

The Hereford Brand
PUBLISHED EVERY THURSDAY
BY W. B. HOLMAN
Publisher
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of players won gold medal prizes for individual merit. It is good to see the schools turning to such things instead of giving so much of their attention to athletics, which should hold a secondary place in our schools.

Texas' Generous Spirit.

The readiness, even eagerness, with which Texas people have responded and are still responding to the silent appeal of Rocksprings for aid in restoring to somewhat its former condition the tornado-stricken towns stirs the pride of every true-hearted Texan.

Charity Knows No Color.

I was at the Ebenezer Tabernacle in Austin, the city's largest church of colored people, to hear an Easter cantata rendered by the Ebenezer choir, one of the largest and ablest negro musical organizations in Texas.

AND SO IT GOES.
There was a man in our town, and he was wondrous wise, for when he marked his prices down he then did advertise. And when he saw his trade increase, with all his might and main, he lower still marked every price and advertised again.

and none were injured, but suffering and sympathy know no color lines. The white people are our need and we must prove that we are cheaters." The response was liberal and gladly made.

Border Highway Project.

If a movement started at Laredo and sponsored by all the counties and towns along the Mexican border in Texas is pushed to completion Texas will have one of the most wonderful scenic highways in the world.

In One School Twenty Years.

Prof. J. H. Newton gets his picture in the Dallas News for having taught in the Cooper public schools continuously for 20 years.

Building New Court House.

San Augustine, one of the oldest towns in Texas, is to have a new court house in keeping with the general progress of the town.

Boys' and Girls' Club Contests.

Navajo county has 300 boys and girls entered in the various club contests of the county. They are contesting for all kinds of prizes and honors in the raising and caring for products of the farm.

Poultry and Milk.

On one page of Texas daily paper I saw today that four chicken hatcheries in Parker county are operating with a combined capacity of 60,000 eggs.

Mohair by the Millions.
The goat raiser is no longer laughed at in Texas. The goat business is something of which to be proud.

Arney News Items

Miss Lucile and Raymond Hage visited in the Lester Hage home Saturday night.
Ray Cole and family were in Nazareth Saturday.



Compare it for Appearance Performance Price

Only in cars much higher in price will you find such smartness of line, such beauty of design and such elegance of appointment as in the new Chevrolet! Compare its appearance with that of any car at any price—and then you will know why it has everywhere been acclaimed as the Most Beautiful in Chevrolet history!

Brumley Chevrolet Company, Inc.
Hereford, Texas
QUALITY AT LOW COST

Army Lets Contract For Hats and Ties

A contract for 95,000 new campaign hats and 100,000 new black silk four-in-hand ties for issue to enlisted men has been awarded by the Quartermaster General of the Army.

Answer Me These.

Whom did Captain Kidd? What made Oscar Wilde? What does Harold Bell Wright?

City Loans

Payable Monthly; Lowest Interest rate; quick service, inspection and titles passed by our office.



MEATS That Are Always Best

—Meats purchased from our carefully selected stock are thoroughly enjoyed by every member of the family.

Texas Meat Market
CLOYD & ROBINSON Proprietors
PHONE 223
WE DELIVER

VIKING
Is the better Separator Because it is Built Better
Your cows will pay more with a Viking. Most simple and highest grade of construction makes it very easy to operate.

Golden Rule Produce Co.
One 108. We Deliver

Are You Guilty?
If putting off until the last minute the lit-pair jobs about the place—and then get too busy with other things to do them on?

REU HARDWARE COMPANY
Home of Service and Quality.
THEir SUGGESTION:
Use poor tools? You can't do good work with poor tools.

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

M System SAVES FOR THE NATION
Offerings Saturday, April 30
String Beans, New Spuds, Dry Salt Bacon, Sani-Flush, 12bars P. & G. Soap, Cocoanut, Maxwell House Coffee

GRADUATION

Graduation time marks the closing of one of the most important periods in the life of the boy or girl. The greatest formative period of one's whole life is probably covered by the years spent in the high school, a period of character formation, and both mental and physical development. We are all interested in the young people of the community, and are glad when they receive their diplomas; and we can show our appreciation of them in no better way than through appropriate gifts.

Our stock of gift articles is very complete, and we can offer you new and up-to-date merchandise at reasonable prices.

Hereford Jewelry Store

W. H. Ray, Manager

Local Happenings

Mrs. A. C. Thompson, J. B. Hammer, J. E. Beyer, and F. T. Rolson and little Miss Bettle Jane Rolson returned Friday from Adilene where they attended the district meeting of the Methodist Missionary Societies. They made the trip in Mrs. Thompson's car.

One of the features of National Music Week will be the musical tea given by members of the Music Study-Club, with Mrs. Broadwell as hostess, at the Broadwell home, Tuesday, May 3, from 2:30 to 6:00 o'clock. Invitations are being extended by members of the club.

Fresh Hot Shots at RICE'S.

Bulk garden seed, all kinds. WEST TEXAS FEED AND SEED COMPANY, Phone 205.

Send Mother a box of "Mother's Day Candy." She will enjoy the candy and love the thought that prompted the gift. CITY DRUG STORE carries the best Box Candy. 15-28

I. T. S.

We will give that radio away Saturday, April 30th, 4:00 p. m. at RICE'S.

I. T. S.

Send Mother a box of "Mother's Day Candy." She will enjoy the candy and love the thought that prompted the gift. CITY DRUG STORE carries the best Box Candy. 15-28

Radioling has been miserable lately, but a better time is coming. Fresh batteries at RICE'S.

Messrs. Ernest Armstrong, C. H. Hudson and Clarence Martin, all of Lorenzo, Texas, arrived here Wednesday with their car of farm machinery. Messrs. Armstrong and Hudson each purchased a half section of land northwest of Hereford for the purpose of breaking out wheat farms. The Lorenzo farmers will set up a temporary camp for the summer.

New Mexico Bears In for Ten Days' of Solid Fun

Mayor E. S. Ireland and T. E. Siegler, Deaf Smith county cattle baron and capitalist, left Tuesday for Taos, New Mexico, where they plan to spend ten days in the famous Taos mountains hunting. It is said that wild game abounds in the mountains around Taos, and these two Hereford men expect to bring home the bacon. A telegram early Wednesday stated that horses were saddled and that a trained guide had been secured for the trip into the mountains.

Moss and Vogele Attend Pan. Press Association

Messrs. T. D. Moss and N. C. Vogele attended the Panhandle Press Association meeting held in Amarillo Friday and Saturday. Both representatives reported a splendid meeting, full of valuable instructions to anyone interested in the newspaper business. The association voted to hold the next annual meeting at Childress in April, 1928.

Chas. Whitehead Gets C. M. T. C. Appointment

Charles Whitehead has been appointed the appointment of chairman of this county for the Military Training Camps Association of the United States. Mr. Whitehead received his appointment from Ralph H. Durkee, civilian aide to the secretary of war of Texas. The C. M. T. C. held annually, provide for thirty days' free vacation for the young men who can meet the requirements. Most everyone is familiar with the advantages which these camps offer for character training and physical and mental development. "The greatest difficulty," says Mr. Whitehead, "is to gain contact with the type of young men who deserve this opportunity to attend."

Within a short time further information will be posted and Mr. Whitehead will be ready to receive applications for the training camp, which is to be held near San Antonio at a date that will be published later.

McDonald Shoots Good Score at Amarillo Meet

D. L. McDonald who has been a winner with Hereford cattle and in the water game for a number of years, now has another win to his credit. He broke 47 out of a possible 50 to win the class A trophy of the Amarillo Gun Club in the trap shoot last Sunday. Mr. McDonald wrested the cup from E. E. Finkler, of Amarillo. He is a member of both the Hereford Gun Club and the Amarillo Gun Club and is considered one of the best in the Panhandle.

SPECIALS

For Next Saturday

- Silver Monarch Washboard ----- 39c
- Gold Band Cups and Saucers, per set -- \$1.89
- Ferry's Seed, 13 packages ----- 98c
- Oil Cloth, per yard ----- 29c
- Palm Olive Soap, three bars for ----- 19c

SKELTON VARIETY STORE

WE SELL WINDOW GLASS

TO THE BOYS AND GIRLS OF HEREFORD:

Through the efforts of Homer Fox and other members of the Isaaq Walton League, over thirty red squirrels have been liberated in Hereford.

Now, these squirrels do not belong to any particular person, but to the town as a whole. The League wishes to ask every boy in town that has a nice tree to put up a box in it in order to give the squirrels a good hiding and nesting place. These boxes can easily be made of any good strong box, such as a shotgun shell box, leaving a hole not over two and a quarter inches in diameter. Be sure to fasten the box securely and at a good distance from the ground. If every boy and girl will make it their business to see that dogs, cats or thoughtless people do not harm them it will only be a short time until the town will have hundreds of pet squirrels.

ISAAC WALTON LEAGUE OF HEREFORD.

A few suggestions for graduation gifts: fountain pens, wrist watches, Cordovan leather purses, and a nice line of box stationery. See them at CLARK'S DRUG STORE.

Mother's Day Greeting Cards.

Send Mother one—she will appreciate it. Cards for sale at the CITY DRUG STORE. 15-28

Notice!

To Hog Raisers:

We are in a position to buy hogs at top market prices. Prices that are free from competitive influences and are fairest to the farmers of this section. By this policy of doing business we will be of permanent service to the hog business of Deaf Smith county.

Thursday Is Special Day.

Fuqua & Thompson

Pens located just east of the Santa Fe Stock Yards. 15-28 Phone 9015-F4

Aggie Students Due for Inspection of Past Work

J. B. Rutland, state director of vocational agriculture, will be in Hereford May 2 to inspect the

work that is being done by the Aggie students of Hereford high school, under direction of C. W. Humble. This department was started here some three years ago and the work has proven very popular. Last fall the local lads won

a number of blue ribbons at the Tri-State Fair at Amarillo, with products they had raised as class projects.

Who said we wouldn't trade tires. Just try us once. RICE.

Rogers-France Purchase Shore Grocery Store

R. Fletcher Rogers and J. Burl France purchased the Shore Cash Grocery and took possession Monday morning. Messrs. Rogers and France will continue the cash basis policy under which this store has been conducted and will continue the delivery system practiced by Mr. Shore.

"Stop Thief," Senior Class Play, Friday, 29

"Stop Thief," a three act play, will be presented by the Senior class of Hereford high school in the high school auditorium Friday, April 29, at 8:45 o'clock.

"Stop Thief" presents the unusual mix-up of a kleptomaniac, a minister, two thieves, a couple about to be married and the family of the bride. Just as the wedding is about to be performed the wedding presents begin to disappear. Suspicion falls on the groom and the father of the bride. The complications which ensue are full of clever situations and breath-taking suspense. A hold-up, the police, a detective and in the end, a triple wedding combine to make the drama a real entertainment.

Joan Carr ----- Pauline Wilson
Mrs. Carr ----- Norma Powelson
Caroline Carr ----- Bessie Megert
Madge Carr ----- Alice Wombie
Nell, maid ----- Betty Carter
Mr. Carr ----- Robert Thompson
Jas. Cluney ----- C. C. Gilbreath
Mr. Jamison ----- R. V. Miller
Dr. Willoughby ----- W. C. Morgan
Rev. Mrs. Spolvin ----- L. W. Spradley

Joe Thompson ----- Claude Norton
Police Sergeant ----- Cyril Layne
Policeman O'Malley ----- Gordon Witherspoon.

CANDY PARTY.

The Y. P. M. S. girls were entertained with a candy party on Friday night, April 15, at the home of Mrs. J. B. Jones. Candy of all sorts was made and popcorn popped. Eighteen girls were present and all enjoyed both the cooking and eating. Those present were Evelyn Bell, Ella Broadwell, Sarah Agnes Bryant, D. Alma Crosswhite, Gladys Bryant, Ursula Freidley, Anna D. Sanders, Thelma McMillan, Mae Millard, Aline Cox, Oerua Woods, Yavere Broadbus, Beth Millard, Louise Jacobsen, Virginia Cox, Winnie Crosswhite, Kathleen Hawkins and Vera Hamilton, and all reported a dandy time to the hostesses, Mrs. Jones and Mrs. Beyer. They promised us more parties soon.

Send Mother a box of that delicious King's "Mother's Day" Candy. CLARK'S DRUG STORE has it.

PIGGLY WIGGLY

Saturday Specials

Lemons per dozen 20c

Admiration Coffee 3 pounds \$1.45

Pineapple No. 2 1-2 crushed White Swan 25c

Lettuce per head 7c

Bananas per pound 9c

Sliced Bacon Per lb. 45c

CALF LIVER 3 pounds 25c

T-Bone Steak per pound 25c

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

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

To Users of GASOLINE LAMPS and STOVES!

—If your gasoline stove or lamp is not giving satisfaction, don't return it to your dealer, just try TEXACO NEW and BETTER hi-test gasoline and you surely will get service that you have never had before.

TEXAS FILLING STATION.

SEEDS!

WE HAVE YOUR SEED PROBLEM SOLVED!

—As we have selected re-cleaned seeds of a kinds—Corn, Kafir, Milo, Red Top Corn, Millet, Sudan.

Better Seed—Better Crops!

—If you have seed that need cleaning we have an up-to-date cleaner that will assure you a good job.

JONES & McLEA

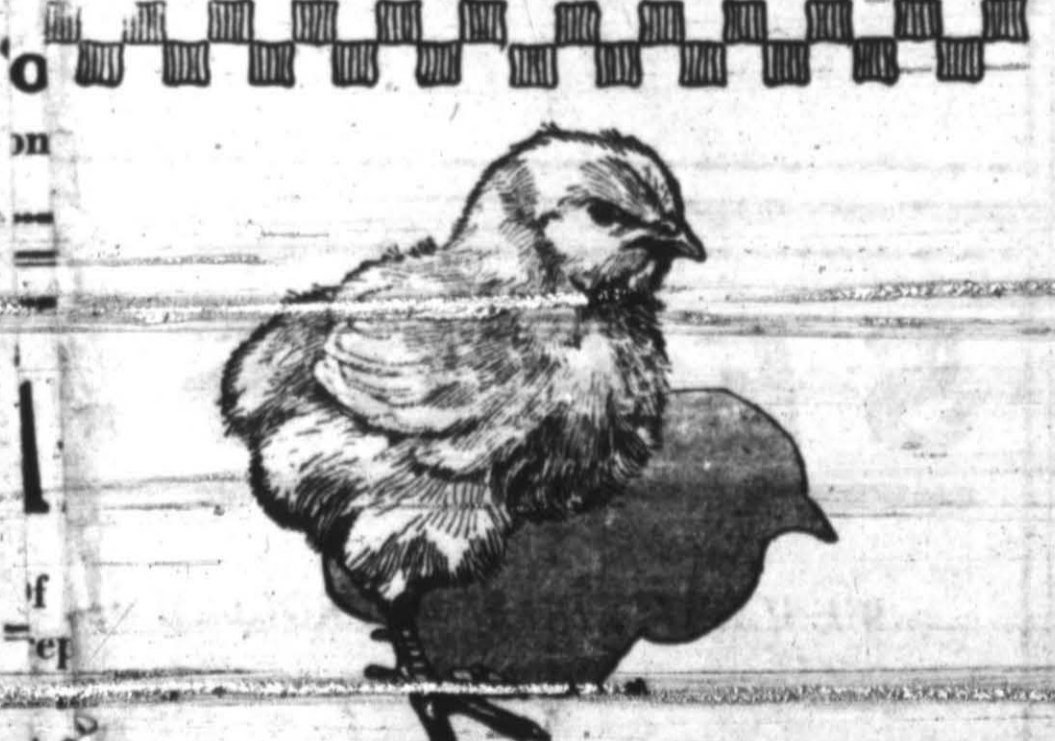
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 Second Floor Lambert-Buckner Building.
 FREE CONSULTATION AND ANALYSIS.


REAL ESTATE
 CITY—FARM—RANCHES
 Priced to Sell.
 Real Estate Loans.
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 Phone 358

DR. T. M. MONTGOMERY
 Associated With Hyden's.
 620 Polk Street Amarillo, Texas.
 —Will be in Hereford First and Third Tues-
 days in each month. Eyes tested and glasses
 fitted. Office Ray's Jewelry Store.

HAIL INSURANCE
 —For thirteen years we have saved the best
 farmers of Texas many thousands of dollars
 on their Hail Insurance. Always paid our
 losses and never been sued. Rate on wheat, 8
 per cent. Why pay more? Fair and prompt
 adjustments.
Groom Mutual Hail Association
 Troy Womble, Agent.

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



Will you give a Penny for its Life?
 IT costs one cent more per chick to feed Purina Poultry Chows for the first six weeks than to feed uncertain unbalanced mixtures. Of the orphans fed average mixtures 50% die. Purina saves 90%. It costs a lot more to let chicks die than to save them. The best feed you can buy is by far the cheapest. You can save a cent—or a life. Which will it be?
 Phone us your answer.
 Just say
 "I want Purina Chick Startena."
ONES & McLEAN
 Hereford


THIS WEEK
 By ARTHUR BRISBANE
SEE WHAT WE SEE.
 SACCO-VANZETTI.
 STUDY VITAMINS.
 EGYPT AND U. S. A.

Recently Mr. Gifford, head of the telephone company, proved that "television," making it possible to see and hear individuals, or crowds hundreds of miles away, is practical.
 The question, "How can that be made useful?" is answered in a way that in centuries to come will shed light on our civilization.
 "There is no doubt about it," you are told, "the only way in which television can be made profitable is in CONNECTION WITH PRIZE FIGHTS." People will pay well to see men fighting and to hear the yells of the mob gathered around the prize ring. Would television make money enabling distant crowd to see and hear great preachers or college professors? It WOULD NOT.

A conference of college students has decided against trial marriage, quite solemnly, by a vote of 16 to 7. Wise Providence has decided against it by a vote of about 100 to 0.
 When the seven young gentlemen who think they believe in trial marriage fall in love they will know positively the marriage they plan is to last forever, would detest the theory of a trial and, in suit anybody suggesting it.
 Or, if not, they would not be worth marrying.

"It would be better for Massachusetts and the administration of justice generally, if a commission could be appointed to investigate the evidence on which Sacco and Vanzetti are condemned to die." That is the opinion of the Rev. Roland D. Sawyer, Congressional clergyman and member of the Massachusetts Legislature. The commission, for which he introduced a bill, would consist of the Chief Justice of the Massachusetts Supreme Court, and four others to be appointed by the Governor. The commission would be authorized to recommend to the governor a new trial or such course as might seem necessary.

The impression that justice in the United States is in a hurry to execute anybody or determined to do so should be carefully avoided. This is a case that has never been passed upon, as regards the evidence, by any but one judge, and a case in which after-the-war excitement played a considerable part.

An Egyptian tomb near the Giza Pyramids, opened by Vienna scientists, contains the record and mummy of a very rich dwarf married to an impoverished princess, thousands of years ago.
 Our rich princesses need mental dwarfs rich in titles. That's the difference, and that Egyptian princess had the better of it. She got something in exchange for her hand with the long, tapering fingers.

Interest yourself in vitamins. Dr. H. C. Sherman, learned professor of chemistry, proves that vitamins bring maturity earlier and make it last longer. Vitamins are found in milk, butter, lettuce and all green vegetables, cod liver oil, red wine (barred here), fruits, yeast etc.
 In addition to vitamins, mineral salts are absolutely necessary to life. No animal can live without them.
 Public school education should include information on diet. Mothers especially are interested in vitamins. Experiments with animals show vitamins influence the number of the young and successful rearing after birth.

There is much prosperity in this country and, fortunately for us, it is not all based on "natural resources"—oil, iron, coal, forests, good soil, etc. Most of it comes from inside the national skull. Sir Ernest Benn observes that American prosperity is in many cases, five per cent natural resources, ninety-five per cent work intelligently organized. If natural resources alone counted, "Brazil, Siberia and Iceland" would be the world's most prosperous countries.

Commander Udet, greatest German flier, left over from the war, will fly in a gliding plane without any engine from a mountain peak in Bavaria, 2,000 feet high.

This means literally tobogganing from the top of a mountain to the valley below on thin air. It would astonish those long dead and buried that need to smile at the poem describing Darius Green and his flying machine.

Veterans to Enroll Names in Giant Book of Memory
 DALLAS, April 22.—A plan has been devised by the Stone Mountain Confederate Monumental Association to honor the living veterans by enrolling their names in a Giant Book of Memory, together with their war record. A gold star will be placed opposite each name and a triple-plated gold medal presented each. This book

will be deposited on an altar in Memorial Hall at Stone Mountain as a permanent record and will endure for all time. A charge of \$5.00 is made for the medal and enrollment. Subscriptions are made by business and professional men, organizations, patriotic, civic, religious and fraternal, and by individuals such as friends or relatives. After the cost of the medals and enrollment has been deducted the remainder goes toward carving the likeness of Davis, Lee and Jackson on Stone Mountain.
 Each county's quota is equal to the number of veterans in that county.
 This movement has met with instant and hearty approval throughout the entire South and the response has been gratifying. It is the hope of the association to make this enrollment as complete as possible as it will serve as a very valuable record in years to come, as well as a fitting honor to our veterans.

Movement from Farms Greatest in Six Years

The greatest decrease in farm population of the United States since 1920 occurred in 1926, when the net movement away from the farms amounted to 640,000 persons. The fact that the birth rate exceeded the death rate considerably reduced the loss in farm population to 640,000.
 Estimates by the Bureau of Agricultural Economics, Department of Agriculture, based on the 1925 agricultural census, have just been made public. All geographic sections of the country showed net decreases in farm population in 1926.

The salmon pack is put up in Alaska and the Pacific States, tuna in California and shrimp and oysters in the South Atlantic and the Gulf States.

Poor Thing!
 Stage hand to Manager—"Shall I lower the curtain, sir? One of the living statues has the hiccup."

F. J. EBERLE
 Have Your Piano Tuned for Music Week
 Leave orders with
 E. B. Black & Co.

L. C. PENRY
 LAWYER
 First State Bank & Trust Co. Building.
 Office Phone 5, Home 190

AUCTIONEER
W. S. WILLIAMS
 Hereford, Texas
 Service and Satisfaction
 Is My Motto

Bring Us Your POULTRY and EGGS!
 Highest Market Prices Paid.
 Phone Us For Tender Meats and Groceries.
 PHONE US AT NO. 116.
HEREFORD PRODUCE
 I. H. SPRATT.

The Whittington Clinic
 H. D. WHITTINGTON, M. D.
 Diagnosis, Surgery, Consultation
 J. R. LEMMON, M. D.
 Infant Feeding and Diseases of Children
 508-46 Oliver Baki Building
 AMARILLO, TEXAS

Renew Your Health by Purification
 Any physician will tell you that "Perfect Purification of the System is Nature's Foundation of Perfect Health." Why not rid yourself of chronic ailments that are undermining your vitality? Purify your entire system by taking a thorough course of Calotabs—once or twice a week for several weeks—and see how Nature rewards you with health.
 Calotabs are the greatest of all system purifiers. Get a family package, containing full directions. Only 35 cents. At any drug store. (Adv.)

Things You Should Know About Your HEALTH
 Jno. Jos. Galnea, M. D.

THE COLON BACILLUS.
 This microbe is a good first cousin to the typhoid germ, and, like the latter, is capable of doing harm to its host. The attack of the "colic-B" is more insidious, not necessarily marked by fever or acute pain.
 Within the human colon, which is its natural habitat, the colon bacillus may be of certain benefit to its possessor; in fact, all of us carry it about with us. It is when the germ gets into the blood stream that it sets up mischief, often of very serious nature. Most every "surgical" gall-bladder is thoroughly stocked with colon bacillus, as found by operators. Many cases of slow, progressive, rebellious arthritis are caused by colonies of colic-B, carried into the joints by the blood-stream.
 The colon bacillus generally escapes from the colon through an ulcer of the colon or rectum; hence any patient with hemorrhoids, or bleeding with the bowel evacuations, should have the condition attended to at once before a more general infection takes place. I have seen kidneys destroyed and serious bladder troubles set up where the colon bacillus was the only infecting germ that could be found; and such patients usually had a chronic rectum trouble, endured for several years without attention.
 There is no reason why our people should not be educated in the matter of prevalent disease germs, and the colon bacillus is always with us. Useful, perhaps, if it is in its proper place, but extremely ugly when in the joints, gall bladder, kidneys or appendix. Every precaution should be preserved to keep it where it belongs.
 (Next Week—Misleading)

C. M. T. C. Rifle Teams To National Shoot

PT. SAM HOUSTON, April 22.—That G. M. T. C. rifle teams will be formed in each Corps Area by selection of 15 successful graduates of the various courses from each camp has just been published by the war department.
 All volunteers, the team members will possess markedly good character, sense of responsibility and ability to become instructors of rifle practice, one member of experience will command the team.
 Four members of each team may be from C. M. T. C. teams which competed in the national matches of 1924 and 1925, but not more than one may be from the regular army or national guard. What a wonderful chance for new students this year.
 The teams will be scheduled to arrive at Camp Perry, Ohio, August 22. They will attend the small arms school, participate in the National Rifle Association and National Matches and then leave for camp about September 20 to return home.
 Statements, Letter Heads, Envelopes, all Job Work, at The Brand.


ATTENTION GOLF COURSE IS POSTED!

The tract of land in South Hereford, known as the "Golf Grounds" is not public, but private property, purchased and owned by private individuals, and one of the purposes of those who purchased these grounds was to maintain thereon a bird and fish preserve and breeding grounds by which all the people in the surrounding country will be benefited.
 No one, not even an owner of an interest therein, or any member of his family, has a right to land in the creek or hunt on these grounds, or in any other way make use of these premises inconsistent with any of the purposes, FOR WHICH ALL OF THE PARTIES purchased these lands. The care and control of the premises has been placed with an executive committee composed of L. D. Mercey, J. A. Pitman and C. C. Acker. This committee has caused the lands to be posted and respectfully request all of the people in the Hereford vicinity who have no interest in said grounds, AND DEMAND OF THOSE WHO HAVE, to co-operate with them in carrying out the above named purposes for which these lands were purchased by desisting further trespassing thereon.
 These lands have been duly "posted," and if they are further trespassed upon, the committee, though it shall regret to do so, will nevertheless see to it that the offending parties are prosecuted to the fullest extent of the law.
 DOW MERCEY,
 J. A. PITMAN,
 C. C. ACKER,
 Executive Committee.

FOR QUICK JOB SERVICE SEE THE BRAND
STOCK TUBS AND WATER TANKS
 Remember, we do everything in repairing in SHEET METAL WORK
HEREFORD SHEET METAL WORKS
 J. P. McMAHON, Proprietor.
 Across the street from the Texas Utilities Co. office.
 Phone 15 Old Christian Church Building. Phone 15

—There has been several fires of late—your home might be the next one!
 Are you prepared? If not, see me—do not delay.
The Plains Insurance Agcy.
 John Patton, Manager

IT PAYS
 We are frequently asked if it pays to spend so much time in reconditioning and inspecting our used cars before they are offered for sale. The answer is that a great many of our used car purchasers come back when they want new cars. Doesn't that pay?
BEAVERS BROTHERS
 Hereford, Texas
A USED CAR IS ONLY AS DEPENDABLE AS THE DEALER WHO SELLS IT

You Cannot Begin To Imagine It

 —The greater pleasure which touring assumes when you know the car is properly serviced.
GREASING THE CAR IS A SPECIALTY WITH US.
 Complete Line of **GOODRICH TIRES AND TUBES.**
 —gas and oil, of course.
Service U Like Filling Station

Summer Needs

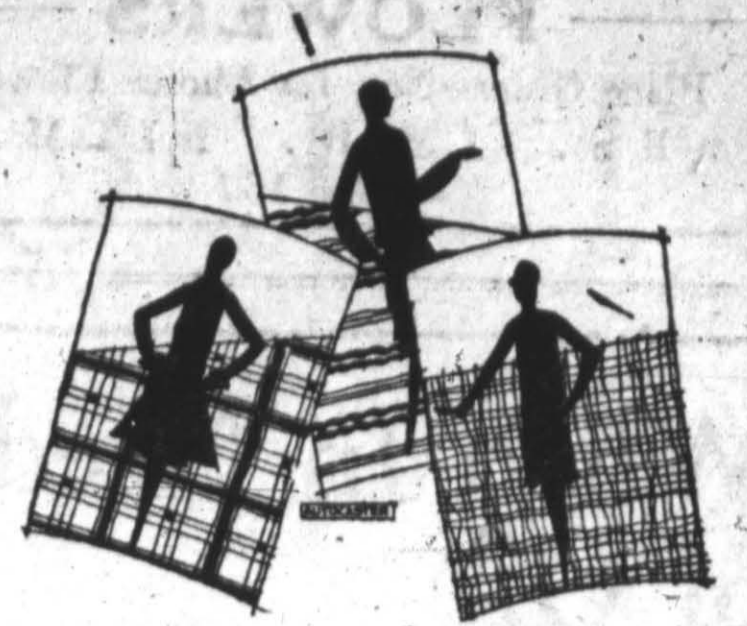
The gayest of summer chiffons and crepes at amazingly low prices. Printed in designs that are small and dainty or large and dashing. Flowered, geometric, and in a galaxy of dotted patterns.

Washable flat crepe in a wide range of light colors, as well as black—an exceptionally fine quality, 40 inches wide.



A colorful assortment of patterns and colors printed on an extra fine quality of washable prints and Peter Pans. Very practical and very smart, for dresses for children and grown-ups, to be worn throughout the summer.

Linen, linene, broadcloth, voile, organdy and novelty fabrics, in plain or printed colors.



We have some of those splendid shoe values left. \$6.00 to \$7.50 values at \$3.95; \$4.00 to \$5.50 values at \$2.95. Come in and look them over.

J. O. NEWELL

QUICK JOB SERVICE SEE THE BRAND.

FOX MERCANTILE CO.
SILVERWARE
Saturday, May 7th, 4 p. m.
BE THERE!

Flagg News.

Our community was very much pleased to have as a distinguished visitor Saturday Col. C. T. Herring, of Amarillo, who made a good talk which was enjoyed by all present.

Rev. Dowell of Hereford preached here Sunday morning when a good crowd was out to the services.

Messrs. Oyer and Sidelett made a business trip to Hereford Saturday.

Mr. Tidmore of Chillicothe was transacting business in Flagg last week.

Mrs. Ernest Jones and Bain were guests of Mrs. W. T. Summers Sunday afternoon.

Newt Arms made a business trip to Dimmitt Monday.

Ladies Aid met Thursday afternoon at the home of Mrs. Nell

Arms when the following were present: Mmiea Payne, Williams, Lunt, Birdwell, Fulmer, Summers, McGee, Brocher, Ramsey and Shetty; Mr. Cas Arms, Miss Knox.

Miss Cora Mae Stratton of Dimmitt visited in Flagg Sunday and attended singing that night.

Elmer Dixon and wife of Cleo community attended singing here Sunday night.

Mr. and Mrs. Sid Shetty are the proud parents of a new baby girl born April 25.

Mrs. Charley Walker visited in Muleshoe last week with her parents Mr. and Mrs. Moeller.

Mr. and Mrs. Ballow have moved to their farm south of Flagg.

Mr. Borden has recently completed a new filling station here.

Mrs. Jones visited in Spring Lake community last week.

Cameron, N. M.

Mrs. M. A. Johnston spent Thursday night with her son, Dallas.

Jessie Sparkman, of Denton, is here visiting his sister, Mrs. W. M. Hubble.

Sybil and Maxine Sparlock spent Thursday night with Sallie Patterson.

The Ladies' Missionary Society meet at Mrs. Whinnie Dehrage's home Thursday afternoon.

Roy Cameron spent Wednesday night with Mabel Johnston.

Buren Johnston and Cora Johnston have the measles.

Edith Mote spent Monday with her sisters, Opal and Jewel Hubble.

J. A. Patterson and family, F. B. Scott and family, Earl Boney, Jim Hopper and wife, Lee Sparlock and family, Mildred Shepherd, Buster Seals and wife and Curtis Markham enjoyed music at the Seals home Monday night.

Dallas Johnston made a trip to Clovis Monday.

Ella Davis spent Wednesday night with Fern Johnston.

Jim Hendricks and wife of Clovis took supper with Albert Leach and wife Sunday.

Arnold Bunch has received word of his mother's death at Glen Rose. He left at once for that place, returning with his mother's body Friday. Funeral services were conducted Friday afternoon by Rev. Harper, burial taking place at Wheatland, in the presence of a large number of relatives and friends.

Opal Hubble took Sunday dinner with Lula Loflin.

A large crowd attended quarterly conference at New Hope Sunday. Presiding Elder Redman delivered an interesting talk in the morning. At noon dinner was spread and conference held in the afternoon. Singing followed conference.

Mrs. J. H. Helsey has received word of the death of her daughter's husband at Temple, Oklahoma, he having been struck by lightning.

Mr. and Mrs. Spencer took dinner with Willie Johnston and wife Sunday.

A large crowd attended the International training school at the home of Mrs. Edna Johnson. A bountiful dinner was served at noon, including two large cakes which were sold and the proceeds applied to the piano.

A. C. Johnston's new house is completed and they moved in one day last week.

Rev. Neiberger filled his regular appointment at Wheatland Sunday morning and night.

Mrs. McCready and sons of Brice Texas, were here to attend the funeral of her mother, Mrs. Bunch.

Some of the visitors attending church at New Hope Sunday were Mr. Foster, Hollene; Mr. Price, Bellview; H. L. Coughran and family; Mr. and Mrs. McGrew, of Grady; Rev. J. W. Shade, wife and son; Mrs. Redmon and others.

Mrs. W. M. Hubble and daughter, Lennie, were brought home from Clovis Saturday where Lennie had been under a doctor's care.

Vera Cogdill and Ella Davis took supper with Althea Lowe Sunday

Progressive News

Farmers are busy since the fine rain of last week.

There was good attendance at Sunday school Sunday.

Attendance at singing was less than usual so let's see everyone there next Sunday.

Singing program:

Opening song—Leader.

Song—Mr. Reeves.

Song—Mrs. Bowman.

Male quartet arr Mr. Garrett.

Song—Howard Hershey.

Duet—Luke McBrier, and Jess Caldwell.

Song—Bill Knox.

Double quartet—arr Mrs. Lewis.

Song—Mrs. Ramsey.

Special—arr Ida Mae Knox.

Quartet—arr Mr. Bowman.

Song—Mr. Ramsey.

Selection—Elmer Patterson.

Closing song—Jake Gregory.

Benediction—Mr. Caskrell.

Mrs. C. R. Rambo and family of Brownfield and Mrs. C. P. Caldwell and family were in Amarillo Saturday.

George Lewis is building on his home place.

Miss Marguerite Russell spent last week end with her parents, Mr. and Mrs. W. C. Russel of this community.

Mr. and Mrs. C. P. Caldwell and family and L. B. Rambo and family were dinner guests in the Jeff Robinson home Sunday.

Frank Roul was a visitor in the George McKenzie home last week.

Miss Beulah McKenzie, who has finished a commercial course in Hereford is spending a few days at home. We understand she plans to go to Canyon this summer.

Miss Velma Caldwell returned to Brownfield with her cousin, Mrs. Rambo last Sunday for a few weeks visit.

Ford Doings

We were well represented at Fairview Thursday as there were 51 Ford folks there. We enjoyed the day more than usual—everything from the program in the morning the excellent dinner the 20 gallons of ice cream and the out door races, were worth our time. A school rally could not have been more entertaining and we found the Fairview people hospitable to say the least. Miss Olive Davis and her pupils gave a colorful nature play as Ford's part in the morning program.

Sunday school attendance holds up well even if the same folks are not present each time. There were 63 present Sunday.

J. E. Hill and wife were in Canon Saturday.

Mrs. Edgar Sewell of Hereford spent the week end with her parents, Mr. and Mrs. Howard Morel, T. E. Major and family, Hardy Benson and wife took dinner Sunday in the Floeking Johnson home. It was a birthday dinner for Mr. Johnson and Miss Annie Lucile Major.

Floyd Walton and wife of Westway spent Sunday in the H. H. Parker home.

Tom Major and Mr. and Mrs. Rhorn Garrett went to Amarillo Thursday.

Misses Olive Davis and Velma Linn and Wayne Oyer were among the visitors at the Progressive singing Sunday night.

Bob Orr and family visited in the John Whitsett home Sunday afternoon.

J. L. Knight and wife ate Sunday dinner in the Jess McGowan home.

Hardy Thomas, who attends the Hereford high school, spent the week end with home folks.

Floyd Benson and wife, George Benson and wife, Bob Orr and wife were among those who enjoyed the show in Hereford Friday night.

Merkel—Merkel has voted bonds for the extension of the water system and to pave ten blocks of the business section.

FOR QUICK JOB SERVICE SEE THE BRAND.

Marcelling
50c

Your Work Appreciated
Mrs. Sam Hutson
at Sprovis-Croan & Co. Hereford

SPECIALS

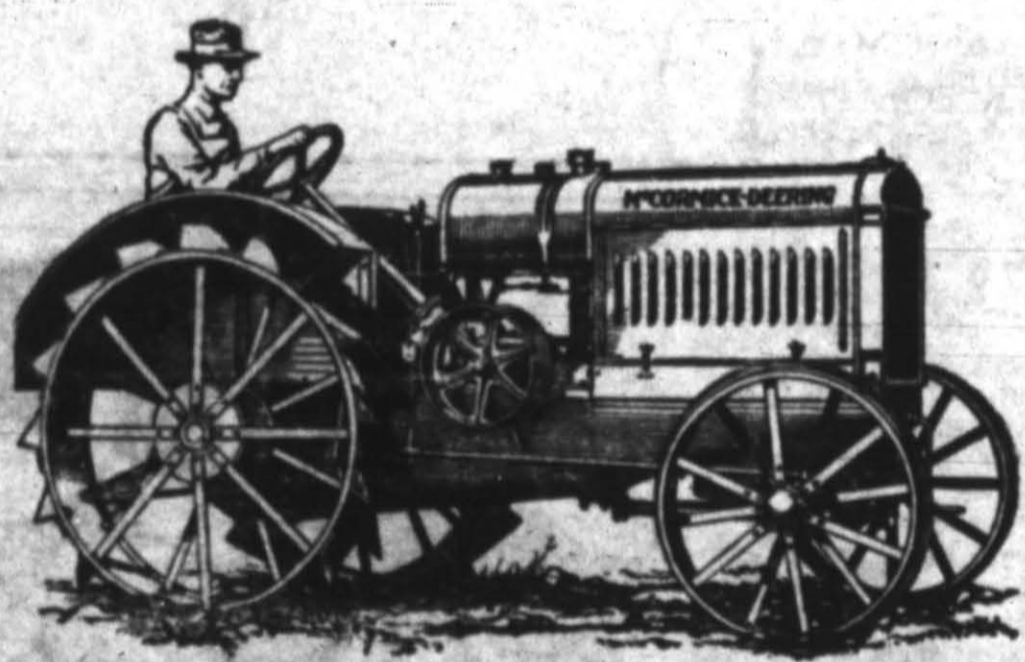
—FOR—
SATURDAY

10 Cans Standard Grade Corn \$1.00
Post Toasties or Corn Flakes 12 1/2c

EGGS

—We must have 100 cases by Saturday night and will stretch the market the limit. Get our prices first—we are egg buyers.

WILLIAMS BROS.
PHONE 128

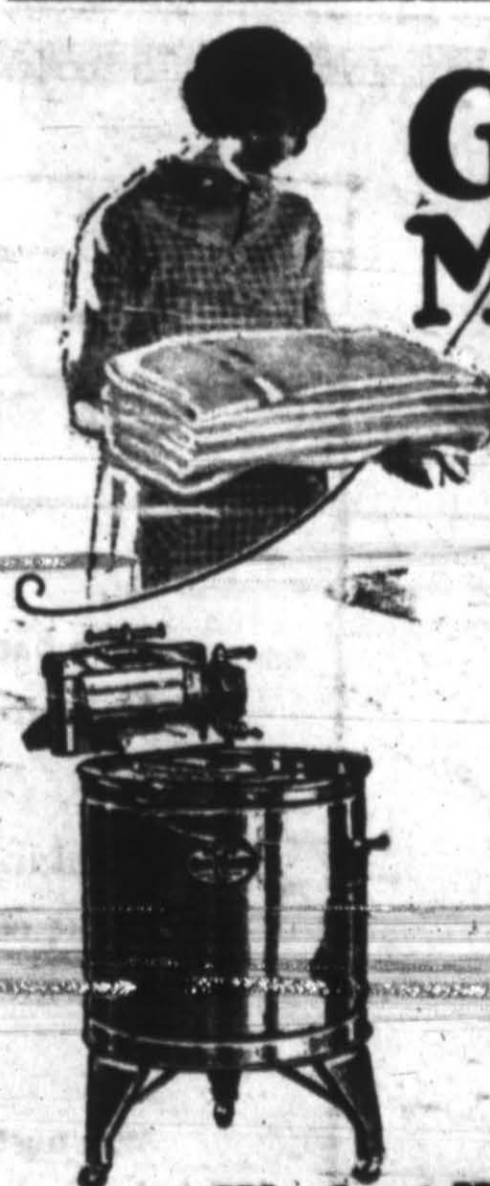


We Can Use a Few Spans of Good Work Mules,
and Will Consider a Trade-In on a 15-30
Tractor, ONE span at the right price.

R. B. R.
IMPLEMENT CO.

Hereford Phone 51 Dimmitt

McCormick Deering Sales Service



Good Bye Monotony

Fifty-two and more times a year you must wash. With monotonous regularity the hardest of household tasks confronts you. But with a New One Minute the housewife is free to wash when she likes. Many are washing a few things each day because the One Minute will wash a single handkerchief or a whole tubful of heavy clothes. Such washer convenience has never been known before.



Let your own wash decide which washer.
Phone now for a free home demonstration.

TEXAS UTILITIES COMPANY

REMEMBER MOTHER ON MOTHERS DAY
 With a Box of Her Favorite
FLOWERS
 Place Orders Now for Choice Flowers.
MRS. J. H. PITMAN
 Phone 157

When In Need of Oil
GET OUR PRICES!
 —On Sinclair, Motor Seal and Mobile Oils. Also, when your car needs greasing we are in position to give you efficient service.
 —And, remember, we handle Federal Tires.
Abo Filling Station
Gold Bond Stamps Given With Each Purchase.

EFFECTIVE MAY 1st
Beene & Shaw
 Will take over the agency for our company, the business of the West Tailor Shop having grown to such proportions that Mr. West cannot give the laundry business the attention he desired. We will continue to make
SERVICE
 Our Motto. Bundles collected twice each week. For further information call 160.
Canyon Steam Laundry

MUSICAL PAGEANT OF NATIONS PROGRAM FOR NEXT THURSDAY

National Music Week begins next Sunday, May 1, in a program that runs eight days, concluding on Sunday, the 8th. A complete program is published in this issue of the brand. Mrs. Newman Parker, of the Amarillo Cathedral Choir, will assist in the rendition of the Angelus and Ave Marie. Mrs. Parker is a noted singer and the audience that night is due a musical treat. The following is the Thursday program, according to Mrs. John McLean, chairman:

I. The American Indian—by the Boy Scouts.
 Children of the Twilight:
 The sun has set upon the glory of the Ottawas; the old men wall the death chant and Chippeta invokes the dream gods who send a vision of the old days.

Is seen: Young braves ready for the hunting. 2nd scene: Youth and love "In the land of the sky blue waters."

The Indians, Mrs. B. F. Guthrie, chairman.
 a Old men: Newton Gilliland, Clyde McMahon, Marlin Gilliland, George Heard, Chris Jacobsen.
 Chippeta, Mrs. B. F. Guthrie; Chief White Eagle, Frank Cogdell; Braves, Paul Barnett, William Parker, Alton Miller, Keith Guthrie.

b Princess Silver Star, Mrs. Thurmond Morgan; Young Chieftan, Mr. Branson.
 II. Spain.
 Under Spanish Skies.
 The intense Castilian spirit finds expression in the warm, colorful music of love and happiness.

La Paloma.
 The Spaniards, Sank Ramey, chairman; Mrs. Alvin Thompson, Mrs. C. H. Dyar, Miss Maurine Beyer, Sank Ramey, Aubrey Daniel.

III. Holland.
 A balmy night in Holland:
 A soft sea breeze, a few stars; two pairs of wooden shoes strolling along in the pale moonlight, and the rest is about like it is here in America when romance goes a-wooing.

IV. Italy.
 The Classic Land of Dance and Song.
 Italy, Mrs. Eberle, Mrs. N. G. Elliston, Chr.
 a In Italy dancing is an element in the daily life of the people. Children of all lands love the organ grinder.
 b The Angelus.
 a The dancers, Genevieve Clifton, Marie Henschide, Mary Virginia Eberle, Evelyn Bernmawer, Beatrice Clifton, Anna Marie Kuper, Aurelia Hoffman, Suda Mae Clifton, Edna Hoffman.
 The Organ Grinder, Louis Be-

ner, John Straub.
 b The Angelus, Mrs. Frank Zimmerman, Leo Beamer, Mrs. Newman Parker of Cathedral choir, Amarillo, will sing "Ave Marie."
 V. Japan.
 Cherry-blossom land.
 The Geisha girls bring brightness and beauty from old Japan.

Japan, Mrs. Ray Conway; Mrs. H. D. Reed, chairman, Virginia Stovall, Opal Carwithon, Virgil Bramley, Edna Williams, Vandal Brooks, Aleith Elliston, Ruby Thompson, Marie Ward, Ina Mae Hastings, Ruth Conkwright, Erna Lee Fridley, Kathleta Hawkins, Earl Marie Foster, Louise Jacobson.
 VI. Germany.
 With the Music Masters.
 Pilgrims chorus.
 Group, by German composers.
 Owen P. Smith, chairman.

VII. Ireland.
 Erin's children, the joy makers of the world, express their joy in the Irish jig and folk dance.

Ireland, Mrs. C. B. Williams, chairman, Miss Gladys Seliger, Roger Corbett, Arlie Dean, Miss Ruth Haberer.
 VIII. The Negro in Sacred Song.
 The deep spiritual feeling of the negro which is his real contribution to sacred music finds a voice in:
 Steal Away.
 I Ain't Got Weary Yet.

The Negro, Mrs. Jessie Stanford, chairman; Miss Kilgore, Mrs. Alex Thompson; Messrs. Spratt, Murray, Ott, Black, Beyer, Powelson, Riggs, Branson.
 IX. American—Everybody.
 Your land and my land.
 Under the Stars and Stripes many people from many lands have bidden a mighty nation—America. Out of many, one united in the living bond of Liberty.
 Mrs. C. H. Dillehay will represent the Goddess of Liberty, with all nations represented in scenes before on the stage and all, including the audience are requested to join in and sing America.

CHURCH ANNOUNCEMENTS
First Presbyterian Church
JAS. T. ROSS, Pastor.
 Preaching by the pastor at 11 and 8:25. At the morning hour Miss Grace Ferguson will sing. The morning hour will be the initiatory of National Music Week. Christian Endeavor will meet at the special hour of 5:30 on account of the sacred concert of the Music Study Club at the First Christian church from 7 to 8. This meeting will be in the nature of a rally and echoes from the Plainview convention will feature the program.
 On Wednesday of next week, in cooperation with National Music Week, musical vespers will be held at the church at 6 o'clock. The united prayer and praise service of the churches will be held at our church beginning at 7:45, this on Wednesday also, and to be held in lieu of the several prayer meetings of the churches.
 Woman's Missionary meeting on

APRIL SPECIAL
 An \$8.00 Corona Electric Percolator for \$6.75
 With a pound of coffee free
Texas Utilities Co.

Wednesday at 2:30 in which there will be a hymn contest in keeping with the festivities of the week. This will be an interesting meeting.

Services outside Hereford as follows: Rev. Arch Conklin at Dawn at 8; at the same hour the pastor will preach at Ashken.
 "Except the Lord build the house they labor in vain that build it; except the Lord keep the city, the watchman waketh but in vain."
 Welcome one and all to the services at this church.

First Christian Church
THURMAN MORGAN, Pastor.
 Church school at 9:45. Communion and preaching services at 11. No preaching at the evening hour. The Music Study Club will hold their annual sacred concert here at this church at the 7:00 o'clock hour. This will open the National Music Week for our city. Christian Endeavor will meet at 8:00. You are invited to come and worship with us. A welcome awaits you at all services.
 Baptismal services at 8:00 p. m. regular services.

First Baptist Church.
V. M. OLOYD, Pastor.
 The revival meeting continues to grow in interest and power. Large congregations are coming at ten o'clock each morning and at eight each evening. We have not had an evening service since the meeting began that we have not had additions to our church. The revival will continue through next Sunday, and longer if the interest demands it. The Lord truly is leading, we feel.
 We invite one and all. If you are a member, we expect you; if you come as a visitor, you are welcome.
 Sunday school, 9:45; preaching, 10:45; B. Y. P. U., 6:30.

Y. P. S. C. E. PRESBYTERIAN CHURCH
 Program May 1st:
 Topic, What vacations are worth while?
 Consecration meeting.
 Scripture, I Cor. 3:6-16.
 Leader—Verna Carroll.
 Remarks—Leader.
 What makes a vacation worth while?—Society.
 Why are some vacations unfulfilling for Christians?—Society.
 Echoes from District Convention.
 Sentence prayers.
 Business.
 Offering.
 Benediction.
SUMMERFIELD COMMUNITY CLUB NOTES.
 Mrs. Bruton was hostess to the Club, last Tuesday, when Mrs. Jay was leader of a very instructive program on Table Service, and two members of the club were absent. We were glad, to welcome Mrs. Harlan as a new member. After the program a social hour was enjoyed and refreshments served. Our next meeting will be with Mrs. Lawrence, with a music week program. Mrs. Churchill has charge of the program.
 Miss Helen Story, Elton Johnson, Bernard Roberson and Joe Story, who are attending college at Canyon, visited their home folks over the week end.
 Mrs. Jim Florey and children spent the week end with Mrs. Churchill.
 C. D. Davis of Tacoma, Washington, is a guest of his sister, Mrs. I. Johnson.
 The club has finished the second month of the egg circle.

IN MEMORY.
 In a deserted old garden a scraggly rose bush had struggled year after year for existence, until it gained a sturdy rootage. One day a tiny bud appeared on the tip of its branches. Every morning a passer-by watched the bud. It grew in the warm rays of the sun until it was a full rounded bud. A tip of white appeared, and, by one morning it blossomed into a flower of exquisite beauty and the passer-by was thrilled with its fragrance. He waited yet another day to see it in its perfection.
 Through the garden wall one rowlously plucked the rose. The passer-by was sad but he had seen the beauty and known the fragrance of the flower. He had the beautiful memory for his own.
 Those of us who know Lola Mae Sisk from babyhood, likened her to the full-blown rose, plucked in the prime of its beauty.
 On December 10, 1907, this bud of babyhood came to brighten the lives of those around her. As time passed, she grew from childhood into a school girl, and hence into young womanhood. She won many friends through her charm and lovable character. To know her was to love her.
 On November 4, 1925, Lola Mae became the wife of Gene Brannon. They made Abilene their home until a few weeks prior to her death. God giveth and He taketh away. Oh, the joy of giving and the infinite sorrow of the taking. On April 13, 1927, God, in his wisdom, gathered Lola Mae into his heavenly gardens that she might bloom

in greater radiance throughout all eternity. He has plucked the pure white rose from the garden wall and our hearts bow low in sorrow at the untimely passing of one so young and so beautiful. Yet, we have with us forever the memory of having known and loved her.
 Let us gather the choicest garlands of flowers, fresh with the dew,
 To place as a loving tribute to one who was pure and true.
EDITH RAYZOR CASANT.

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

Lumber, Timbers, Shingles
ALL BUILDING MATERIALS
 Direct from mills and factories to builders anywhere. White Pine, Yellow Pine, Fir, Cypress, Cedar, Hardwoods, straight cars, box bills or smaller shipments, by auto or truck. High grades, quick shipments, great saving. Write or wire Distributing Yard and Office
Louisiana Lumber and Supply Company
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A GOOD USED
10-20 McCormick-Deering Tractor and Plows
15:30 USED TRACTOR
 In good shape, ready to run
R. B. R. IMPLEMENT CO.

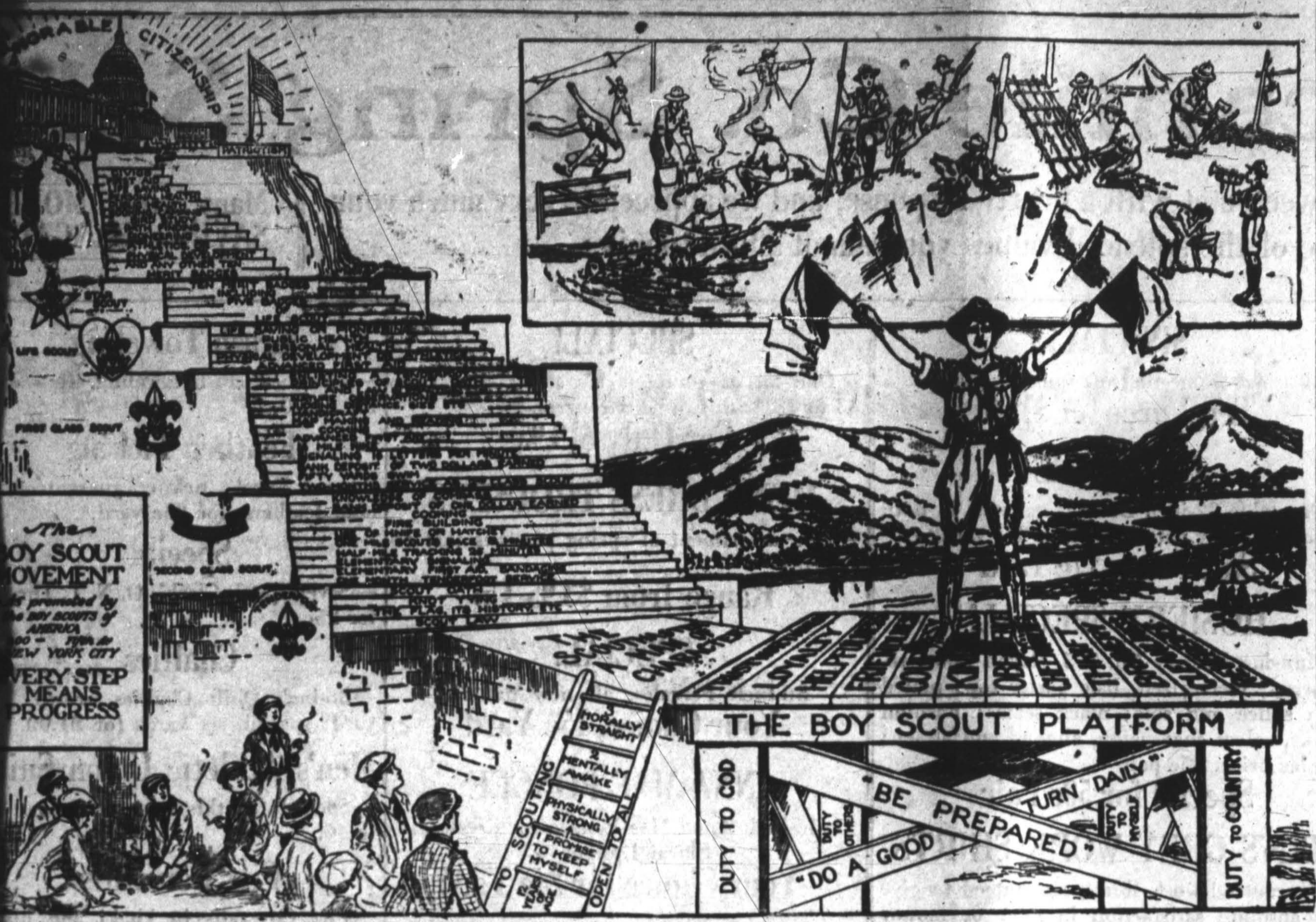
Dunlap & Son
Hardware
Phone 256



Without a thought of outside ice supply
Enjoy the delights of a Frigidaire Electric Refrigerator in your home
PLENTY of ice cubes for table use, colored or flavored to improve summer drinks. Frozen meat dishes to vary the summer menu and simplify the preparation of meals. Know all these delights that Frigidaire provides.
 Come in and let us show you how Frigidaire will make you independent of outside ice supply—how it gives you advantages that you couldn't expect of ice refrigeration.

FRIGIDAIRE
 PRODUCT OF GENERAL MOTORS
F. H. OBERTHIER & CO.
 West Third Street, Phone 300
 HEREFORD, TEXAS

PROGRESS
 The bank of the community is the medium through which progress is made possible.
 Banking institutions are monuments to progress and to the confidence-inspiring methods and perfect protection which modern banking affords.
 Earnest and whole-hearted co-operation between this bank and its depositors will assure substantial progress for this section.
 Read Our Message in This Week's Farm and Ranch.
First State Bank & Trust Company



COMPLIMENTS OF RALPH BARNETT

Dimmitt Castro County News

Dimmitt. April 25.—L. P. was a business visitor at Wednesday.
 Gelta Lee Stratton of Tulsa last week end with her sis-

F. Griffin, Chas. Clements.
 Mr. and Mrs. W. A. Wright and daughter motored to Lubbock on Tuesday. Miss Ruth remained for an extended visit.
 Mrs. W. Theil and Miss Cecelia Huseman of Nazareth were in Dimmitt Wednesday.
 Mrs. Hitchcock of Breckenridge is here visiting her husband who is working for the Gulf Produc-

tion Company.
 Mr. and Mrs. G. A. Barnett and daughter, Joan, and Misses Gladys and Millicent Hastings attended the show at Hereford last Monday evening.
 Sid Huckabay made a business trip to Hereford Tuesday.
 Rev. and Mrs. Eugene T. Nangle and daughter and Miss Christine Reynolds motored to Hereford

BOOST

Your Home Town

WE HAVE A QUANTITY OF HEREFORD BOOSTER TAGS FOR YOUR CAR IF YOU WILL COME TO OUR PLACE OF BUSINESS WITH YOUR CAR WE WILL BE GLAD TO ATTACH THE TAG FREE OF CHARGE.

BRUMLEY CHEVROLET COMPANY, Inc.

White Swan COFFEE

"THE ONE THEY TALK ABOUT"

Greater Performance Roominess Long Life

Prove CHRYSLER "50" Greater Value

- 50 and more miles an hour.
- 9 to 25 miles in 8 seconds.
- 25 miles to the gallon.
- Full-sized with ample seating capacity for all passengers.
- Mohair plush upholstery.
- Chrysler smartness and beauty.

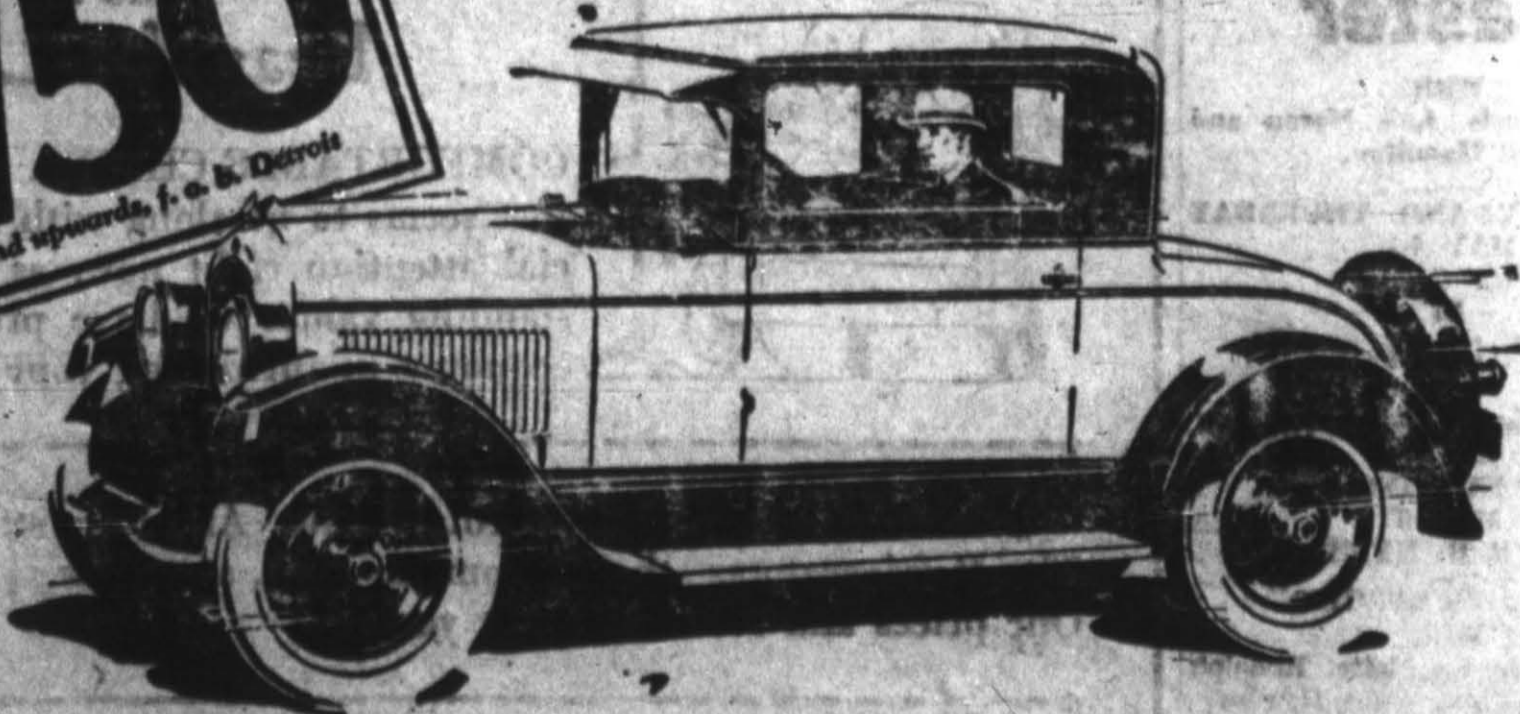
In its truly extraordinary results Walter P. Chrysler and his corps of engineers gave the public something immediate, something convincing, something final and conclusive with which to measure Chrysler "50" against and above anything around its class—either in six or four cylinders.

From its very introduction Chrysler "50" has won overwhelming public acceptance for what it was designed and built to be—the giant of its class in Standardized Quality, outstanding performance, full family size, complete appointment and every essential that makes for indisputable value.

Coupe, (Genuine leather upholstery) \$750; Coach, \$780; Roadster (with rumble seat), \$795; Sedan, \$830; Landau Sedan, \$885; f. o. b. Detroit, subject to current Federal excise tax.

Chrysler dealers are in a position to extend the life of your car by regular maintenance. Ask about Chrysler's maintenance program.

All Chrysler cars are protected against theft under the Fedco System.



L. W. HOUGH, Dealer, Hereford, Texas.

CHRYSLER MODEL NUMBERS MEAN MILES PER HOUR

Wednesday morning.
 Mr. and Mrs. Joe Hastings and family were in Hereford Tuesday afternoon.
 Mr. and Mrs. Jack Cowser of Crosbyton were in Dimmitt Wednesday.
 Mr. Oberthier of Hereford was in Dimmitt last week signing up contracts to wire buildings here. He also stated that they intended to give us 24-hour electric service. We are fortunate to get this service now. A lot has been purchased northeast of the Bell Hotel and material is being hauled daily for the plant.
 Mr. and Mrs. Carlos Reynolds attended the meeting of the Pamhandle Press Association at Amarillo last week.
 Mrs. J. H. Flanagan spent last Saturday in Canyon. Miss Ruth Pickett of Hereford went with her. Bob Flanagan and Brooks Woodlee accompanied them home.
 Mr. and Mrs. J. H. Gollehon and family of Canyon spent Sunday and Monday in Dimmitt.
 T. F. Rice and H. C. Webb were in Amarillo last Friday afternoon to see the Amarillo and Des Moines ball game.
 Mr. and Mrs. Sid Huckabay and son motored to Plainview Sunday to take Buster McWaters who left to join his father near Abilene.
 Mrs. B. D. Woodlee has been visiting in Amarillo.
 Mrs. A. C. Arney is visiting in Happy.
 Miss Edith Wright is visiting her sister, Mrs. Ray McElroy.
 Dimmitt was defeated by Hart last Sunday, 19 to 13.
 Tom Johnson is quite ill at this writing.

Summerfield

The farmers are all busy since the rain getting their row crop ground ready for planting.
 Some of the men of the community worked on the telephone line last week and we are able to get central once more.
 Bernard Holman and Ethon Johnson, who attend W. T. S. T. C. at Canyon, spent the week end with home folks.
 F. Lance and wife of Hereford and Carl Lance and family spent Sunday in the Joe Kendall home.
 Misses Ky Lawrence and Walter Hawkins spent Tuesday afternoon with Mrs. Alva Wilson.
 Mrs. Hattie Robertson and two sons left Tuesday night for Oklahoma to visit relatives.
 Roy Moreland and family spent Sunday in Amarillo with Mr. Moreland's mother.
 Sunday school met Sunday with seventy present. Church met in conference and business matters were discussed and a pastor called. Rev. Brownlow, of Fort Worth was called although he cannot be with us until June.
 Joe Kendall and daughters spent Thursday night in Hereford with Mrs. Kendall's parents.
 Ky Lawrence and family attended church at the Baptist church in Hereford Sunday night.
 Mr. Davis of Washington is here visiting his sister, Mrs. L. Johnson.
 Roy Johnson and wife went to Big Square Sunday and bought 500 baby chicks.
 Try a Want Ad in THE BRAND Two-bits will convince you.

Have you ever made good on

THE extra mileage you get from Dunlop tires starts with the fact that Dunlop has had thirty-nine years of tire-building experience—more than any other tire-maker.

Each part of each Dunlop is built right. Dunlop owns its own cotton mills to spin selected long-fibre cotton into the special Dunlop cable-twist cords.

These cords mean extra strength—an added factor of safety against constant load and pounding of roads—longer life and greater mileage.

They mean extra "stretch"—so the tire carcass will give under blows, and come back to its original shape without the slightest injury.

Every Dunlop you buy has extra miles built into it because Dunlop knows each part of its job. That is why we recommend you put Dunlops on your car.

Beavers Brothers
 Hereford, Texas



every 2 1/4 seconds someone buys a

DUNLOP

FOUNDERS OF THE PNEUMATIC TIRE INDUSTRY

Fox Mercantile Co. Spring Sale

Our Spring Sale announcement last week met with a hearty response, and we appreciate very much your patronage. We are listing here some of the splendid values you cannot afford to miss:

Many other MONEY SAVING BARGAINS

LINENS
—Dress Linens, guaranteed all linen, in stripes only—
Special for Only 39c Yard

SPECIAL!
36-Inch Brown Domestic—
Twelve Yards for \$1.00

WIDE SHEETING
PULLMAN SHEETING
9-4 Bleached, Sale Price 38c
10-4 Bleached, Sale Price 45c
9-4 Unbleached, Sale Price 36c
10-4 Unbleached, Sale Price 42c

SPECIAL!
—Hope Bleached Domestic—
Eight Yards for \$1.00

BOY'S OVERALLS NO. 30
Boy Blue Overall, 5 to 16 years; suspender back—
Special for 72c Pair

MEN'S DRESS SHIRTS
—One lot of Men's Dress Shirts, in assorted light patterns, sizes 14½ to 17—
Your Choice 90c

SPECIAL!
—Bleached Domestic, soft finish, no starch—
Ten Yards for \$1.00

GINGHAMS
—One table 32-inch Dress Gingham, in both plain and fancy patterns, worth 25c yard—
Sale Price, 17c Yard

HOSIERY SPECIAL!
—Munsing Hosiery No. 575, Rayon Boot; reinforced; mercerized, lisle garter top; plated high splice and sole; mock seams; Fashion Marks, colors champaign, almond and alesen; regular price, 75c pair—
Special for 50c Pair

MEN'S GREY WORK SHIRTS
—Guaranteed work shirts, guaranteed to give you absolute satisfaction in wear or money back—
Special for 85c
Sizes from 14 to 20.

FLORSHEIM SHOES-OXFORDS
—Florsheim high grade Dress Shoes and Oxfords; regular \$10.00, \$11.00 and \$12.00 values. Sale price—
\$8.45 \$9.50 \$10.50

SPECIAL!
—One lot of young men's suits; sizes from 33 to 38, with two pair trousers—
For Only \$19.95

MEN'S DRESS TROUSERS
—New assortment of spring patterns just received—
Range from \$3.95 Up

SPECIAL!
—36-Inch Percales, all new patterns—
Your Choice, 15c Yard

ANNA MAE PONGEE
36-Inch Anna Mae Pongee for dresses, Floral Designs—
Your Choice for 24c Yard

Men's and Boys' Furnishings
—Men's and young men's suits, Hart Schaffner & Marx, and Curlee Suits for Men and Young Men; every suit guaranteed to give you satisfaction in wear, or money back or a new suit. Most every suit we have has two pair of trousers. Regular price ranges from \$25.00 to \$50.00. Spring Sale Prices—
From \$19.95 to \$42.50

Crash Toweling
—All linen crash toweling, six yards for \$1.00.

Feather Ticking
8-ounce Eureka ticking, guaranteed to hold feathers, for 23c yard.

Special
—Seven spools Clark's O. N. T. Thread for 25c.

Challies
—36-inch Quilt Challies, worth 25c yard; special, six yards for \$1.00.

Men's Athletic Union Suits
—Special for this sale, 42c; size 36 to 46.


Fitz Coveralls
—Fitz Coveralls in khaki and blue, standard price \$3.50. Special for \$2.95.

Extra Special
—40-inch Crepe de Chine, regular \$2.00 quality, special for \$1.45 yard

Pillow Tubing
—36-inch Viking linen finish pillow tubing. Special for 29c yard.

Don't Forget That We Will Award the Chest of Silver on Saturday, May 7th, at 4:00 P. M.

Bundles collected twice each
For further information call 160.



**IT ISN'T THE PRINCIPAL—
IT'S THE PRINCIPLE!**

No need to worry about the size of the bank account, the important thing is to get it going.

The principal of the thing will take care of the principal of the thing.

Ask some friends of yours who are in position to know.

Then take their advice!

Western National Bank
"There is no Substitute for Safety."

Mrs. S. B. Houghton returned to her home in Buffalo Springs, Texas, on Sunday after a visit of several weeks with her daughter, Mrs. Arthur Manjert.

Four lots in baseball park will make a nice sized chicken ranch. C. P. COCKRELL.

I. T. S.

AFTER EASTER SALE.

Beginning April 29, my entire stock of Spring and Summer hats will be on sale at a big discount. New hats just received. I have wonderful bargains to offer.

MRS. HEIFNER
East Third Street.

Mr. and Mrs. Joe Killough and Mrs. Mary M. Love, of Amarillo, were here Tuesday visiting with Mr. and Mrs. Edgar Johnson and renewing old acquaintances.

Special until May 21—20 or 32-piece dinner sets for only 2 books Gold Bond Stamps. 15-4t

The Mothers' Club will take orders this summer for tulip bulbs up until September 15. Phone your orders to any member of the club. 15-3t

A box of good King's "Mothers' Day" Candy will make Mother happy on Sunday, May 28th. Buy it at CLARK'S DRUG STORE.

Mrs. Geo. A. Stambaugh and son, George V., spent Sunday in Amarillo visiting Mrs. Stambaugh's brother.

I. T. S.

Mother's Day Greeting Cards. Send Mother one—she will appreciate it. Cards for sale at the CITY DRUG STORE. 15-2t

Messrs. Carl Osborn and Leo Searey, of Gloria, were here Saturday night and Sunday visiting friends. Mr. Osborn is county clerk of Curry County.

No extra charge for greasing your springs at our station. Try our grease mix once. TEXAS FILLING STATION.

Buy four lots in Baseball Park and start a truck farm. C. P. COCKRELL.

STAR THEATRE
HEREFORD, TEXAS

FRIDAY EVENING ONLY
APRIL 23
"Going Crooked"
with
Bessie Love, Leslie Fenton.

SATURDAY AFTERNOON AND NIGHT
APRIL 26
Jack Hanks
in
"The Fighting Peace Maker"

MONDAY AND TUESDAY
MAY 2-3
The Music Master
with
Alice B. Francis, Lois Moran and Nell Hamilton.

WEDNESDAY AND THURSDAY
MAY 4-5
Jetta Gondal
in
"Fighting Love"
with
Victor Varconi, Henry B. Walthall.

FRIDAY EVENING ONLY
MAY 6
PETER B. KYNE'S
"Pals in Paradise"
with
Marguerite De La Motte, Rudolph Schildkraut and John Bowers

SATURDAY MATINEE AND NIGHT
MAY 7
Ken Maynard
in
"Senor Daredevil"
with
Dorothy Devore

Mr. and Mrs. Ralph Melton and two children, of Mt. Vernon, Ill., visited the latter part of last week in the home of relatives, Mr. and Mrs. A. L. Morrison. The Meltons were enroute from San Diego, California, where they spent the winter.

Do you know there are more Brunswick tires sold in Hereford than any other make. RICE sells them.

I. T. S.

DENTAL NOTICE.

Dr. Heard will be out of town from May 6th to 17th attending the State Dental Society meeting and taking post-graduate course at Austin. 15-2c

S. F. Bosson returned home on Wednesday night of last week from a visit with his wife in Mineral Wells. Mr. Bosson states that Mrs. Bosson's health is very much improved and that she expects to be home in about three weeks.

Plan used for stock books. W. TEXAS SHED & FEED CO.

Have you guessed it? I. T. Instant Tire Service, at 2100

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TRANSFER
PHONE 179-J

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COMFORTABLE CHAIRS, with a Lamp that just seems to fit along with it, demands special attention right now, as one of the outstanding values we have prepared for your economy in furnishing your home.

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Panhandle Lumber Company