White, Mark Cowser and W. G. Baxter made a business trip

to Plainview last Thursday. W. T. Gollehon and W. D. Durce were in Nazareth on business Saturday.

Lewis Welch and Miss Bulah Mae Griffin, who live some 27 miles southwest of Dimmitt were married last Saturday evening at the Methodist parsonage by Rev. Eugene L. Naugle.

While at play in a barn Sunday afternoon, Jim Webb, son of Mr. and Mrs. H. C. Webb, of the Tourists' Hotel, fell from a post, breaking his arm. He was rushed to Hereford for medical treatment.

Mrs. Henry Stalcup is spending the week with her parents in Plainview.

Pete Newsome of Tulsa was here painting signs last week.

Jack Harrison and wife of Amarillo and Mrs. Dalton Harrison of Plainview, were in Dimmitt last Friday afternoon.

C. H. Butolph and wife and Mrs. O. B. Williams of Plainview spent the week end with friends in Dimmitt.

Howard Morris was in Hereford several days last week.

Mr. and Mrs. Westmorland of Mangum, Okla., were here Friday.

J. A. Maynard and wife and Mrs. Bessie Gill and son motored to Hereford Saturday.

Mrs. R. B. Boren and son spent the week end with Mr. Boren who is now located at Shattuck, Okla.

Ed Purdy's Phlox.

The trouble with most humor writers is that they haven't got a censor humor.

### ROCKWELL BROS. & COMPANY

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## Spring Goods

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## Sat. Mar. 5

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## To Our Farm Customers

The interests of this bank are identical with your own. We cannot make money unless our depositors prosper.

Whether the farmers of this community profit by the experience of the past year will be largely due to whether or not they diversify their efforts and plant wisely in 1927.

As a matter of mutual safety, this bank, as well as all other Lone Star Banking institutions, is making Diversification the basis for credit accommodation for the new season.

We invite your co-operation and your continued good-will.

## First State Bank & Trust Company

Read Our Message in This Week's Farm and Ranch.

### Texas & Texans

By WILL H. MAYNE

#### The Texas Wheat Crop.

It is estimated by those in position to know that the Texas wheat crop this year will exceed 2,000,000 acres, or an excess of about 20 per cent over that of last year. Crop conditions taken altogether have never been better. The chances are said to be excellent for the growers to get from \$1.15 to \$1.20 a bushel. Railroads are building new trackage into the Panhandle section to assist in handling the huge crop. The average production last year in Texas was 20 bushels compared with a national average of 12.6 bushels. If the crop yield equals that of last year and the price is as much as \$1.15 Texas will sell forty million bushels of wheat in 1927, for which it will receive \$46,000,000. This potential wheat acreage in the Panhandle section alone is said to be fifteen million acres or seven and a half times the total Texas acreage to be harvested this year. Texas is destined to become the most noted wheat country in the world.

#### Selling Shelled Peas.

Lockhart this season has shipped out 1,800 pounds of shelled peas. This is the beginning of what will likely become a large industry for that thriving little city. San Antonio, Tyler, Brownwood, El Paso and a few other places have large bean shelling establishments doing prosperous business. Why ship beans North to be shelled? Why not save the freight on the hulls and pay the wages for shelling to Texas people? Because of their bulk, the cold storage and steady marketing of whole peas is largely impractical, but when shelled they can be economically held in storage and marketed along during the year as the demand arises. Peas shelling is light indoor employment for the aged and for women and children and at wages about like other factory wages. In a few years the Texas pea crop will all be shelled in Texas and there will be hundreds of pea shelling factories throughout the state to give employment to labor. Why not?

#### Get Some Parks Now.

There is not a town or village in Texas that has enough attractive parks. The time to secure parks is before the land gets too high. The price of land now is lower than it will ever be again in the town. There are in many places park land or lots to be had merely for the asking and others at a nominal cost. Get your civic clubs and woman's clubs interested in beautifying your town by starting them to improve the parks. There is no other community work that will appeal to them more strongly. Even though your city parks may be neglected for a time, it is better

to acquire them when the land can be had, for sooner or later the people will become interested in beautifying all such places.

#### Littlefield Rotary Organizes.

At first one would think there is little news in the fact that a town like Littlefield has organized a Rotary club. Really it is a big item for that town, for it means that some 20 or 40 men in the town have caught a new and better vision of service, and with a vision of that kind organized into a working body something has to happen. Critics of such organizations as Rotary, Kiwanis, Lions and Altrusa have to admit that they put better life and better working spirit into their membership and that their influence permeates beyond the members and throughout the entire community. Therefore Littlefield and other towns organizing their business contingencies into civic clubs are doing things that will count for the good of the whole people.

#### Lobbying at Austin.

After viewing the work of lobbyists at Austin for many years I am of the opinion that their real influence upon legislation is practically nothing and that most of them are merely parasites feeding upon the fears of corporations and individuals that imagine they are likely to suffer at the hands of the legislature. Very few measures indeed owe their passage or defeat to the influence of the lobby. Very little out right purchasing of legislative votes is ever done. The legislator who would sell his influence has little or none to sell. Beyond being "worked" for a few dinners and even at times for a rather pretentious banquet, all paid for at the expense of his clients, the lobbyist is given little earnest attention at Austin. Usually he is a hawling with nothing much to do, and oftener than not he does even less than he is paid for doing. The loneliest looking people around Austin are the professional lobbyists during a legislative session, and many of them look like they even hold themselves in contempt as professional parasites.

#### Cabbage Shipments Moving.

Carload shipments of cabbage are now going out of the Rio Grande Valley to help feed the world. The crop is fine and prices are satisfactory. The good prices obtained are due largely to good sales organization and consequent proper movement to the right markets. The late cold snaps have done no damage to the growing vegetables in the valley. A prosperous season is ahead of South Texas.

#### Alvin Berries and Flowers.

Strawberries are being gathered around Alvin and Hitchcock and Alta Lona, and the berry pickers are busy as bees. Roses and other flowers are in profuse bloom and figs and other fruits have escaped injurious frosts. When the Alvin

crops are gathered the pickers will be migrating North through East Texas literally picking fortunes from the vines and bushes as they go. Texas just now is fairly blooming with wealth to be had by all who are willing to work for it.

#### What Texas Needs on Farms.

Addressing a farmers' banquet given by the Chamber of Commerce at Weatherford, R. Q. Lee, former president of the West Texas Chamber of Commerce, gave figures to show that throughout the South there is now a shortage of grain, storage crops, potatoes, vegetables and other things necessary to a well balanced living, while too much cotton is being grown. Farmers need to learn that the first thing to do on a farm is to grow everything needed for the family and farm stock, after which attention may be given to the products to be sold.

#### Getting Dakota Prizes.

The Cherokee county farmer who took eight turkeys to a North Dakota poultry show and won eleven prizes is making a name for Texas that is worth more to the state than all the athletic prizes won by our athletes. His prize winnings lead to the remark that Texas is now growing 65 per cent of all the turkeys raised in the United States, and Texas is just fairly getting started as a turkey raising state.

#### RECITAL.

Gladys Kilgore will present her piano and voice pupils in a public recital Friday evening at eight o'clock in the high school auditorium. There will be no admission fees and everyone is cordially invited to attend the program.

### Mrs. Williams in Recital Given at San Angelo

The Brand is very happy to have the privilege of reproducing the account of a recent recital given by Mrs. Elzina Mounts Williams at San Angelo, as contained in the San Angelo Standard. Mrs. Williams, wife of John Williams, and daughter of Mrs. Nannie L. Mounts, was raised in Hereford and number her friends in this community in legions. She has been studying under a master teacher and has made marvelous progress in musical circles. The Standard says:

A discriminating audience enjoyed the song recital given Thursday evening in the auditorium of the First Baptist church by Elzina Mounts Williams, who was presented by Lillian Busch Millyko.

Mrs. Williams' musical and accessory talents revealed in this recital won the gratitude of the audience which was convinced that it was listening to a real artist in the making. Mrs. Williams' voice is clear and resonant and so flexible as to meet the requirements of the exacting numbers on the program. Rounds of applause followed each number and Mrs. Williams received many lovely floral tributes from admiring friends.

Mrs. Williams' voice has been exquisitely trained. In her first group she gave a clear interpretation of the classic style in which the numbers were written. The operatic arias from "The Marriage of Figaro" mingled with the more modern tone successions and all were sung with splendid operatic instinct.

The audience got each word of her English numbers and this to the average audience wins instant

favor. Her Song of Spring was exquisite and her Slumber Song carried a world of pathos in the simple lullaby.

From her opening number to the closing number on her program, Mrs. Williams was a distinct success. Her ease and gracious stage presence made each number of her well selected program enjoyable. She wore a lovely gown of green chiffon with a butterfly bow on her shoulder, which was extremely becoming.

She was accompanied by Lucille Metcalfe McLaughlin whose art as an accompanist has won favor here and elsewhere. She gave splendid support to Mrs. Williams.

The audience was seated by a number of pretty girl ushers in beautiful evening dress. They were Misses Lula D. Moore, Rose Vorphil, Lillian Sheffield, Wanda Dubois, Ella Lee Hickey, Berta Mae Looney and Mrs. Carr Hudgins. The program was as follows:

- (a) Aria: "Deh vien, non tardar," from "The Marriage of Figaro" Mozart 1 (1780)

## Color

and more color is being recommended for interior decorations. It makes bright, cheerful homes. The

### NEW WALL PAPER

styles are resplendent with color. If you would like to see the authentic 1927 styles, phone 333.

## W.O. Fox

He will be glad to show you the New Patterns.

- (b) Chi vuol la zingarella Pasiello III. (a) Psyche Faladibus (c) She Never Told Her Love. (b) Eclogue Delibes (c) Slumber Song - Gretchaninoff (d) At the Ball - Tchaikowsky II. (a) Drink of the Fragrance of the Rose Clough-Leigher (b) Serenade Oley Speaks (c) Day Is Gone (c) The First Meeting Greig (d) Synnove's Song Kjerulf (d) One Golden Day - Fay Foster



Base Ball Season Now On. We have a complete line of Base Ball Goods. See our display.

## City Drug Store

## Marketing School

Under Direction of the Texas Wheat Growers Association.

Will be Held at

HEREFORD, TEXAS

March 15.

COME AND HEAR

Mrs. Phoebe K. Warner, of Claude, in her specially prepared messages for the women of Texas. Mrs. Warner is not only a writer, but an interesting speaker as well.

Learn how prices are made, and who makes them. Speculative and co-operative marketing.

Morning Session 9:30 to 12:00.

Afternoon, 1:30 to 4:00.

MUSIC YOU WILL ENJOY.

# FARM SALE

One-half mile south of Friona, on the J. R. Walker farm, we will sell the following described property:

## FRI. MARCH 11

10:30 A. M.

### HORSES AND MULES.

- One span bay mare mules, ages 8 and 9, weight about 2300 lbs., 15 hands high.
- One span blue gray mare mules, ages 8 and 9, 15 hands high, wt. about 2200 pounds.
- One span black mare mules, 8 and 9, 15 hands high, weight about 2200.

- One span black mules, mare and horse, 7 and 8, 17 hands high, weight about 2400 pounds.

- One span blue mare mules, age 6, 17 hands high, weight about 2600.
- One span brown mare mules, age 6, 16 hands, weight about 2200.
- One span mare mules, black and gray, ages 7 and 8, 16 hands, wt. about 2200.
- One span black horses, smooth coat, weight about 2400.
- One span blue horse mules, age 7, weight 2400.
- One span brown and black horse and mare mules, ages 4 and 8, 15 hands, weight about 2200.

### SEVEN JERSEY COWS.

- These cows are from 2 to 7 years old and are the best in the country.
- One registered Jersey bull, four years old.
- Thirty head red and roan Durham cows, good ones, all milkers.

### FARM MACHINERY.

- One I. H. C. combine, 12 foot cut, 1923 model, in perfect condition.
- Two 3 1-2 inch Wyoming Oil Field Special wagons, good as new, grain boxes attached.
- One broadcast binder, 8 foot cut, good as new.
- One Moline 14-inch mold board plow, good as new.
- One John Deere double row lister, newer list mule as tractor.
- Eight sets complete leather harness in good condition.
- Twenty good leather collars.

This is The Best Lot of Mules Ever Offered at Auction in West Texas. Come and Look Them Over

Lunch Will be Served By the Ladies' Aid of Friona.

TERMS—Eight months' time, bankable note, with interest at 10 per cent. Sums under \$25.00, cash. A discount of 5 per cent will be given for cash on amounts above \$25.00.

## Walker and Hicks, Owners

JESS OSBORN, Clerk.

COL. RAY BARBER, Auctioneer.

# Specials in Muslins

Our shelves, counters, tables and racks are overflowing with New Spring Goods, all clamoring, in their dainty freshness, to be the first to be advertised in The Brand, so to avoid any partiality we will only mention some new staple merchandise, chief among which is "Muslin."

### SPECIAL FOR FRIDAY AND SATURDAY

- Langry LL unbleached, 36-inch Muslin, 10c
- Sweet Home LL unbleached, 36-inch Muslin 12 1/2c
- Hope, bleached, 36-inch Muslin 12 1/2c
- Foxcraft unbleached 42-inch wide Muslin 19c
- Foxcraft unbleached 45 inch wide Muslin 21c
- Foxcraft bleached, 42-inch wide Muslin 20c
- Fox Craft bleached, 45-inch wide Muslin 22c
- Fox Craft unbleached 9-4 Sheet-ing 37c
- Fox Craft bleached 9-4 Sheeting 39c
- Fox Craft unbleached 10-4 Sheet-ing 39c
- ALSO—
- 36-Inch White Broadcloth 35c
- 36-Inch Muslin, similar to but lighter than Indian Head 25c

### SOME OTHER SPECIAL VALUES ARE

- Fifty dozen Men's Comfort Work Socks, regular 25c value, absolutely seamless, black or brown with white top, heel and toe, 20c a pair or two pairs for 35c
- "Uncle Joe" men's work shirts made of gray cheviot, triple stitched, two pockets, extra full cut coat style, very best made. For Friday and Saturday 59c

- Another extra good value is a regular 50c sock, highly mercerized, smooth and fine, in all colors, at, per pair 25c

## SPROWLS-CRONIN & CO.

### CHURCH ANNOUNCEMENTS

#### First Presbyterian Church

JAS. T. ROSS, Pastor.

Regular preaching services at 11 and 7:30. Sunday school 9:45. At the morning hour Miss Grace Ferguson will sing. The pastor's subject will be "To Regions Beyond." The orchestra will play at both hours.

Regular Church-Nite service Wednesday at 7:20. Women's Missionary Society Wednesday at 2:30. We are rapidly approaching the close of our church year. Let us all be at our task that we may credibly bring the year to its close.

Outside points to be reached next Sunday are as follows: Rev. Joseph Bozarth at Easter, 11, at Jumbo at 3; Rev. Arch Conklin, Valentine school house, 3 o'clock. The pastor at Askren at 3.

In the name of our divine Master, pastor and congregation join in invitation to all who desire to attend the services at this church. In the morning come for Sunday school and remain for church worship. In the evening come for Endeavor and remain for the evening worship. Welcome, yes, welcome.

#### First Christian Church

THURMAN MORGAN, Pastor.

Sunday school begins at 9:45. Bro. J. C. Ricketts is the superintendent. At 11 o'clock and 7:30 gospel preaching. The subject for the morning hour is "World Missions." Two of our elders will assist in the evening service, when the subject will be "Come, Tarry and Go."

Christian Endeavor at 6:30. We invite you to attend all our services.

#### METHODIST H. M. S.

Wednesday was Voice Program. The ladies brought home the condition in our Mission field in Africa in a very realistic way.

A palovar about our work in the Congo-Belge was presented by the following members:

Leader, Mrs. Lamb; Mrs. Plaid, Mrs. Rice; Mrs. Go Tell, Mrs. Cummins; Mrs. Doubtful, Mrs. Conway; Mrs. Earnest, Mrs. Simon; Mrs. Duty Dare, Mrs. Johnnie Orr; Mrs. Faith, Mrs. Davidson. Those taking part were so interested in conveying the facts as

they exist, that it was a great success.

It makes our hearts sad to know the conditions as they are, but we are happy to know the people are being taught to seek and to find the Great Healer of Souls. When they come to our hospitals to have their bodies healed. Our Christian doctors are dispelling the pitiful superstitions and power which the witch doctors exercise over these people. Let us as Christians pray and pray that we may hasten the day when all benighted manhood and womanhood may be brought from under the yoke of heathenism.

At the close all joined in singing "Am I a Soldier of the Cross." Society adjourned to meet Wednesday, March 2, for Bible study. REPORTER.

#### EPWORTH LEAGUE PROGRAM.

Program for March 6, 6:15: Subject: A Christians Superiority to Circumstances.

Roll Call meeting. Leader: Raymond Hawkins. Scripture: Phil. 4:10-18.

Song: Faith of Our Fathers. Talks: Temptations, Prejudice, Discard—Louise Jacobsen. Indifference and Sorrow—Harold Bounds.

Difficulties and Worries—Thelma McMillan.

Closing Talk, Conquering In Command—Raymond Hawkins. Business. Benediction.

#### PRESBYTERIAN CHRISTIAN ENDEAVOR PROGRAM.

Time, Sunday, March 6. Place, Endeavor room, at Presbyterian church. Subject, Stewardship as a Rule of Living.

Scripture reading: Matt. 24:14-30. Leader—Miss Gladys McMahan.

Program—Leader's talk.

Song.

Open discussion period, five minute discussion by White Steamers on the topic, "The necessity for a rule of living."

Five minute discussion by Rolls-Royce on the topic, "The Scriptural background of Stewardship."

Five minutes by Packards on, "The social obligations of stewardship."

Five minutes by Fords on "Applications of the rule of stewardship."

Reading in concert of Endeavor Pledge.

Score and roll call.

Song.

Mizpah benediction.

"Who answers Christ's insistent call, must give himself, his life, his all—Christ claims him wholly for His own—He must be Christ's and Christ's alone."

#### CHRISTIAN C. E.

Program, March 6: Leader: J. T. Gilbreath.

Opening songs.

Call to worship: For the ways of Jehovah are right, and the just shall walk in them. Hosea 14:9.

Invocation: Pastor.

Song.

Scripture reading: Matt. 25:4-30.

Prayer song: Have Thine Own Way, Lord. No. 287.

Opening for discussion "Stewardship"

What is Stewardship: Nina Crawford.

Stewardship and its relation to others—Leland Broadus.

The reward of Stewardship—Loyal Estes.

How can practicing Stewardship bring pleasure back to the individual? Carlos Vaughn.

Song: No. 214. Benediction. Try a Want Ad in THE BEAVER.

He parked the car in the darkest part of the road. As her arm stole around his neck she asked: "Do you love me still, dear?" "Yes, sweetheart, but you never around his neck she asked: "Do you love me still, dear?"

## Fox Mercantile Company

### Heralding All That Is New In the Spotlight of Fashion

An intriguing collection of new wearing apparel for the woman and miss, reflecting in a most radiant manner all that is new and desirable for the Spring season. Infinitely varied as to mode and detail, there is a wide choice in all departments, and a range of prices that permits a selection in keeping with the smallest allowance. The quality and workmanship is, of course, up to Fox Mercantile's usual standard and quite consistent with our policy of economy for shoppers.

#### Dresses

Smart, wearable frocks, well-tailored and finished, with new Spring style treatments, smartly interpreted. For immediate wear as well as for wear without a coat later on. The sort of frocks that it is a joy to find at this low price, for they are designed correctly in every detail and smartly in every style note.

\$14.95-\$35.00



#### Suits and Coats

Suits and coats which illustrate all of the outstanding fashion features of Spring. Chic, straight lines are emphasized in the man-tailored suits, while the coats are svelte and slim, with graceful flared lines. These are the fashions that will be seen wherever the smart younger set gathers.

\$15.00-\$30.00

## SEEDS

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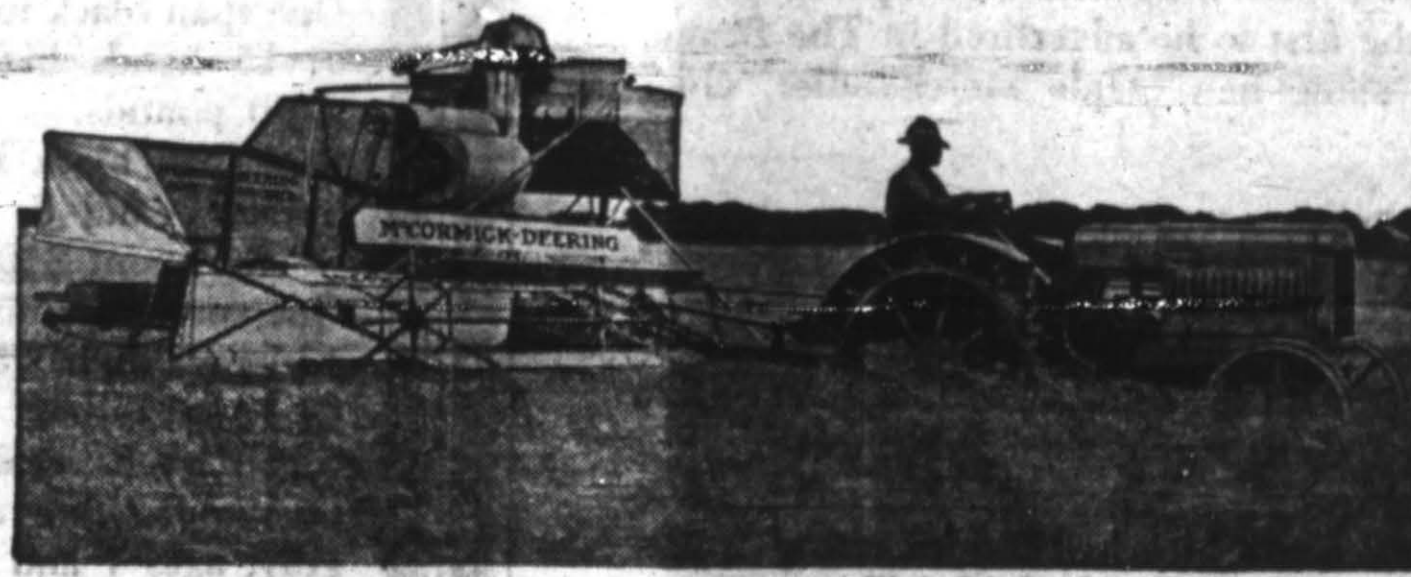
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## TO FARMERS WITH 200 TO 400 ACRES OF WHEAT

WHY BUY A LARGE COMBINE, OR PAY \$3.00 PER ACRE FOR CUTTING YOUR CROP?

Here is our proposition: We can deliver you a 10-foot Machine and you can pay for it with the money you pay the owner of a combine you employ to harvest your crop.



McCormick-Deering Harvester-Thresher Operated by Power Drive from McCormick-Deering Tractor

Number 8 Power Take-Off \$1,280.00  
Number 8 Auxiliary Engine, Horse Hitch \$1,625.00

Give us your orders for repairs early. It will enable us to have a better stock on hand when harvest time comes.

Hereford

## R.B.R. IMPLEMENT CO.

Dimmitt

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McCORMICK-DEERING DEALERS

**Flagg News.**

Mrs. Gray and daughter, from Lamesa visited Mr. and Mrs. Mal Gray Tuesday.

Mrs. Fletcher Ramsey is visiting in Oklahoma this week.

Mr. and Mrs. Cogden are visiting Mrs. Ernest Myers.

Erwin Fulmer and family visited in the W. T. Summer home last Sunday afternoon.

Mr. Casler's brother from Waco will work with him the coming year.

Mrs. Max Gray entertained with a birthday party Tuesday night in honor of her husband. Games were played and a very enjoyable time was had by all.

Mr. Griffin and son left Tuesday for Quitaque to work on the railroad.

Mrs. Holland is on the sick list at this time.

Mrs. Bain and Thomas attended a teachers meeting at Cleo Saturday afternoon.

Mrs. Charlee Walker entertained with a supper Tuesday evening in honor of her husband's birthday.

Messrs. Casher, Bain, Fulmer and Noel attended a sale given by Mr. Maples at Dimmitt last Tuesday.

School opened again Monday Monday after having been closed two weeks on account of smallpox.

at Hart spent the week end with home folks.

Henry Allman and wife, Leo Williams and wife and J. E. Harlin were in Amarillo Saturday.

Miss Grace Jamison spent the week end with her sister at Panhandle.

Mrs. Akeman and Miss Ella Mae Akenson spent Saturday with Mrs. Allen.

Clayton Woolery and wife spent Saturday night in the I. E. Woolery home.

Mrs. G. F. Springer and daughter spent Sunday in the A. F. Jones home.

Mr. and Mrs. Fields spent Sunday in the Smith home.

I. E. Woolery and family spent Sunday in the Clayton Woolery home.

W. J. Sullivan and wife visited in the Allen home Sunday.

Messrs. and Misses Bob Knox, E. V. Sullivan, Henry Allman and Chas. Tice spent Sunday in the Ray Kincaid home.

Henry Allman and Ray Kincaid were Amarillo visitors Monday.

W. J. and E. V. Sullivan and wives spent Monday with Clayton Woolery and wife.

Ed East left for Fort Worth Monday.

**Here and There.**

A light snow fell here the first of the week which will aid the farmers.

J. A. Rogers, of Amarillo, was here Friday and he and Mr. Kincaid went to the Hines sale west of town.

Mrs. Allmon, Mrs. Bob Knox and Mrs. Veri Sullivan spent Wednesday with Mrs. Harion at Summerfield.

Kenneth Hunter shipped cattle to market Friday, going through with them.

Carl Mosely spent the week with his grandmother.

Roy Kincaid and wife and C. E. Tice and wife spent Wednesday in Amarillo.

Henry Allman and wife, Leo Williams and wife and Miss Grace Jamison were in Amarillo Saturday.

Harry Taylor and wife spent Wednesday evening in the C. M. Bell home.

Messrs. Williams, Bell, Taylor, Sparrman, Kincaid, Knox, Tice,

Sullivan and Miss Nettie Lee Green spent Thursday afternoon with Mrs. A. T. Jones.

A. T. Jones and son, Elmer, went to Jumbo Thursday night to hear the Stamps quartet, which gave a concert there.

Mr. Boyd has been on the sick list but is better at this time.

Misses Netha and Neona Kincaid and Maxine Tice were supper guests of Mrs. E. E. Rogers Wednesday.

Earl Lance attended the Hines sale Friday.

Miss Lottie Stagner spent the week end with Mrs. Harlin.

Harry Taylor and wife took dinner in the Lester Boardman home Sunday.

Harry Loomis and wife of Hereford were at the W. E. Upton home Saturday night.

Miss Grace Jamison is staying with Mrs. Kenneth Hunter while Mr. Hunter is in Kansas City.

Mrs. Goodwin, sister of Mrs. Bell, left for her home at Hallinger, Texas, the latter part of the week.

Mr. Estes and family of Dimmitt and Mrs. C. Greer of Hereford attended a social at Frio Saturday night. Mrs. Greer accompanied them home for a few days visit.

Mrs. Ray Kincaid's brother from Oklahoma came Sunday for a few days visit.

A get acquainted social was held at Frio Saturday night in honor of several new families which have moved to the community. Games were played until a late hour when refreshments of sandwiches and pop corn balls were served to over one hundred.

Mr. Sparrman and family and Mrs. Springer and daughter, of Hereford spent Sunday with the A. T. Jones family.

E. E. Rogers and wife entertain-

ed company from Hereford Sunday.

J. B. Harlin was in Amarillo Saturday.

Guests in the Kincaid home Sunday were Messrs. and Misses Henry Allman, Very Sullivan, Knox, Tice and family, and Mr. Vick.

Sunday school was well attended in spite of bad weather and a number were at singing.

Albert Springer and wife were at the Jumbo concert Wednesday night.

In 1541 Coronado came into the Great Plains of Texas from Mexico, looking for the Seven Cities of Gold.

**EASTER**

Is April 17

—For that Easter Suit of yours, we have some very choice designs and some real pippins in the way of price.

—Order now so that you will have that new suit on time.

**WEST'S**

Tailor Shop

Phone 385

**Frio-Easter Items**

A social was given at the Frio school house Saturday evening, honoring the people who have recently moved into the community. Everyone enjoyed the evening.

The change in the weather Saturday night and the light snows will be of help to the farmers.

Mrs. Fred Weston and Mrs. W. J. Sullivan spent Monday afternoon with Mrs. Fields.

Friends of Mrs. Allen will regret to hear of her illness this week.

E. V. Sullivan and wife spent Wednesday in the Bob Knox home.

E. E. Deak and wife spent Wednesday in the H. C. Deak home.

E. K. Hunter was a visitor in the V. C. Woolery home Wednesday.

Mrs. Walton called on Mrs. Allman Tuesday morning.

Messrs. Bob Knox, E. V. Sullivan and Henry Allman spent Wednesday afternoon with Mrs. J. B. Harlin.

Sam Hunter and wife visited in the Ed Allen home Friday night.

Mrs. Allmon called on Mrs. E. V. Sullivan Friday.

Messrs. George Chamness, L. R. Sullenger and Miss Maurine Sullenger spent Thursday afternoon with Mrs. Carl Frye.

Messrs. Knox and Sullivan called on Mrs. Jones Thursday afternoon.

E. K. Hunter left Friday for Kansas City with a car of cattle.

Mr. Sullenger of Duncan, Okla., is visiting his sister, Mrs. Kincaid.

Miss Va Allen who is teaching

**TRANSFER**

And light hauls and deliveries done quickly on short notice.

Phone 116 and try me out.

Charges Reasonable.

ARCH CONKLIN.

**SAVE TO BUILD—BUILD TO SAVE**

Money paid out in rent is gone forever—Money paid out on a Home is Saved.

**BUILD AND SAVE—INSURE TO PROTECT SAVINGS.**

See us for Insurance—Investigate our Home Financing Plan.

If you're sick, call your doctor; if you have a lawsuit, go to your lawyer.

If you need a LOAN, or if you are not INSURED, call

Yours truly,

Ralph Barnett, Manager

**HEREFORD INSURANCE AGENCY,**  
Phone 278. Hereford, Texas.



**SPRING BUILDING**

Don't take our word for it. Ask the man experienced in building and he will tell you that the best materials are always cheapest in the end. Why? Because good materials resist both age and weather. Wherein so many fail, is the reasoning that the best always costs the most. This is not true—because in lumber often more waste will be sawed from seconds than the saving hoped for—as compared to first grade material. Our yard is now completely stocked with first grade lumber. We want to serve you.

Lumber of all kind and in all grades for special construction of any nature. Also brick, concrete, lime, roofing, shingles, laths, tile, sand, glass, doors and windows; also builders' hardware.

Whether you plan a complete new structure or only alterations or repairs, we can supply just the materials you want. We have plan books for every conceivable job—from shanty to mansion—and they are for your use, without charge of any kind. Come in and let us assist you.

**Kemp Lumber Company**

GOOD SERVICE

**FREE! FREE!**

**BIG**

**BARBECUE**

EVERY ONE INVITED

**Sat. Mar. 5**

12:30 P. M.

Eat Your Dinner With Us and See the

**K-8**

**OIL WELL SPUD IN**

Owned by Hereford Citizens

Music :: Entertainment :: Speaking

**HEREFORD, TEXAS**

Follow the



To the Well

**WARNING!**

**WARNING!**

**WARNING!**

The Retail Merchants of Hereford, at a meeting held February Twenty-fourth, Nineteen Hundred Twenty-seven, agreed that the practice of giving "Hot" checks must cease in Hereford.

It is a practice that every man, woman and child knows is wrong, and the State of Texas has a law which is intended to protect the public against such a practice; and the persons, who have in the past persisted in such a practice, are hereby warned that in the future such violations will be handled in a legal way.

The law on such violations is as follows:

**ARTICLE 1546 SPECIFIC ACTS; CERTAIN WRONGFUL ACTS INCLUDED.**

Within the meaning of the term "swindling" are included the following wrongful acts:

The obtaining by any person of any money or other thing of value with intent to defraud by the giving or drawing of any check, draft or order upon any bank, person, firm or corporation with which or with whom such person giving or drawing said check, draft or order has not at the time of the giving or drawing said check, draft or order, or at the time when in the ordinary course of business such check, draft or order would be presented to the drawee for payment, sufficient funds to pay same, and no good reason to believe that such check, draft or order will be paid; provided, that if said check, draft or order is not paid on presentation the return of same shall be prima facie evidence of the fraudulent intent of said person drawing of giving said check; and provided further, that if such check, draft or order is not paid within fifteen days after the same is returned unpaid, it shall be prima facie evidence that no good reason existed for believing that said check, draft or order would be paid, and it shall also be prima facie evidence of intent to defraud and knowledge of insufficient funds with the drawee.

The Retail Merchants and Other Business Men of Hereford



**We Sell Only Standard Merchandise**

# Ford Products

FORD CAR SALES FOR 1926 WAS ONE MILLION GREATER THAN THE CLOSEST COMPETITOR.

## GOODYEAR TIRES

EVERY YEAR FOR LAST TEN YEARS MADE AND SOLD MORE TIRES THAN ANY OTHER COMPANY IN THE WORLD

**GOOD GULF  
GASOLINE 19c**

SOLD IN THREE OF THE FOUR INDEPENDENT STATIONS IN HEREFORD.

# Hereford Motor Company

LINCOLN *Ford* FORDSON  
THE UNIVERSAL CAR

### Golf Club Elects New Set Officers, Big Plans

(Continued from Page One.)

standing committees on Tournaments, Membership and Rules.

It was announced that the owners of the golf grounds have recently purchased three acres, which lie across the fairway of the old Number One green, and Mr. Mercer's crew is now busy clearing this new ground up and preparing it for play. This will add greatly to the attractiveness of the grounds and to the rounding out of Fairway No. 1. A new well is to be sunk, too, near Tee No. 1, where pure, fresh water can be obtained on hot days.

Dow Mercer came in for some fancy "kidding" concerning the number and size of his bunkers. Fred Patton, it was stated, has been threatening to import some antelope and turn them loose on the links, but is hesitating because he fears they will get lost in the big bunker at No. 8. Homer Fox kicked because Mr. Mercer has not installed a special pond for some pedigreed bull dogs he has in view. Mr. Mercer stood the gaff like a good sport, however, and came out grinning from ear to ear.

Incidentally, Mr. Fox announced that he would give a \$10 Stetson hat to the member who first makes a hole in one this year. However, there is a proviso attached which says that the feat must be certified to by more than one "satisfactory" witness. Whereupon W. H. Russell signed and remarked that he and Carl Cockrell were practically barred by this provision. Which started another grin around the circle.

Among new members voted upon and admitted were four business men of Friona, who come over once a week and play all day, eating their lunch on the grounds. Strong comment was made at the meeting upon the fine advertising the local club is bringing Hereford. The special attention of the Chamber of Commerce was called to this fact.

It was a dandy good meeting and the club is starting out better off in finances, members, condition of the grounds and enthusiasm than ever before in its history. Some splendid tournaments are planned for the summer months.

### Adrian Sims Notes

A light snow fell here Sunday night. Wheat in this vicinity is still looking fine. Pete Hutchinson was in Adrian

Tuesday afternoon. Lige Ellison went to Hereford Monday.

Ray Chapman made a trip to Adrian Tuesday afternoon.

Glen Slaughter and Wayne Guthrie left Saturday for Crosbyton. J. M. Chapman transacted business in Hereford Friday.

Misses Maude and Jessie Malone were shoppers in Hereford Wednesday.

Misses Catherine Rector and Marguerite Russell were Adrian visitors Tuesday afternoon.

Heard Iverson went to Hereford Tuesday of this week.

J. M. Chapman and boys, Ray and Junior, visited Lige Ellison Saturday evening.

### Hereford Music Lovers To Observe Music Week

A meeting was held at the Broad-

well home last Tuesday night for the purpose of getting the sentiment of Hereford music lovers as to National Music Week. Eighteen were there and all were in favor of organizing a committee and electing officers to start the movement forward.

Rev. Jas. T. Ross was elected president, Mrs. A. O. Thompson secretary, and Misses H. L. Broadwell, G. A. F. Parker and A. O. Thompson were selected as an advisory committee to assist the general committee.

Mrs. Broadwell opened the meeting and explained the object of National Music Week and told of the remarkable growth of the Music Week movement. The dates are the same days all over the United States, namely May 1 to 7. Rev. Mr. Ross said we must enlist the entire community to help in this great event and we want all institutions and the rural communities to take an active part.

Mr. Ross said a general committee is now being organized and the next meeting will be held at the Broadwell home Monday night, March 14th, at 7:30.

Walnut Springs—Merchants of this town have inaugurated a second Saturday trade day feature of benefit to diversified interests of the city. Each second Saturday they give away a Jersey cow to the lucky buyer in a contest.

### Coming to

AMARILLO

### DR. MELLENTHIN

SPECIALIST

In Internal Medicine for the past fifteen years

DOES NOT OPERATE

Will be at

AMARILLO HOTEL

FRIDAY, MARCH 18

Office Hours: 10 a. m. to 4 p. m.

ONE DAY ONLY

No Charge For Consultation.

Dr. Mellenthin is a regular graduate in medicine and surgery and is licensed by the State of Texas. He does not operate for chronic appendicitis, gall stones, stomach, tonsils or adenoids.

He has to his credit wonderful results in diseases of the stomach, liver, bowels, blood, skin, nerves, heart, kidney, bladder, bad wetting, emphysema, weak lungs, rheumatism, sciatica, leg ulcers and rectal ailments.

Below are the names of a few of his satisfied patients in Texas: who have been treated for one of the above named cases:

- Mrs. Wm Seelig, Haskell.
  - Mrs. Sam Wilson, Brownwood.
  - Mrs. H. B. Fowler, Grandview.
  - Mrs. T. H. Schmitz, McGregor.
  - Charlie DeLuneck, Sealey.
  - Aug. Mick, Sealey.
  - Alfred Koenig, Devine.
  - Mrs. Chas. Eibel, Spring Branch.
- Remember above date, that consultation on this trip will be free and that his treatment is different. Married women must be accompanied by their husbands. Address: 211 Broadway Bldg., Los Angeles, California.



Build Yours

### The Way To Begin

—is to commence

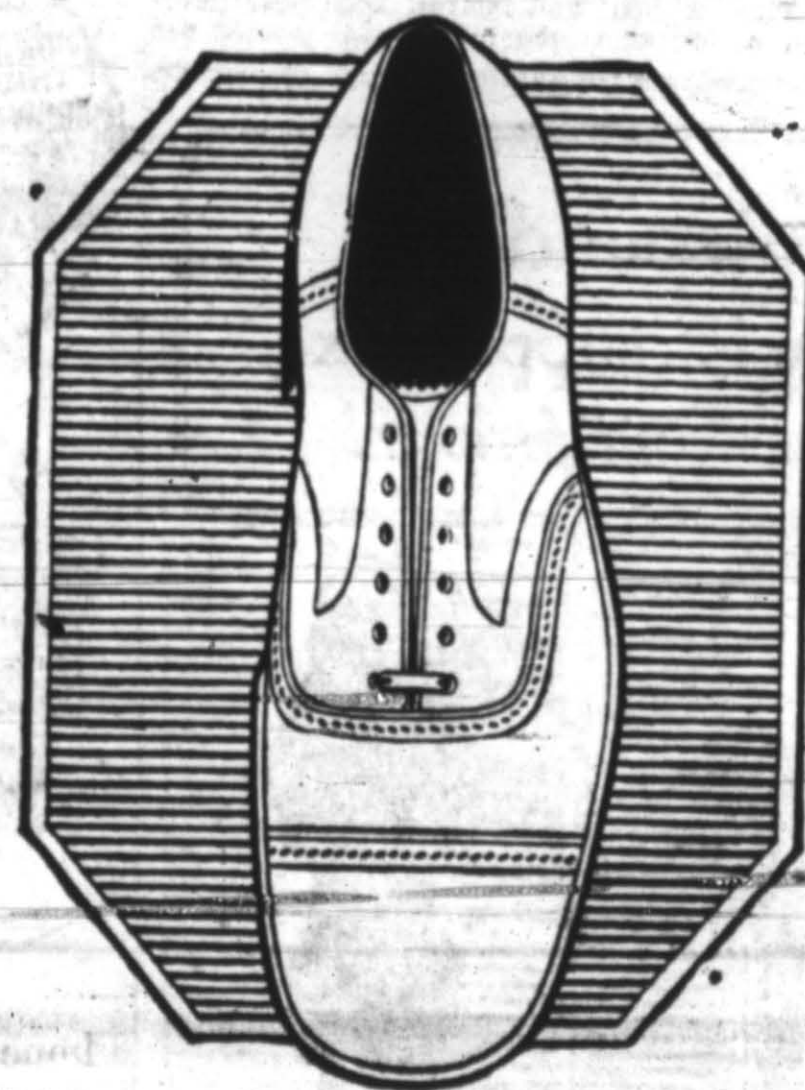
Have you worked and saved for that home of your own? Do you own a lot and would like to see your dream begin to materialize? Our Building and Loan method is the way.

Your home completed and your family in it this summer—then a regular set form of payments which is always fair, consistent and makes it possible for you to enjoy your home as you pay for it.

Come in and let us explain Building and Loan advantages. It is the ONLY way to build.

The Plains Insurance Agcy.

John Patton, Manager



### Something Rare in Sales

A Table of Florsheim Shoes at Reduced Prices

WHEN? SATURDAY AND MONDAY ONLY, MARCH 5-7.

FOR HOW MUCH?—\$10.00 AND \$11.00 VALUES FOR ONLY

**\$5.95**

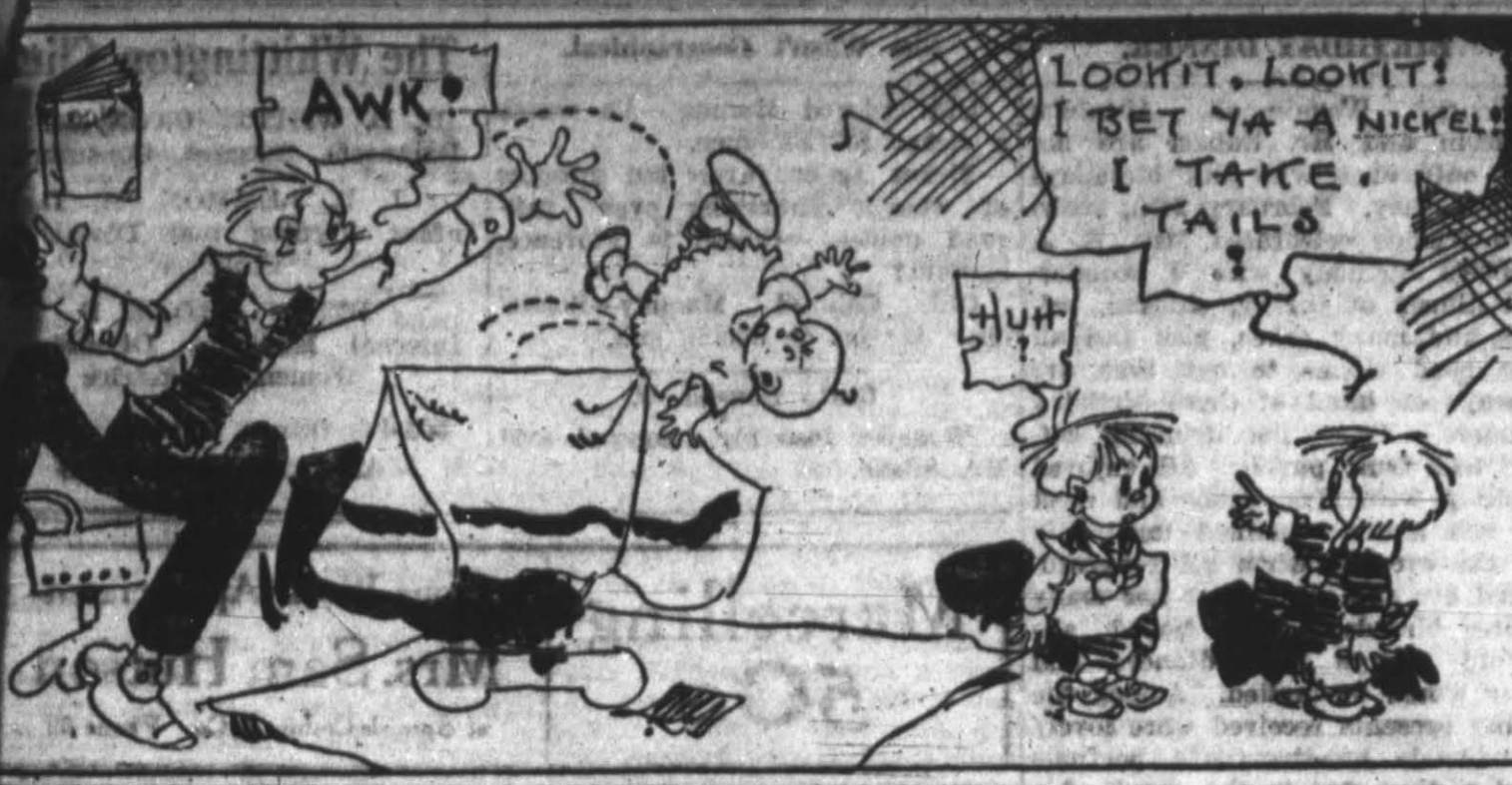
WHY?—BECAUSE THESE ARE BROKEN SIZES, BUT THE STYLES ARE GOOD.

Better Come Early Before They Are Picked Over.

**Fox Mercantile Co.**







**Wyche Notes**

The party at the R. B. Jackson home was greatly enjoyed by a large crowd Saturday night. Mrs. Fred Curtis and smaller children visited Mrs. J. J. Clayton recently. Mrs. Jim Sanders and family visited her sister, Mrs. J. D. Suggs, at Clarendon last week. Miss Mildred Taylor spent Saturday night in the Jackson home. We regret to report that H. Y. Schultz is laid up with an injured eye this week. J. L. Hoffman has bought a new car. Mrs. Keith and daughter were callers in the Clayton home Sunday afternoon. A number from our community attended a program at Jumbo Wednesday night. Rev. LaGrone has been holding a short revival at Wyche. C. C. Cook visited the Ewton home Saturday afternoon. J. L. Hoffman and family and

L. J. Kuper and family attended R. B. Jackson and J. L. Hoffman left for Pampa Sunday. The closing of the mission at Umbarger Sunday. G. W. Cox and family, of Happy, were at the party at the Jackson home Saturday night. Troys, Loys and Woodrow Carmichael spent Sunday with Don McKinney. **Joel Cleanings** G. W. Cassells and wife, of Hereford, have been visiting their daughter, Mrs. Guy Smith. Mrs. Joe Greer visited the Glenn Greer home at Dawn recently. W. T. Smith and wife were in Hereford several days this week. Walter Galley has been doing some discing. Lester Galley was in Hereford one day last week. Ed Bots and the Callaway family were in Hereford Saturday. Cecil Walker was in Hereford one day last week.

FOR QUICK JOB SERVICE SEE THE BRAND.

**Announcement**

Delco-Light Frigidaire Corporation decided to cut the Hereford territory in two, thus terminating the partnership of Kinney & Oberthier. Mr. Kinney taking the Plainview and F. H. Oberthier taking the Hereford territory.

We are entirely sold on FRIGIDAIRE Electric Refrigeration and Delco Light products, believing that they are the best that are made at this time.

We have sent a Hereford man, George McConnell, to the factory to take instruction in both lines and we are determined to give Hereford territory the best possible service.

When you buy any kind of machine don't forget to consider whether it is the best of its kind and what is the chance to have it serviced.

Remember that Electric refrigerators especially cannot be serviced except by men trained on that particular machine. We will not attempt to service off-brand electric refrigerators under any circumstances. We know there is a wonderful field here for FRIGIDAIRE and Delco-Light and we hope to be able to give you the benefit of these wonderful conveniences.

**F. H. Oberthier & Co.**

Agents for Deaf Smith, Castro and Parmer Counties Phone 390, Hereford, Texas.

Products of General Motors.

**PUBLIC SALE**

AT THE CAP ROCK JERSEY FARM Crosbyton, Texas THURSDAY, MARCH 10th, 1927. Pure bred Jersey cattle, best bred cattle ever shipped to Crosby county. All of pure bred chickens, dairy equipment, and all equipment of the Cap Rock Jersey Farm goes in this sale.

**E. HAYS SIEBER**

Owner Cap Rock Jersey Farm. W. H. Seale, Auctioneer. Crosbyton, Texas

**Introducing**

**Dr. LeGear's Poultry and Stock Remedies**

All Kinds of Remedies for All Kinds of Diseases for Both Poultry and Live Stock. Dr. LeGear's Poultry Prescription, mixed with the mash, will increase the egg production. Dr. LeGear's Dip and Disinfectant is recommended and guaranteed for all purposes.

—we pay cash for POULTRY, EGGS, CREAM, HIDES. —dealers in SALT, MEAL, BRAN, SHORTS AND FEEDS OF ALL KINDS.

**Golden Rule Produce Co.** Phone 108. We Deliver

**Ford Doings**

Wheat farmers are pleased over the snow which fell first of the week. Floyd Benson was in Amarillo Monday. A baby girl was born to Mr. and Mrs. Harold Smith recently. Misses Ruby and Veda Parker are spending the week with their sister, Mrs. Floyd Watson, at West Way. John Lenox was in Amarillo last Wednesday. Mrs. Hardy Benson had the bumps last week. Leslie Johnson has a case of chicken pox. Miss Viola Thomas visited our school Thursday. Mrs. Bob Orr and John Whitsett and wife were among the shoppers in Hereford Saturday.

**Northeast Corner**

The snow was welcomed by the farmers as crops were badly in need of moisture. Lee Norman visited Marvin McBroome one night last week. Ted White and wife visited Fairview school one morning this week. H. J. Oglesby and family spent Saturday evening in the home of his father in Amarillo. Elmer Womble and wife were in Hereford one day last week. Ted White and wife spent last week in the Lonzo Price home. A social was given in the Ben Oace home Friday night, when the evening was spent in games and music. Stanley Thomas and Kim Ware visited friends here Sunday. Miss Bowen of Canyon high school spent last week in her home here. H. J. Oglesby and family spent an evening last week in the Ware home.

Two persons at Palo Duro Sunday. He spent Sunday in the W. J. McClain home. Miss Elizabeth Oace spent Friday night with Lorraine Daniel. W. B. Bowen and wife visited school one day last week. Miss Zoe Beavers spent Saturday with relatives in Hereford. Oren McClain visited one night with Clarence McBroome. Louis Lee was in Amarillo one day last week. W. B. Bowen and wife spent Sunday in the McClain home. Mrs. Hubert Dowell spent Saturday in Hereford.

**Bracing** Southwestern Sunrise **White Swan Coffee** It Goes Farther

Troy Price and family spent Sunday in the W. T. Price home. Several youngsters spent Sunday in the J. T. McClain home. Truett McClain and family visited Mrs. McClain's parent Sunday. Mr. Ledbetter visited the T. M. McBroome home last week. W. T. Womble and family were in Hereford Saturday. Lawrence Womble and wife visited in the Elmer Womble home Monday. L. C. Moore was an Amarillo visitor Tuesday.

**News from Bethel**

Miss Fannie Lee Mason spent the week end with relatives in Lubbock. Mr. Arnes returned from Oklahoma the first of this week. Lee Womack and family of Dimmitt spent Tuesday in the J. C. Williams home. Misses Head and Roberts were shopping in town Monday. Mabel and Ernest Stiles visited the Vern Lust home Sunday.

Mrs. K. Roberts was in Big Square Tuesday afternoon. An agricultural meeting held at the school house two evening each week is being well attended. Loyal Lust and wife spent Monday night in the Earl Lust home, going to Dimmitt Tuesday. The children of Sid Sheffy and wife have whooping cough. Vern Lust is suffering from rheumatism and the doctor was called Saturday. Harold Grimes and family of Claude spent Saturday and Sunday in the Vern Lust home. Mr. Orier and wife spent Thursday with the O'Brien family. Boyd Kimball was in Hereford Friday. Earl Lust and wife spent Friday in the Vern Lust home. Bethel enjoyed good Sunday school and church services Sunday, the Baptist preacher holding the services. Earl Lust, and family spent Sunday with Vern Lust and family.

Quick Job Service at The Brand

**Get the NEWS**

At the NEWS Stand We Handle All Newspapers for This Locality. We have all the Magazines that will interest you. Tell us your newspaper and magazine troubles—we can get you anything you want in the line of reading matter. Complete line of Candy, Cigars, Cigarettes, Tobacco and Soft Drinks. Phone 160.

**Hereford News Stand**

Ino. Robinson, Jr., Proprietor.

**When We Tub Them**

the shirts and collars, we mean, there is general satisfaction throughout the household because they have nice clean fresh linen, mother because she is rested and fit to enjoy her family. Slavish hours over the wash and ironing boards belong to an era of the past. With modern new machinery and scientific handling of the family wash, the Canyon laundry brings freedom to the women of Hereford. Every father and son should insist it be enjoyed in their home. Phone 385 and tell us to call for next week's wash. Our prices are most reasonable. **WEST TAILOR SHOP** Phone 385. Agency Canyon Laundry.



DO YOU LOOK LIKE THIS? Before doing a Brodie TRY **AL CHRISTIE'S Laugh Tonic** The **NERVOUS WRECK** Coming to **STAR THEATRE**

**Specialist In Poultry**

—When sick, you go to a doctor. When in need of legal advice you go to a lawyer. But most people in buying poultry buy from hatcheries where a specialty of breeding is NOT MADE. WHY? buy from one who is making a specialty of the poultry business. We are breeders of S. C. White Leghorn and S. C. Rhode Island Reds, and make a close study of each breed. Our's carry the standard of fashion and will make you money. \$15.00 and \$18.00 per 100—Order Early. Deliveries Each Week. **HENDERSON'S FARM** J. M. Henderson & Son, Owners and Managers.

FOR QUICK JOB SERVICE SEE THE BRAND.

**USED CAR BARGAINS**

We now have some mighty good buys in used and reconditioned cars, well worth investigating if you are in the market for a coupe, sedan, roadster or touring car. You can get the car you want at your own price here, so step lively.

Gas Oil Tires Batteries Garage Work Of All Kinds

When In Trouble, Phone 216. **Brumley Chevrolet Co.**



# 60 Miles Plus

7-bearing crankshaft — hydraulic 4-wheel brakes

No wonder people have singled out the six-cylinder Chrysler "60" as the outstanding value in its field — a preference reflected in Chrysler's dramatic rise from 27th to 4th place.

Six-cylinder motor, seven-bearing crankshaft, impulse neutralizer, oil-filter, air-

cleaner, 4-wheel hydraulic brakes, full pressure lubrication, manifold heat control and road levelers, front and rear — these are some of the outstanding features which make sixty miles an hour — more if you wish — always smooth, effortless, easeful in the Chrysler "60".

## CHRYSLER "60"

COACH  
\$1145



L. W. Hough, Dealer Hereford, Texas  
Phone 111

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

### BIG SQUARE

Will Wyer was in Hereford on Wednesday.  
Jay Sampson and wife visited in the Lambert home Sunday.  
Mrs. K. Roberts spent Tuesday afternoon in the Benton and Lambert homes.  
Glenn Stiles and wife spent Sunday in the Vern Lust home at Bethel.  
Jay Sanders and wife and Charle Phillips were shopping in Hereford Saturday.  
Muriel and Ernest Stiles and Clyde Thomas were in Muleshoe Friday.  
Glenn Stiles received 500 chicks this week, and Ham Lambert received 300.  
J. B. Phillips and wife of Hereford spent Saturday and Sunday in the Lambert home.  
Charlie Donald and Frank Lambert looked after their cattle at Frank and Big Square Monday.  
Will Wyer and wife were in Hereford Tuesday.  
Alfred Scott was in Muleshoe Monday.  
Miss Ruby Nations spent the week end in Dimmitt.  
Jay Sanders and wife attended the silver wedding anniversary of Mr. and Mrs. Louis Huckart at Summerfield Sunday.  
Wirt Phillips and daughter visited in the Phillips ranch home last Thursday.  
Mrs. George Kellar is on the sick list this week.  
Ray Haberer spent the week end in Dimmitt.

### Dawn News Notes

Honor roll for sixth month of school includes Lois Smith, Laverne Sherbit and Mary Bazner.  
Lois Smith is absent from school because of sickness.  
The Bagwell children returned to school Monday.  
Miss Ethel Mae Morris returned to school at Canyon Monday.  
W. F. Mayfield and family returned from Plainview Friday.  
E. E. Doak and wife were visitors in the W. L. Harris home Saturday.  
W. L. Harris and family spent Sunday with the E. E. Doak family.  
Reuben Mayfield took dinner Sunday in the Winberley home.  
Several young people enjoyed Sunday in the W. F. Mayfield home.  
Miss Ines Miller visited her grandmother in Canyon recently.  
H. E. Miller and wife were in Hereford shopping Saturday.  
J. O. Miller returned from Wichita, Kansas, Friday where he attended a farm implement exhibit.  
Dawn library society meets Saturday night with the following program:  
Song—Society.  
Reading—Bernice Harris.

Song—Six school girls.  
Piano solo—Mrs. A. T. Frye.  
Play, "Organizing a Society."  
Reading—Miss Lois Samuelson.  
Quartet—Four men.  
Reading—Reuben Mayfield.  
Jokes—Miss Gusta Samuelson.  
Several other numbers are included in the program. The house will be electrically lighted.

### Summerfield

Over fifty neighbors and friends gathered at the country home of Mr. and Mrs. Louis Huckert Sunday, February 27, to celebrate their silver wedding anniversary. Each family brought a well filled basket and everyone enjoyed a sumptuous dinner.  
Mr. and Mrs. Huckert were presented with a number of lovely

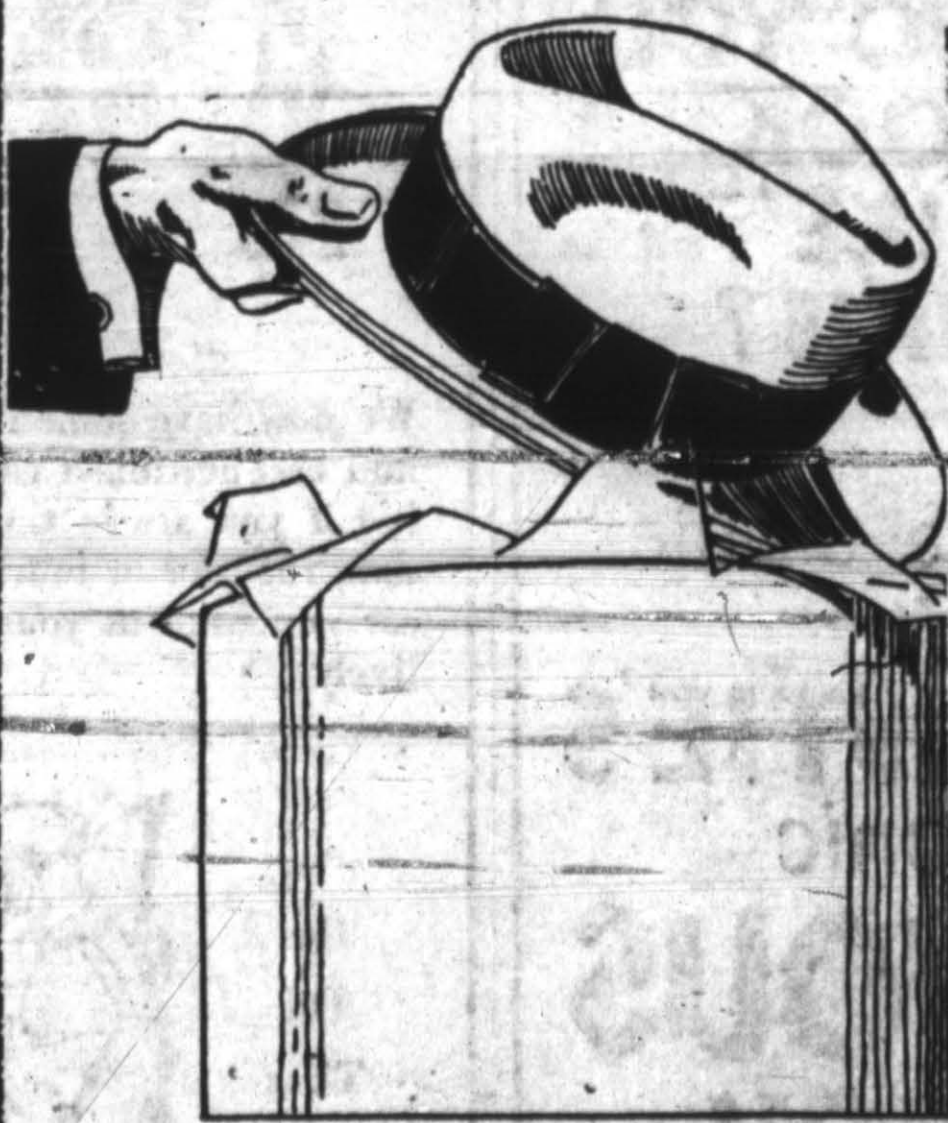
silver pieces. Mr. and Mrs. Huckert were married in Greendale, Alsace-Lorraine, February 25, 1902. In February, 1908, they settled in Iowa. Five months later they moved to Summerfield.

The regular meeting of the Summerfield Community Club was held Tuesday afternoon at the home of the president, Mrs. Lee Curry. Mrs. Wayne Murdoch had charge of the program, the subject of which was Exterior Decorating.

Interesting talks were given by Meses Curry, L. Johnson, Churchhill and Ray Johnson. A lively round table discussion and a flower exchange were features of the program. The next meeting will be on March 10th, at the home of Mrs. Ray Johnson.

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

## Specials Sat. and Mon., Mar. 5-7



### New Mallory Hats

Established 1823

SELECTING A NEW HAT FOR SPRING WEAR IS EASY—OUR VARIED SELECTION TAKES CARE OF THAT. OUR PRICES MAKE IT ECONOMY

— Special \$7.00

### NEW SHIRTS For Men

Attractive color and pattern combinations afford a most unusual range of choice when you come here to select your spring shirts.

\$3.00 ---- \$2.50  
\$2.50 ---- \$2.00  
\$2.00 ---- \$1.75



The material in these wastes is excellent. It will hold its color, and wears exceptionally long. The assortment of colors and patterns aids you in choosing to suit your taste.

\$2.00 ---- \$1.75  
\$1.50 ---- \$1.25  
\$1.25 ---- \$1.00

## J. O. NEWELL

WE GIVE 2¢ GREEN STAMPS

### Progressive News

A number of Progressive ladies and girls staged a surprise on Mrs. David Thompson and daughter, Mrs. Edward Meeks, of Sweetwater, Wednesday at noon when they went in to spend the day, taking dinner. The afternoon was spent in visiting and the day was an occasion of pleasure, and fun to every one present.

The new home of Mr. Webb on Progressive Avenue is completed and the family moved Sunday.

Wayland Counts was reported sick last week.

Ray Hershey and wife visited in the Counts home Sunday.

Program for singing:

Opening songs—Mr. Reeves.

Song—Luke McBrier.

Quartet—arr Fred Caldwell.

Ladies' chorus—arr Mrs. Lewis.

Duet—Ida Mae Knox, and Velma Caldwell.

Solo—Johnny Biggs.

Quartet—arr Bill Knox.

Duet—Misses Hastings, Brumley.

Song—Katherine Hershey.

Selections—Miss Lewis.

Piano Duet—Ruth Haberer and Ida Mae Knox.

Closing song—Mildred Ricketts.

Benediction—Mr. Cockrell.

Ivan Monaghan and wife took supper in the Ray Hershey home Wednesday.

A large attendance at Sunday school last Sunday, 39 being there.

### BIRTHDAY DINNER.

George Washington, Abraham Lincoln and Mr. Edison are not the only ones who had birthdays in February. February 24th, sixty-two friends celebrated Mrs. R. J. Kibbe's birthday with a wonderful dinner of turkey, chicken, salads and many cakes, pies and all the good things to eat that are always on hand at these birthday dinners. Those not drinking coffee had fruit punch. All enjoyed visiting with Mrs. Kibbe and most of the ladies remained until late in the evening when all congratulated her and wished for her many more birthdays and hoped she would always have dinners and they would be invited. Among the many presents received were lovely hand-made handkerchiefs, perfume and a door stop in the shape of a dog made and presented by Ramey Douglas.

### Symptom No. 1.

The lamp in the parlor was burning quite low, and the scared youth was yearning.

To snatch a sweet kiss From the sweet little Miss, But he didn't for he was just learning.

### Please Don't Shoot.

"The only way to make a pair of pants last," shouted the tailor, "is to make the coat and vest first."



## Here I Am!

New It's Up To You.

I am a baby chick just out of the egg. Nature has filled my little bread basket with enough food to last 72 hours. Then it's up to you.

If you feed me a dirty mash or table scraps, I'll probably die.

But if you start me on Purina Chick Startena and feed me according to the Purina Plan, the chances are nine to one that I'll grow up and make you money.

Don't feed me anything for 72 hours. Then start me on Purina Chick Startena, the dependable starting mash containing buttermilk and cod liver oil.

JONES & McLEAN  
Phone 1

The Store with the Checkerboard Sign



### She Wasn't Geographical.

Old Colored Mammy—Ah wants a ticket to Florence.  
Ticket Agent (after ten minutes of weary thumping over railroad guides)—Where is Florence, madam?  
Old Colored Mammy—Settin' ober dar on de bench, suh.  
Quite Consistent.  
"I never lose my temper," said Mr. Steele.

### The Whittington Clinic

H. D. WHITTINGTON, M. D.  
Diagnosis, Surgery, Consultation  
J. E. LEMMON, M. D.  
Infant Feeding and Diseases of Children  
BEN N. ARD, M. P.  
Internal Medicine, Diseases of Women, Obstetrics  
503-4-5 Oliver Balle Building  
AMARILLO, TEXAS

Marcelling  
50c

Your Work Appreciated  
Mrs. Sam Hutson  
at Sprengle-Cook & Co. Phone 82

"Did you make that face at me?" roared the schoolmistress.  
"No, ma'am," said the little boy, "you just happened to walk in front of it."

## WANTED!

TO BUY ALL THE SECOND-HAND FURNITURE WE CAN GET OUR HANDS ON FOR THE NEXT 10 DAYS

Anthony Furniture Co.  
Phone 169 Hereford, Texas



## ANNOUNCEMENT

JUST RECEIVED

For Women and Young Ladies of Discretion  
The latest Easter styles in Pumps, Oxfords with spike heel, baby French heel, Cuban heel and flat heel.

Come and inspect our entire stock before you buy—all goods moderately priced.

Also new stock of Ladies' Silk Hose, in Chiffon and pure silk—all the latest shades.

THE FAMOUS ROLLIN MAKE.

## Popular Store

"Up-to-the Minute Men's and Boy's Furnishings.

## ATTENTION!

### Hog Raisers

The past six months heavy hogs have been selling mighty good on all the Eastern markets—they never have sold good on the Western markets. The packing season is over now and warm weather is coming on and the margin has begun to widen between heavy and light hogs, and it may be to your advantage to make them heavy.

Bring your hogs on Friday, then I can pay you the full strength of the market. Ship them out Saturday and save holding them over on expense. If you just have to bring them on other days, phone me the night before so I can have a man at the pens.

Give me a chance and we will maintain the best hog market possible.

Yours very truly,

G. W. BRUMLEY



